

# Useful News...

A PUBLICATION OF OTIS BED MANUFACTURING  
volume 5 summer 2002



**Net  
News!!!**

**[WWW.OTISBED.COM](http://WWW.OTISBED.COM) will feature...“LOYALITIES”!** *This is our way to say Thank You for all your support in Otis and our high performance mattresses! How will the **Otis LOYALITIES** program work? Every month we will select two dealers with the highest percentage increase in sales (from the month prior) and then we place a banner ad on [otisbed.com](http://otisbed.com)'s home page that will link directly to the winners website (or store location if no website exists). Then for one full month they will have added visibility and the ability to sell directly to the visitors of our website! Keep in mind that every loyal dealer has the same opportunity to have their store or website featured on our website. You can design your own banner ad or we can do the link for you. Look for more exciting changes and offers to come on our informational website. If you have any questions regarding this, please email me ([kday@otisbed.com](mailto:kday@otisbed.com)) or call me at 602.625.2294.*

**Botox your mattress!!!** You LOVE the feel of your Otis MOONSHADOW as a sofa, but now you desire that same comfort for your bed!!! The Solution is NOW Available...Implant the MSU (Matching Support Unit) or the “Otis Elevator” underneath our high performance mattress and you will feel the benefits of this “plastic surgery” for your mattress almost immediately!!! This unit is made off a special blend of High Density Foam and is designed to enhance the comfort and height of the mattress so it can be used with a traditional bed frame.

**EL-A-VA-TION!!!** Going Up? Going Down? Give your customers the opportunity to experience ride the of the FUTONIC! You guessed it...our advanced technology produces a brother and sister model for the *Futonic 2000 (The World's First Electronically operated futon sofa-bed!!!)* Be ahead of the crowd and order one for display (and one to go) TODAY!!! The Innovative *Futonic 2000, 1500* and the *1000* models are the easiest operating futon sofa bed that works by remote and adjust to an infinite amount of positions. For an added bonus to WOW your customers that have everything, an optional tri-speed, dual controlled massage unit is available to take the days' stress away! Your friends will want one when they see one in your home!!! VISIT **[WWW.FUTONIC.COM](http://WWW.FUTONIC.COM)** TO SEE THE DIFFERENT MODELS AVAILABLE!

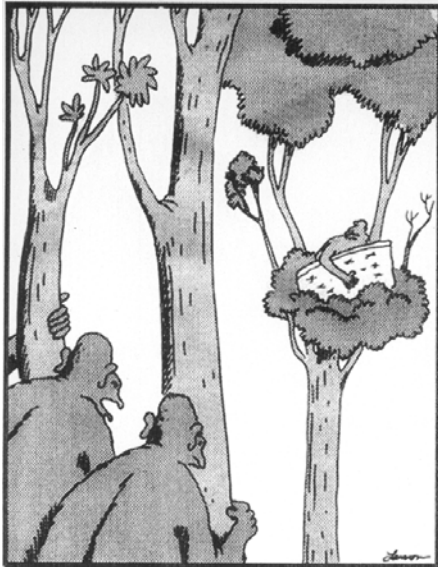
**THE EXTRA-NET ON THE INTERNET!** October 2001, Otis debuted **WWW.OTISBED.COM** with astounding success! Otis spreads its wings and opens its worldwide doors for you and your customers to gain information at your fingertips...*just link to our site!* Dealers, please take advantage of our Extra-Net; it was designed with you in mind. In this section you will find all you need to know to about pricing, ordering, and news for your eyes-only! Register a user name and password online today to see what all the fuss is about. You may even want to link your site to ours. As you know, Otis Bed can drop ship to any address, even boats, via UPS! All of our products, from cot to king and soft to extra-firm, are ups-able! Also, if your website needs an update, Otis's entire high performance mattress line is available on CD. Feel free to email us with any of your needs at [info@otisbed.com](mailto:info@otisbed.com).

