

The BIA Quarterly

Bedding Industries of America

Second Edition

Winter 2016

Sealy Store in Brazil Converts to Eastman House Showroom



Initial Footprint of Mattress-Specialty Chain MGA plans to establish retail presence in largest metropolitan areas

After careful consideration and a comprehensive strategic analysis, MGA Moveleira (BIA Brazil licensee) moved forward with the opening of their first Eastman House showroom in the important city of Sao Paulo. The brand new showroom replaced a previous Sealy store and is located in the Shopping Lar Center, a busy upscale mall servicing the enormous metropolis of 12 million people. Thariel Manteiga, MGA's Director, could not contain his excitement and optimism while sharing the news with us at BIA Quarterly. "This store is our first step in creating a large Eastman House mattress-specialty chain in Brazil" said Thariel.

Great sales to the MGA team at their new Eastman store!



From Stu Carlitz
BIA CEO



Friends, in just a few more weeks 2016 will come to an end, and with it, the unstable-business climate created by the U.S. presidential election will be behind us. In fact, there's already good news. Recent reports indicate that post-election consumer confidence has skyrocketed and sectors of the economy, not to mention the stock markets, are showing optimistic numbers which suggest excellent growth opportunity in the forthcoming year(s).

We are grateful that 2016 was a banner year for us at BIA. We introduced collections of hybrid beds that already delivered favorable initial results; added six (6) new members to our licensing group; and national production for SAATVA increased dramatically. Yes, 2016 has been an excellent year for BIA. Nevertheless, our focus now is on 2017.

Let's seize the moment together and make 2017 our best year yet!

Eclipse Licensees Meet and Greet.... the “Californ.... i..... a” Way



Russ Bowman

Continuous-Improvement Expert Joins BIA

We are excited to announce that Russ Bowman has joined our team as a consultant focusing on manufacturing-systems improvement.

As an industrial engineer, and for over 19 years, Russ worked in the home-furnishings industry overseeing the manufacturing of drapes, curtains, bedspreads, comforters, pillows, sheets, mattress protectors and other sewn products. Additionally, and also for many years, he worked with Global Systems Group, the world’s largest supplier of mattress-manufacturing equipment. Russ is the unquestionable expert on plant layouts and operational efficiencies.

And, in case you wondered, yes, Russ also worked for Sealy, Serta, and Simmons.

Executives from Sri Lanka Visit Pleasant Mattress for a close view on manufacturing

In late October, Pradeep and Roma Anthony, executives of Hubert N. Anthony and Sons in Sri Lanka, were hosted by Herb and Rion Morgenstern for a tour of the Pleasant Mattress facility in Fresno, CA. The Morgensterns are the Father-Son dynamic duo that in the last few years has turned Pleasant Mattress into a prominent hyper-productive mattress manufacturer. Here is what the Anthonys had to say about their visit:

“We were welcomed and taken on a factory tour by President & CEO Rion Morgenstern who explained to us step by step the manufacturing process that takes place at his facility. At this state of the art factory that turns out up to 1200 mattresses per day for various brands of mattresses of which Saatva and Eclipse brands are included; it was an educational experience and Rion made it well worth our visit. He explained to us all the properties of material used in the construction of their mattresses, the strict adherence to quality of material, quality control checking procedures and the high volume of products turned out by them.

We were also introduced to Rion’s Father and it was fascinating to note that most mattress companies are family owned businesses as is our own and are being run effectively by third & fourth generations. They now seem like extended family [*sic*]”

Dr. Nabeel's Six Tips for Better Sleep

The essentials to a good night sleep

Having trouble sleeping? Well you are not alone, 30% of people are insomnia sufferers at one point or another. Fortunately, by improving sleep habits you can often kiss insomnia goodnight!

Don't stay up too late!

Your body's internal clock and circadian rhythms are affected by sleep times. The more consistent your bed time, the more consistent your sleep will be and the easier it will be to sleep. **Tips....** Try to sleep at the same time each night. Even on weekends try not to stay up too much later than your normal weekday night bedtime.

Rise & shine! (at the same time!)

Just as your body's internal clock is sensitive to sleep time, a consistent wake time is just as important to train you internal clock to have more consistent sleep and avoid insomnia. **Tips....** Wake up at the same time each morning (even on the weekends if you can). Even if you went to sleep later than you normally do waking up at the same time each morning will keep your body's internal clock from veering too far off course.

Still can't sleep?

If you find that you are in bed for more than 30 minutes and still can't sleep.... get out of bed and come back when you are more sleepy. The longer you lay in bed the more frustrated you get and adrenaline from being from frustrated can make it even harder to sleep! **Tips....** If you can't sleep for more than 30 minutes get out of bed and read until you feel more sleepy.

A sunny day! When you wake up in the morning try to get as much sunlight as you can. Your eyes have receptors that respond to certain wavelengths of sunlight. These receptors in turn influence the parts of your brain to control the sleep wake cycle. **Tips....** When you wake up in the morning open the blinds, or if it is still dark outside turn on as many lights as you can.

Feeling a little caffeinated?

Nothing like the smell of a fresh cup of coffee but beware of caffeine close to bedtime. Caffeine is of course a stimulant that has the potential to disturb your sleep and caffeine has a half-life of up to 6 hours. **Tips....** avoid anything with caffeine more than 6 hours before bedtime (coffee, chocolate, tea etc). Even better try to avoid caffeine any time after lunch if you are still having trouble sleeping.

A comfortable bed!

