

The Bedding Tribune

Eclipse International

Seventh Edition

Winter 2017



Eclipse Licensees Set Growth Plans for 2018



Troy Zanatta, left, Restwell; David Tenuta, Eclipse International; John Hagglund, Tualatin Sleep; Tom Rehwinkel, Eclipse International; Kenneth Tatum, Heritage Sleep; Stuart Carlitz, Eclipse International; Ed Ciolkosz, Illinois Sleep; Mike Moore, Pleasant Mattress; Matt Connolly, Eclipse International; Stan Schnitzer, Sanitary Mattress; Jeff Lonstein, Jeffco Fibres; and Armando Murillo, Eclipse International

In November, [Eclipse International](#) hosted its annual national licensing summit with its U.S. licensing partners at its North Brunswick, N.J. headquarters. The two-day meeting focused on the company's 2018 outlook, which included new product initiatives and retail strategies and tactics. In addition to stakeholders from its licensing partners, Eclipse hosted executives from its ticking vendors and graphics vendors, each of which unveiled updates for new programs for the company. Each licensing partner also shared regional outlooks, officials said. "This has been an outstanding year for our

brands and our licensing partners said Stuart Carlitz, president and CEO of Eclipse International. "This meeting was not only a chance for us to celebrate this success together, but also gave us the opportunity to brainstorm with our licensing partners. Setting aside time for dedicated conversations helps us establish a strategic focus for the company as we move into 2018. We have a lot of exciting initiatives set for the new year, and the summit gave us the chance to collaborate with our domestic partners to guarantee a successful launch of the plan." Carlitz said.



From the Desk of Stu Carlitz



Friends, as we close a successful 2017, I can see 2018 as an even better year for our licensing network. We expect increases in every front. E-commerce, traditional retail and the new "Bricks 'n Clicks", the first of its kind and slated for next year introduction, will prove to be an industry leading program opening opportunities coast to coast and beyond. For the first time we are launching at the January Las Vegas Market our National Line which was developed with the creative collaboration and support of all our domestic licensees. Additionally, and also scheduled for Las Vegas, we will introduce Velika, a unique Eclipse program with a special design and "Bricks 'n Clicks" strategy.

Once again, I invite you to take advantage of all of our upcoming initiatives so 2018 becomes a banner year for all us!

Van Vorst Exclusive Stores to Open in China



Eclipse to Facilitate Opening of Van Vorst Stores in China

Leading bedding manufacturer Eclipse International, in conjunction with an Asian conglomerate, will open a line of Van Vorst branded retail stores next year that will highlight the historic luxury mattress line. The first two stores are set to open in China in March. The *Van Vorst Studio* stores will be run and managed by Van Vorst Partners Ltd. of China, and the first two dedicated stores will be located in Hunan and Shenzhen, two large Chinese cities with

burgeoning luxury goods markets. The planned 4,000-square-foot stores are an integral part of the overall strategy to grow the luxury heritage mattress brand in China. In addition to the two stores set for opening, plans call for implementation of an e-commerce platform as well as outreach to traditional full-line department stores in China. “The Van Vorst brand offers an aspirational look, feel and design that can only be told through a high-end retail experience,” said Stuart Carlitz, president and CEO of Eclipse

International. “The *Van Vorst Studio* stores will allow us to offer that dedicated luxury experience for discriminating consumers.” The brand-dedicated stores will feature a selection of 14 Van Vorst mattress designs, all manufactured in N.J. and shipped to China. The high-end, luxury line is priced to retail from \$999 to \$5,000 in queen in the U.S., and delivers strong brand appeal in a country where consumers have healthy appetite for American-made goods.

Eastman House Wins With Southern Hospitality



Heritage Sleep Wins By Offering Exclusive Line with High Margins

A few weeks ago, Kenneth Tatum called in order to share very positive news about one of their independent accounts: Town & Country Furniture of Blue Ridge, Georgia. T&C is a leading independent furniture store catering to a middle to high-end clientele and has been a Heritage Sleep account for over 10 years. On the T&C floor Heritage uses Eastman House to compete against Tempurpedic, Sealy, Englander and Ashley. Heritage Sleep's "win" materialized when T&C was looking for a way to stop

the margin erosion resulting from Tempurpedic and Sealy sales. As both brands are widely distributed in the T&C market, T&C has been forced to meet or beat prices offered by competing retailers. Therefore, upon learning about the T&C margin erosion issue, the Heritage folks prepared an effective presentation suggesting the installation of an Eastman House gallery with an assortment that would provide higher AUSPs and gross profit dollars. In addition, Heritage offered customized models that feature an embroidered T&C logo prominently placed in the center of the front border.

