

The Bedding Tribune

Bedding Industries of America

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BIA IS INTRODUCED IN INDIA



Repose adds BIA to its brand portfolio

The brand addition is a pillar of the company's strategic-plan

Bedding manufacturer Repose, headquartered in Coimbatore, India, has taken the first steps in its quest to deliver American-mattress quality and design to consumers in the Indian subcontinent. As you may know, India has one of the fastest-growing economies in the world and demand for consumer goods, including mattresses, has surpassed all economic forecasts. "We saw an opportunity to capture a new

segment of consumers in the mattress category, and after evaluating BIA's brand positioning and overall qualities, we concluded that partnering with Bedding Industries of America was the smart thing to do" said a jubilant Balaji V. Repose Chief Marketing Officer.

We congratulate Balaji and the Repose team on their successful introduction of the BIA brand to India.



From the Desk of Stu Carlitz



Friends, in the past three months great things have happened with our growing licensing group. Four premier models of our National lines (Chittenden and Eastman, and Eclipse Conformatic collections) were launched at the Summer Las Vegas Furniture Market with great reception. The Van Vorst brand was introduced at Interzum in Cologne, Germany, and Luxury Sleep of Malaysia "seized the moment" and signed up to produce Van Vorst for South East Asia. Three long-term licensees extended their agreements. We have momentum and there is a lot more to come. There is no doubt that our group is at the forefront of success. In November all U.S. licensees will meet in NJ to expand our National lines and bring about more opportunities. I encourage everyone to capitalize on our continuous momentum and "ride the wave"....

Good Selling!

Van Vorst Enters The Growing Luxury Bedding Market of South East Asia



Luxury Sleep Begins Preparations to Produce Van Vorst in Malaysia

At the start of 2016, brothers Michael and Jim Malkewitz visited BIA's North Brunswick, NJ, corporate office in order to present several initiatives and uncover opportunities. After an hour or so, the conversation sparked an "Aha! Moment". What if Bedding Industries of America, with its licensing expertise, led the exclusive effort of expanding Van Vorst globally? And with that, the steps of bringing the Van Vorst brand to every corner of the world began. In May Bedding Industries of America attended the Interzum Show in Cologne, Germany, and discussed Van

Vorst opportunities with international manufacturers. We are proud to share with you, as a result of those conversations, on August 4th, 2017, Bedding Industries of America and Luxury Sleep signed a licensing agreement to produce and sell Van Vorst mattresses in South East Asia. The Van Vorst brand, founded in 1888, will serve as a complementary addition to Luxury Sleep's portfolio of 11 mattress brands that already includes American brands Eclipse and Ernest Hemingway. At present, Luxury Sleep plans call for Van Vorst mattresses to be produced at its impressive 300,000 sq.ft. factory near, Kuala Lumpur, Malaysia. Incidentally, in addition to the international licensing of Van Vorst, our

corporate office is in conversations with prominent U.S. retailers about carrying the brand.



Passing the Baton



At the end of 2017 Steve Bereziuk will retire after 20 years of service. Consequently, to ensure a smooth transition, Danny Donlon has joined the BIA team and is, literally, working shoulder to shoulder with Steve to learn all the role's "ins and outs".

We wish the very best to both Steve in his upcoming retirement and Danny in her new role!

TAIWAN, SINGAPORE, BRAZIL LICENSEES VISIT BIA'S LAS VEGAS SHOWROOM



MGA Moveleira Executives and the BIA Team



Vincent Ong, Armando Murillo, Benny Fang and Stuart Carlitz

Licensees Looking for American Ideas and Inspiration to Execute in their Growing Markets

With the aim at finding the best executable initiatives to introduce in their respective markets, leaders of Eastman House, Eclipse, and BIA from Brazil, Taiwan and Singapore attended the Summer Las Vegas Furniture Market. “There are unmet needs in Brazil for high-end bedding and the new Chittenden & Eastman Founders Collection Masterpiece offers the features and comfort sought out by the most discriminating Brazilian consumer” shared Thariel Manteiga. At the Summer Las Vegas Furniture Market new Chittenden & Eastman as well as Eclipse models were introduced with queen retails from \$899.00 to \$2,499.00.

The models are part of new growing collections that will be advertised and promoted nationally in the U.S. An upcoming two-day meeting at BIA’s corporate office attended by executives representing all U.S. licensee factories will provide the basis for additional models to complement these national collections. “The beds look and feel great and offer great value at their corresponding retails” shared Benny Fang of Eclipse, Eastman House and Ernest Hemingway of Taiwan. “I really like the side-panel vertical stitching of the Eclipse Conformatric models as it adds an elegant touch” added Vincent Ong of BIA of Singapore.

