

# The Bedding Tribune

Bedding Industries of America

Fourth Edition

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## ECLIPSE NOW SOLD IN BRAZIL



### *MGA Moveleira adds Eclipse as its second American brand to its brand portfolio*

*The brand addition is second pillar of strategic-plan*

MGA Moveleira has implemented the second stage of its strategic plan and introduced three Eclipse models as an expansion of their brand/product portfolio. This action follows a carefully crafted plan that includes going to market with company-owned stores and the enrichment of their product assortment not only with additional models but also with the introduction of Eclipse as a second US- sourced

brand. "Since 2014, when we started with EASTMAN HOUSE, I had the idea to use the ECLIPSE brand for mid-price points and keeping EASTMAN HOUSE as our premium brand. Now, with the opening of EASTMAN HOUSE stores, we needed more USA products to fill the need of medium prices. So I think this is the right moment to introduce Eclipse" said a jubilant Thariel Manteiga, MGA's Commercial Director.



*From Stu Carlitz  
BIA CEO*



Friends, industry figures indicate that first quarter 2017 didn't deliver the desired results. At the FT Bedding Conference, we heard that ISPA reported that in Q1 there was a 4.4% drop in units and 0.1% on wholesale value (\$). Nevertheless, I sense that there is consensus that a weak Q1 is not as critical; seasonality shows that sales are higher later in the year. There is no doubt that unless a company has a lion share of its selling territory (coverage), there is always business to be attained. There is significant opportunity for our brands to grow (Eclipse, Eastman House, Ernest Hemingway, Van Vorst). Collectively, we can generate economies of scale and leverage brand presence. Last month we had a very productive meeting in Florida at the FT Bedding Conference that leads me to believe that, if we put our heads together, as a group, we will achieve great things.....

## Tualatin Sleep Introduces Eastman House to Oregon's Largest Family-Owned Mattress Store Chain: **Bedmart**



### John Huggland shares the “how/why” Bedmart Chose Eastman House



**BIA:** John, so we understand that Bedmart, the prominent retailer with stores in the Pacific Northwest and Hawaii, has decided to carry Eastman House. How was this accomplished?

**John:** Over the years we have had a very cordial relationship with Steven Stone, Bedmart CEO and owner, and also with the entire Bedmart team. A few months



ago, they started looking for a new program to complement their assortment and decided to organize a “bake off”.

**BIA:** How many companies made a bid for the program?

**John:** Four companies competed: Kingsdown, Northwest Bedding of Spokane, WA (former King Koil licensee) Restonic of Oregon, and us, Tualatin Sleep Products.

**BIA:** How many skus in the Bedmart program?

**John:** There is a total of six sku's in the Eastman House program: \$799 extra firm and luxury firm; \$899 plush pillowtop; \$1099 extra firm and luxury firm; and \$1299 ultra plush pillowtop.



**BIA:** Which were the Eastman House differentiators that earned Bedmart's buy-in?

**John:** The mattresses feature the Spinal Zone support system and pocketed-coil units. Bedmart felt that these would be compelling selling stories, particularly when supported by a 150-year history. The other brands didn't have long histories to speak of or were nationally recognized. By the way, Eastman House will be exclusive to Bedmart.

**BIA:** John, we wish you great success!



## FOCUS OF FLORIDA MEETING: A NATIONAL LINE



### Pleasant Mattress, BIA, Jeffco Fibres, Heritage Sleep, Meet in Florida at FT Conference

With the goal of working on the introduction of a shared national line, Eastman House/Eclipse licensees met in Florida during the Furniture Today Conference. To initiate the dialogue, and to use as an inspiration, BIA executives shared in detail product specs and ticks of assortments previously presented to prominent retailers Macy's and Raymour & Flanigan. For four hours the meeting attendees exchanged ideas, discussed local challenges and opportunities, and agreed on next steps: The introduction of a limited "teaser" line up during the upcoming Las Vegas market followed by the introduction of a



comprehensive assortment at the January 2018 Las Vegas market. The meeting was attended by: Rion Morgenstern of Pleasant Mattress in Fresno CA, Bob Ashburn and Kenneth Tatum of Heritage Sleep in Rome GA, Jeff Lonstein of Jeffco Fibers in Webster MA, and Stuart Carlitz, Matt Connolly, Tom Rehwinkel and Armando Murillo of BIA.