So, as they say, the rest is history. Since making this change, the Town & Country's new Eastman House assortment is delivering a 30% sales increase vs. prior year and, most importantly, higher margins.

We congratulate the Heritage Sleep team of Barry Simpson, Kenneth Tatum, and AV Smith on their success with Town & Country!

Eastman House
Since 1866

The Why and How Luxury Must Be Part Of The Bedding Equation By David Tenuta



We Ask David Two Questions Regarding Luxury Bedding and Its Benefits

A Couple of months ago an enthusiastic David Tenuta joined the Eclipse International team. David's long-lived career has focused on luxury bedding so we decided to ask him about his view points.

Why is luxury bedding important?

As we get older, people need a more restorative deep sleep. Additionally, there is a misconception that as we get older we need less sleep. Luxury sleeping surfaces, for

the most part, are designed to provide the outmost comfort, and when one is laying on a very comfortable mattress, one tends to sleep better and undisturbed.

How do manufacturers create luxury beds?

The initial step requires research of components and materials that deliver an enhanced experience. Costing at this stage is not a consideration, quality and performance is. You source luxury materials to design how you want the bed to feel. Therefore, the bed is built from the ground up. First, you select the coil unit or foam core; then you select the comfort layers

under the premise of consumers' expectations of luxury. I believe in using natural comfort materials such as alpaca, wool, and cashmere. These are breathable and thermologically correct fibers that offer a consistent and long-lasting performance.

Are you presently working on any new luxury products?

I'd like to save the answer as a surprise for the upcoming Las Vegas Market. I promise that you will not be disappointed.

And with that, David expressed a big "Hooah"!

Quest Hemingway

Why do People Snore?

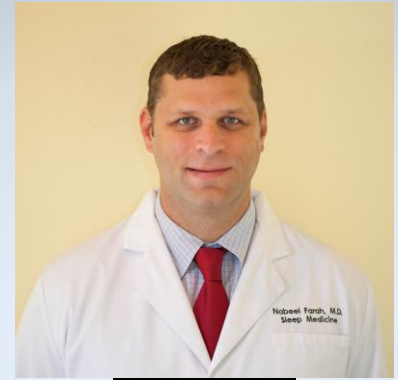
Snoring is surprisingly common. Snoring can range from soft and intermittent, to very loud and constant throughout the night. Snoring can also be a nuisance to bed partners. But why do we snore?

Normally when a person breathes, airflow is smooth and regular in the upper airway. When a person snores there is often narrowing of the upper airway. This narrowing can be caused by various factors. For instance, when sleeping, some of the muscles that normally keep the airway open can relax and make the airway more "floppy", and susceptible to narrowing or collapse. Other factors can include being overweight; which can contribute to the narrowing of the airway as fatty tissue in the neck can also add to narrowing of the upper airway. Other causes of narrowing of the upper airway can be related to anatomical features such as a small jaw, a large tongue, or large tonsils or uvula. Genetics can also contribute to snoring. If a person has a family history of snoring, they may be more likely to snore.

Essentially, when narrowing occurs, the airflow through the upper airway becomes more turbulent. It is this turbulent air

which causes the acoustic nuisance of snoring. The turbulent air causes the soft tissue of the upper airway (such as the soft palate) to vibrate and this is what causes then noise. Because snoring is a sign of possible narrowing of the airway, snoring can also sometimes be a sign of a more serious disorder such as obstructive sleep apnea.

If snoring is bothersome, ask your physician about it. There are various treatment options for snoring that range from weight loss to surgical approaches, to dental appliances, to CPAP (in the case of obstructive sleep apnea). Frequently, when a physician assesses a patient for snoring, a sleep study may be indicated to rule out more serious conditions such as obstructive sleep apnea.



