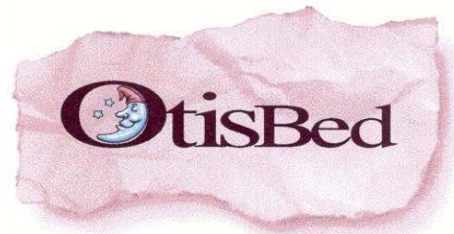


# Useful News...

A PUBLICATION OF OTIS BED MANUFACTURING

Volume8 August 2003 Issue



Back to School!!! Are your orders in for the rush??? Unlike the "east coast black out", the Otis "Niagara" is full of ENERGY and supplying plenty of comfort around the country! This mattress is part of our F-Class futon series with twist! Try one today!!!

BUY ANY 12 "F-Class" FUTONS...GET ONE FREE!

Good thru Labor Day

## **DOES SIZE MATTER???**

*You guessed it...of course it does!!! Did you ever try to squeeze into your favorite pair of jeans...from 2 years ago? Ok, so you gained a pound or two plus you went from a size 6 to a size 8. You have a couple options...diet, buy clothing the correct size, or try to fit in the incorrect size. FUTONS ARE NO DIFFERENT! I know we have all done it...put an Otis high performance Moonshadow (that is a true full size mattress with an 8" border) in a cover that is supposed to a futon that ranges between 6 and 8". Logically speaking, it will never fit properly. Like your jeans, it will fit, but SNUG and change the feel of the mattress! Our industry desperately needs to catch up to the mattress industry and design "high profile futon covers" instead of the one-size fits most covers. The futons of yesteryear could all fit into one size because there was no way to measure the true thickness of any mattress. Otis has challenged the industry once again to GROW and increase the image of the FUTON!*

Join Otis Bed's online ZZZmail. Call our factory at 800.588.(OTIS) or send us an email at [info@otisbed.com](mailto:info@otisbed.com) so you can get our newsletters and specials online. Plus make sure we have all your locations so we can forward that information to potential consumers looking for "Authorized Otis Bed dealers" in their area.

## Join us at the TUPELO furniture MARKET!

Tupelo Complex, building 5, 5107 & 5108

August 21-24th (Thursday thru Sunday)

(Call or email Karen for details at 602.625.2294 or [kday@otisbed.com](mailto:kday@otisbed.com))

**Displaying with *Strata Furniture and SIS Covers***

note...FLOOR MODELS WILL BE AVAILABLE!

**HEIGHTENED AWARENESS...The Vision of the futon expands!** To those of you that reached for the opportunity, we commend your vision of your stores' potential. Think about it, foam mattresses are dominating the market and we have supplied you with "tufted foam" futon mattresses from the very day you believed in Otis. Isn't it time you believed in this product fully and promote the futon as a mattress. Raise the expectations of your consumers and let them experience a futon in every room!

### OTIS BED MANUFACTURING

80 James E. Casey Drive  
Buffalo, NY 14206

#### **"THE JONES"...**

DID YOU HEAR THAT THEY PURCHASED A FUTON FOR THEIR BEDROOM! THEY LOVED THEIR GEMINI FUTON SOFA SO MUCH THAT THEY REPLACED THEIR "PERFECT SLEEPER" WITH A GEMINI SLEEP SET!!! MR. JONES HAS CLAIMED HIS BACK FEELS MUCH BETTER AND HE ACTUALLY NEEDS AN ALARM CLOCK TO WAKE HIM FOR HIS MORNING TEE TIME! HIS BODY IS MUCH MORE RELAXED THAT HE HAS FINALLY HIT HIS VERY FIRST HOLE IN ONE!!! (YOU CAN BE LIKE THE JONES'S TOO!)

Thank You to all our loyal dealers...All of us at Otis Bed Manufacturing truly appreciate all your business! Have a great rest of your summer! Hope to See you in Tupelo!