Ernest Hemingway



MGA Moveleira executive team also visited the North Brunswick, NJ, Eclipse/Eastman House factory to observe best practices



KOREA, MALAYSIA, PAKISTAN RENEW LONG-TERM COMMITMENT TO ECLIPSE AND EASTMAN HOUSE



Stuart Carlitz, Shazad Malik, Sughra Zaidi, Armando Murillo



Peter Yau

Three Manufacturers With A Decade of Producing and Selling Eclipse and Eastman House Sign New Licensing Agreements

In late July, Amos Bed of South Korea and BIA signed a ten-year licensing agreement with Eclipse. Recently, Amos Bed implemented new initiatives to continue expanding its bedding business in that dynamic country, and Eclipse is a key component of that strategy. Korea, considered one of the “Tiger economies of Asia”, has created an economic miracle that has generated tremendous opportunities for bedding producers such as Amos. “In the past 10 years, American brands have become more

prominent in our country and Eclipse has been a driver of our sales, which is why we wanted to extend our Eclipse licensing agreement for another 10 years” indicated Mr. Suh in a phone call with BIA executives.



In early August, Shazad Malik who is co-owner of Master Group, a very large conglomerate of companies based in Lahore Pakistan, made a special trip to visit BIA’s corporate offices with the purpose of expressing his company’s continued commitment to the Eastman House and sign a new multi-year licensing agreement. Master group has been representing Eastman House in the Middle East for close to ten years. Master Group

represents Eastman House in Pakistan, Saudi Arabia, UAE, Qatar, Oman, Bahrain, Kuwait, and Yemen. “Eastman House is a critical component in the expansion of our bedding business and is a foundation for our bedding branding strategy” commented Shazad Malik as he was signing licensing documents.

In early August, Peter Yau, Principal of Maeda Matsu Co Pte Ltd., signed a new licensing agreement that makes his company the exclusive producer of Eastman House mattresses in Malaysia and Singapore. Peter has a long-standing relationship with Eastman House; he was one of the first Eastman House licensees and, for many years, has marketed mattresses in several Asian countries. Maeda Matsu is a new organization with the backing of Peter Yau and other investors.

HURRICANE HARVEY'S DEVASTATION WILL NOT GO UNNOTICED; VICTIMS TO GET HELP FROM ECLIPSE AND SLEEP DESIGNS



Eclipse, Sleep Designs Donate Mattresses For Houston Victims

Next is a press release that we distributed to the media last week.

Moved by the storm damage and flooding from Hurricane Harvey in Houston, Eclipse International and Eastman House have teamed up with its Texas licensee, Sleep Designs, to manufacture and donate tractor-trailer loads of twin mattresses for use in temporary and long-term shelters housing people displaced by the storm.

“The Houston community is in dire need of assistance, and we’re here to do whatever it is we can do to help,” said Stuart Carlitz, president and CEO of Eclipse International

and Eastman House. “So many people have been flooded out of their homes, work places and schools for the foreseeable future and they need help. We have a community in need, and the fact that the factory is dry and operational gives us the ability to pitch in and make a difference. Our goal is to provide a comfortable place to sleep for as many people as possible during this disaster.” Carlitz said details are still being worked on, but the companies have reached out to the Federal Emergency Management Agency to determine the best locations for the mattresses. Thousands of people have fled flooded homes, and FEMA has estimated that 450,000 people will likely seek federal assistance in the

wake of the storm, making it one of the country’s largest storms.

“Our Sleep Designs’ factory is located on higher ground and made it through the storm without damage,” said Stanley Schnitzer, president of Sleep Designs. “The people in the Houston area are suffering and many have lost everything they have. We’re honored to be able to pitch in and provide a comfortable night’s sleep to those in need.” Carlitz said he’ll be reaching out to the companies’ suppliers to see if they are interested in helping with the donation, too. “We’re still working out the details, but we are here to help those in need,” Carlitz said, adding that the factory could produce enough mattresses to fill multiple tractor-trailers.

He's Back!



Matt Hard at Work In His First Day Back In The Office!

After Medical Leave, Matt Connolly Reports to Work, and He is Better than Ever

In the past few weeks we received many emails asking about Matt. We are happy to report that after a surgery to fix a long-standing issue, our dear friend Matt is back in the office and I assure you he looks radiant and with energy to spare (as demonstrated by the above photo).

On behalf of all of us, thank you for your inquiries and all the support expressed for Matt.

And so it goes.....



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A 22 year industry veteran with an MBA in International Business, Murillo has held sales and executive positions with several leading mattress manufacturers including Sealy, Serta, and Spring Air. He has also held executive positions with prominent retailers Art Van, Mattress Giant and The Brick in Canada.