*National-line meeting attendees exchanging viewpoints in Palm Beach Gardens, Florida*



# BIA RETURNS TO INTERZUM



## After a multi-year hiatus, BIA returns to Cologne, Germany, and discusses licensing opportunities

After being absent for several years, Bedding Industries of America successfully returned to Interzum in Cologne, Germany, to discuss licensing opportunities with manufacturers from around the world. Interzum, is the largest show in the world for sourcing machinery and equipment used in the manufacturing of furniture and bedding. Additionally, International suppliers of foam, ticking and other products also promote their latest innovations and technology at the show. While in its beginnings Interzum was mainly attended by European companies, today the show is a true global



affair. Participants from every corner of the world attended the show. BIA's exhibit space was visited by people from Europe, Asia and the Indian subcontinent, all of them searching for new brands to strengthen their business strategies. We spoke with executives from a large number of international bedding manufacturers and discussed opportunities with Eclipse, Eastman House and Van Vorst. We are excited to report that many of them are viable opportunities for membership into our licensing group.



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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.



## Did you know that there are more than 100 sleep disorders?

The American Academy of Sleep Medicine classifies various sleep disorders in a publication called the *International Classification of Sleep Disorders*. Some sleep disorders are more common than others. Generally, various sleep disorders are classified into the following broad categories: Insomnia, sleep-related breathing disorders, disorders of increased daytime sleepiness (hypersomnia), circadian-rhythm disorders, and parasomnias. Below is a sampling of some of the more common sleep disorders.

### **Insomnia**

Insomnia is a persistent difficulty in falling asleep, or maintaining sleep, and can affect people both in the short and long term. Up to 10% of people suffer from chronic insomnia, and up to 35% of people suffer from insomnia at some point in their lives.

### **Sleep-related breathing disorders**

There are several variants of sleep-related breathing disorders; the two you are more likely to have heard of are Obstructive Sleep Apnea and Snoring. Obstructive Sleep Apnea is a common disorder that causes the airway to narrow and oxygen levels to drop periodically during the sleep.



### **Disorders of Hypersomnolence (daytime sleepiness)**

There are several disorders associated with daytime sleepiness. One of the more common in this category is narcolepsy. Narcolepsy is a disorder characterized by an extreme level of daytime sleepiness which is often so severe it is disabling. The most common type of Narcolepsy is thought to be caused by a low level of the hormone involved in the sleep-wake cycle called orexin.

### **Circadian-rhythm sleep wake disorders**

Circadian rhythm is your brain's internal clock which is on a 24 hour cycle. A common disorder in this category is jet-lag which occurs when the body's internal clock has difficulty readjusting after changing time zones.

### **Parasomnias**

Parasomnias are another broad category of sleep disorders. Examples of parasomnias include sleep walking, sleep terrors, and nightmare disorder.

### **Sleep-related movement disorders**

Sleep-related movement disorders include restless-leg syndrome, periodic-limb-movement disorder of sleep, and sleep bruxism. Restless-leg syndrome is characterized by an urge to move the legs usually due to discomfort



*Dr. Nabeel Farah*

Dr. Nabeel Farah is the founder of Sleep Medicine Consultants of North Texas and is board certified in sleep medicine. He was chosen by his peers as one of "D" Magazine's Best Sleep Doctors in Dallas in 2014, 2013, 2012, 2011, 2010, 2009, and 2008. He is a nationally recognized expert and television commentator on sleep medicine topics and a frequent guest on television news programs on networks such as CNN, NBC, ABC, CBS, Telemundo, and FOX.



that mainly occurs at night and typically improves with movement. Periodic-limb movement is another disorder characterized by repetitive movements of the legs during sleep which can sometime cause disrupted sleep. Sleep bruxism is characterized by grinding of the teeth while sleeping.