Dr. Nabeel Farah

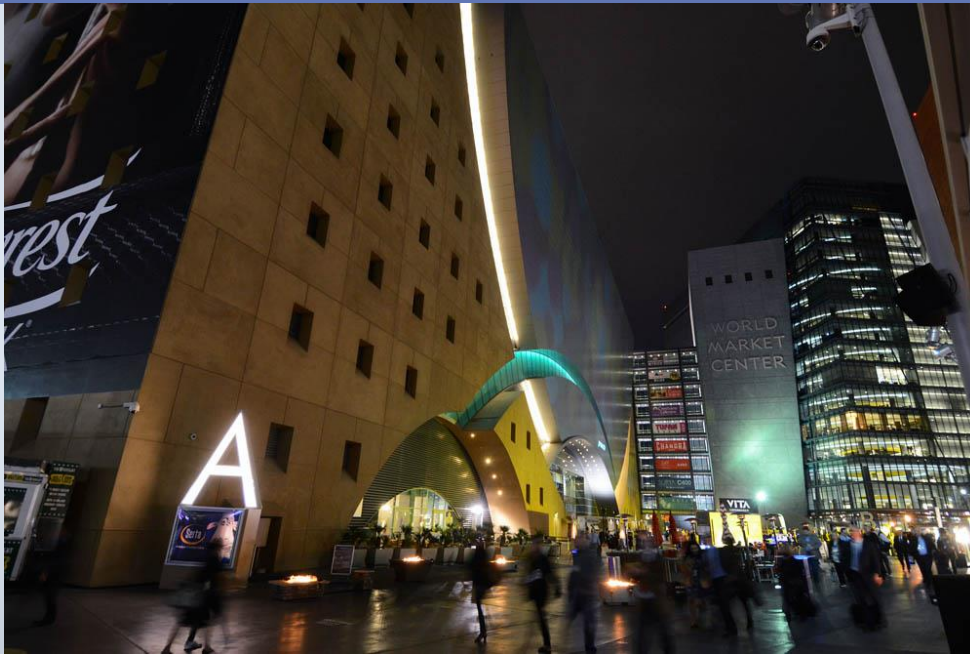
Eclipse International Medical Contributor

Dr. Nabeel Farah is our new sleep-science 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.



2018: January Las Vegas Market and March ISPA EXPO



Las Vegas Market Licensee Meeting

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 several meetings have already been scheduled. We are also thrilled that a few international licensees plan to join us.

The Winter Furniture Market has the highest attendance and our plan is to introduce over 13 new models.

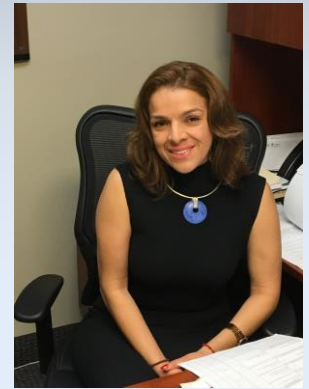
Please note that our **Licensee Meeting will take place on Saturday, January 27th, at 3pm**, and our **Wine and Cheese reception will be on Monday January 29th at 4pm**.

We look forward to seeing you there!

ISPA EXPO Licensee Meeting

The 2018 ISPA EXPO will take place from March 14th to 16th at the Charlotte Convention Center. As in past EXPOs, we will have **licensee meetings on Tuesday, March 13th starting at 10am**. All licensees are encouraged to attend as we will be sharing great information to support your business-growth efforts.

Please come and join us!



On the Spot Light: Beira Ramos

As previously announced, early in 2017 Steve Bereziuk made the decision to retire. December is Steve's last month. In preparation for Steve's retirement, two months ago, Beira Ramos joined our team and has taken over the responsibilities that Steve had for over 20 years. Beira comes with a very strong background with a B.S. in Business Administration from DeVry University and worked for companies and institutions such as Spirent Communications and the Union County College.

Please join us in welcoming Beira to the Eclipse International Team.

For updates or to share
information, please contact:
Armando Murillo
amurillo@eclipsebedding.com
714-655-6720

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.