Make sure the environment of your sleep is comfortable. That starts with a mattress that feels comfortable to you. I am often asked what style of mattress is best to sleep on? A firm mattress? A soft mattress? The answer is whatever *YOU* find most comfortable. **Tips....** When shopping for a mattress don't hesitate to try laying down on one or many at the mattress store. Take your time to let the experts at the mattress store walk you through different levels of softness/firmness and explain other features of multiple mattresses. If you have a lumpy or saggy mattress, it's a good idea to go to the mattress store... after all you will spend 1/3 of your life in bed!



Dr. Nabeel Farah

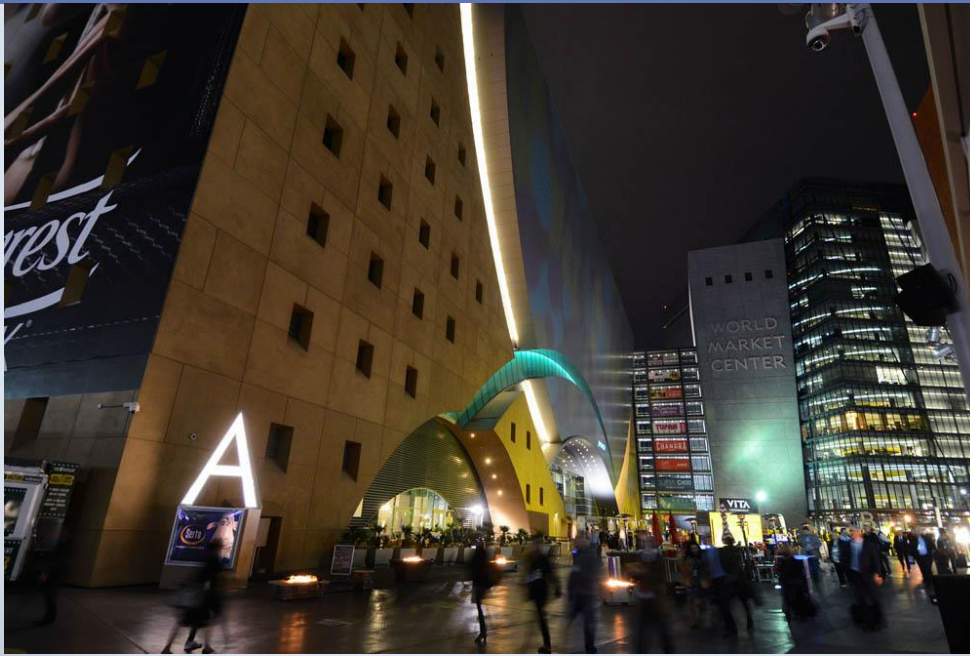
Sleep Medicine Expert Joins BIA

BIA is proud to introduce Dr. Nabeel Farah as our new sleep-science medical contributor. Dr. Farah is a graduate from the University of Texas Southwestern Medical School and has a private practice in Dallas. He is board-certified and a member of the American Academy of Sleep Medicine.

"Dr. Nabeel", as he likes to be called, lectures extensively throughout the U.S. and has appeared on numerous television-news networks such as CNN, ABC, CBS, NBC, and FOX.

Please join us in welcoming Dr. Nabeel to the BIA family!

Winter Las Vegas Furniture Market and the 2017 BIA Advertising Program



Many New Model Introductions Heading to Winter Las Vegas Market

The Las Vegas Winter Furniture Market is fast approaching and we are excited about the potential opportunities!

All U.S. licensees are attending this market and meetings have already been scheduled. We are also thrilled that a few international licensees plan to join us.

The January furniture market has a higher attendance and we are prepared to have as many as 19 new-product introductions.

Preparations for our 4pm Monday welcoming reception are underway. Final details to follow.

We look forward to see you there!

BIA to Heavily Advertise Brands and Products in 2017

We are excited to report that agreements have been signed with five (5) internationally-distributed publications in order to promote BIA programs, brands and products. A total of 39 ads (full-page and double-truck) will be placed with the following magazines:

- Bedtimes*: 12 ads
- Sleep Savvy*: 8 ads
- Sleep Retailer*: 4 quarterly ads
- Furniture World*: 2 ads
- Furniture Today*: 13 ads

“Maximizing our advertising investment with the top bedding-industry magazines is essential for our continuous growth in 2017” said a jubilant Stu Carlitz.



Steve Bereziuk

On the Spot Light: Steve B.

Over the years, many of you have had the chance to “meet” Steve Bereziuk on the phone while discussing sales and other licensing-pertinent information.

Steve is a quiet and humble person so you may not know these interesting things about him:

Steve’s is a second-generation Ukrainian; his parents emigrated to the U.S. after World War II, in 1948. Steve has lived all his life in New Jersey. After high school, where he met his wife Aggie, he attended Kean University and obtained a bachelor’s degree in Management Science and Accounting. He has been working for BIA since 1997, 19 years; and for the past five years has been an active participant and contributor to our licensing program.

By the way, both Aggie and Steve are passionate about art and plan to focus on this passion once they retire.

We are proud to have Steve as a member of our team!



Just In Time for the Holidays: A BIA Donation for Kids

In partnership with Precision Textiles, Bedding Industries of America is paying it forward by donating over 130 beds to Beds for Kids. This is a non-profit charity organization located in North Carolina that collects and provides beds to children in need. Bedding Industries of America understands that a child's sleeping habits, abilities to listen and learn, and cognitive development are drastically improved by sleeping in a bed. Stuart Carlitz, BIA's CEO has been personally involved in the delivery of the donated beds as he is a strong believer of the benefits and emotional comfort a bed provides to a child.

"We at BIA have a life-long commitment to contribute to positive causes that benefit our fellow citizens who are in need, especially children" said Carlitz as the beds were being loaded onto trucks for delivery to Beds for Kids.



Bedding Industries of America

PROUD SUPPORTERS
OF



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