### **The Universe Expands!** *Otis introduces the PHOENIX and the LIBERTY.*

- **MERCURY** – medium profile (7”), Multi-High-Density(MHD) mostly foam futon mattress that will help send your futon sales into orbit. Highly recommended for the Fabulux®MSS. This gives you a synergistic plush feel with uniform pressurization.
- **ORION** – High profile (8”) MHD futon mattress that is the extra-firm version of the Gemini. This body-contouring, incredibly supportive mattress graced the cover of Futon Life.
- **STRATOSPHERE** - a low profile (6”), slightly firmer version of our ever-popular “Moonshadow”. Third most popular futon mattress in our line. Great value! Works well with the Fabulux® Mattress Support System (FMSS)
- **LUXURY** - the Original cottonless futon mattress with a soft-touch that will keep its shape for years.
- **HALEY (90, 110, 150)** - a popular futon that delivers a distinct feel from plush (90) to extra-firm(150). When displayed, model 110 (the most popular Haley) compliments the Moonshadow. Now, the Haley 150 folds properly on futon frames with the aid of “Otis Grip Strips”
- **MOONSHADOW** – “Choice Award Winner” & most popular model that delivers a super-plush, TOTAL AMAZEMENT feel...one that cannot be duplicated! It has been suggested to “Get one on your floor before your competition does!”
- **NOVA** - low profile (6”) & the 1<sup>st</sup> multi-HD (1.8, 2, 2.5lb) foam futon with a synergistic extra-firm “spring-like” feel, without innersprings.
- **GEMINI** –“1<sup>st</sup> Runner Up!” The scoop on this cushioning system is **ULTRA PREMIUM SEATING AND UNMATCHABLE SLEEPING COMFORT!** Similar in design to the Moonshadow, but utilizes 4.0 lb. & 1.8lb. High-density foam. Compliments the **FU’TONIC 2000!**
- **GALAXY** - holds the title of the **WORLD’S FIRST FOAM ENCASED INNERSPRING FUTON!** Delivers exceptional comfort!
- **POLARIS** - **TOTALLY UNIQUE!** A design that incorporates a molded high-density foam and individual pocket coils that blend together giving **LUMBAR SUPPORT!** Best when utilized as a sofa or chair.
- **MILLENNIUM** - The 1<sup>st</sup> & only mattress that accommodates a dual comfort need (1soft side and 1 firm side.) Let your customer sit on the “*millennium*” and let them experience the different pressurization and coil configurations for themselves!!!

**GRIP THIS!** *Still having futon slippage problems? Try a pair of the Otis Grip Strips...buy a case and save some cash. These strips are designed to keep our high performance futon mattresses in place, bar none! These are the most effective strips in today’s market!*

***ALL ABOARD! For your sea-bearing customers, we bring you the Magellan Series. Our boat mattresses are favorites among the crews. Durable, comfortable, and portable. The Magellan has three models (soft, firm, and low profile); all are compression packed, lightweight and UPSable (directly to your boat, if necessary!) Custom sizing is also available!***



"He's making a nest now - there! See it?  
That son-of-a... he's got himself an OTIS!"

“ thank you Mont & Cheri”, Manhattan Loft, UT

**PROOF IS IN THE PACKAGING!!!...The real significance in our product line is that you would be buying into a thoroughly tested line that will remain as comfortable as the first day you slept on it or sat in it...GUARANTEED (for ten years). CONVENTIONAL BEDDING DOES NOT GUARANTEE BODY IMPRESSIONS... OTIS BED CAN LEGITIMATELY ENGAGE THE SPECIALTY MATTRESS RETAILER WITH A PROVEN TESTED SYSTEM. The best gauge of durability and support is “the amount of force it takes to compress that mattress into that compact box is more pressure than any ones body weight can place on that mattress throughout the life of that mattress.” Now there is a power statement!**

**BLESSSHOO... Under the direction of a well- respected allergist (Dr. Doris Rapp), we developed the allerest® line (all natural futons, and mattress & foundation) that have helped many chemical sensitive people rest peacefully through the years. We also appear in a national best seller, Is This Your Child. This book focuses on discovering and treating unrecognizable allergies**

**STRETCH MARKS!!!** Our factory expansion is COMPLETE! This means lead time will be cut in half for we will have more equipment, more space, and more efficient production processes! YEAH!!! Keep in mind, the incredibly busy months are coming at us with full speed, so remember to get your orders in early

**IT'S SHOWTIME!!! This is where we will be next:**

July 18-21, 2002...San Francisco Summer Market...Mart 1, 606

***If you have any questions or need any supplies (brochures, hard cover reference catalogs, training (in person or on video), or marketing on CD, etc., I encourage you to call (800.588.OTIS) or email us at: [info@otisbed.com](mailto:info@otisbed.com); [sales@otisbed.com](mailto:sales@otisbed.com); [orders@otisbed.com](mailto:orders@otisbed.com); [jroma@otisbed.com](mailto:jroma@otisbed.com); [kday@otisbed.com](mailto:kday@otisbed.com)***

Thanks again for all your loyal support!!!



80 JAMES E. CASEY DR. BUFFALO, NY 14206 • (800) 588-OTIS • FAX (716) 824-2073 • [WWW.OTISBED.COM](http://WWW.OTISBED.COM)