

The Bedding Tribune

Bedding Industries of America

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October 2016 Edition



Eclipse, Eastman House Brands Achieve Nationwide Coverage

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Tualatin Sleep Products, headquartered in Tualatin, Oregon, inked a deal for distribution rights throughout northern California, Idaho, Nevada, Oregon, Utah and Washington. Fresno, California-based Pleasant Mattress Inc.

and that Eastman will be the premium step-up line.

“I’ve always sought to have a cohesive group of strong players aligned toward a common goal of building a strong brand and

“This is the first time in the current Eclipse/Eastman House regime that we have national distribution.”

(formerly Cannon Sleep Products) holds the license to distribute the Eclipse and Eastman House brands in central and southern California, as well as Arizona.

In years past, the Eastman House brand had a strong presence in the West under its originators, the former mattress maker Chittenden & Eastman Co., said Stuart Carlitz, BIA owner and chief executive officer. “But this is the first time in the current Eclipse/Eastman House regime that we have national distribution.”

Carlitz said that while Eclipse is new to much of the sales territory, he expects its “strong patents and unique marketing to lead the way with volume at popular price points,

business. I’m proud to say that we have reached our goals. I have surrounded myself with some of the best tier-two factories out there. ... The old saying has always been, ‘a licensing group is like a chain, and only as strong as its weakest link.’ We have a strong chain of first-class factories and we’re ready for business.

“These are interesting times with all of the consolidation at retail and of the top-tier mattress makers. The internet phenomenon has also brought

a great deal of opportunity. We are fortunate to be perfectly positioned to take advantage of many of the opportunities around us.”



From Stu Carlitz
BIA CEO



So far 2016 has been another year of opportunity and growth for the Eclipse, Eastman House and Ernest Hemingway brands. As you will read elsewhere in this Newsletter, this year we are adding three new licensees; and it all makes sense. Global demand for international brands continues to expand. Globally, the prospects for the mattress-category continued growth remain favorable. According to the April 2016 report by P&S Market Research, “The global mattress market is expected to increase from \$24.7 billion in 2015 and reach \$38 billion by 2022, growing at a CAGR of 6.5%”. This is an extraordinary global growth rate for any product category!

We expect the remainder of the year to continue delivering opportunities to all of us. Let’s close the year strong and prepare for a great 2017!

Brand Introductions in Korea & Sri Lanka



Eastman House & Ernest Hemingway to enter Korea while Eclipse will make new inroads in Sri Lanka

Bedding Industries of America has expanded its international

executives Pradeep and Roma Anthony have scheduled a due-

“A great strategy to capitalize on the enormous appeal of an American brand”

Nelun Anthony, President, Hubert N. Anthony & Sons

licensee group with three new members: Comfort M and Matt G. (both) from Korea, and Hubert Anthony and Sons (PVT) Ltd. from Sri Lanka. Korea is a dynamic market with a rapidly expanding economy which is well suited for the commercialization of American brands. To attract discerning consumers to their product offerings, Comfort M has selected Ernest Hemingway as its flagship brand; and with a similar strategy, Matt G's chose Eastman House. “Korea is a burgeoning market with the right demographics for our brands to be very successful” said Stu Carlitz, Bedding Industries of America CEO. In Sri Lanka, Nelun Anthony's decision to bring into the country an American brand was a well-planned strategy. To that end,

diligence trip to North America that includes a visit to the Pleasant Mattress facility in Fresno, California. There they will observe manufacturing processes and discuss brand-introduction strategies. Pleasant Mattress also recently joined the Eclipse/Eastman House licensee group.



Tony Han (President, Matt G Company) with Matt Connolly at the BIA showroom in Las Vegas



Scott Baron

New Additions to the BIA Team

We are happy to report that in May Scott Baron became our new Director of Web Development & Social-Media Marketing. In his new capacity, Scott will lead our efforts to expand our web presence through Facebook and Twitter; and to also improve our existing websites. Additionally, and most importantly, he will be responsible for providing web-development and social-media support to our licensees.

Armando Murillo, joined BIA in September as Vice President of Licensing. In his new role, Armando will focus on expanding our licensee group and providing support to the entire licensing organization.



Armando Murillo

BIA Joins BITAC To Find Opportunities in Hospitality and Healthcare

Bedding Industries of America

10/17/2016



Eastman House & Ernest Hemingway are featured sponsors of BITAC

"A great strategy to capitalize on the enormous appeal of an American brand"

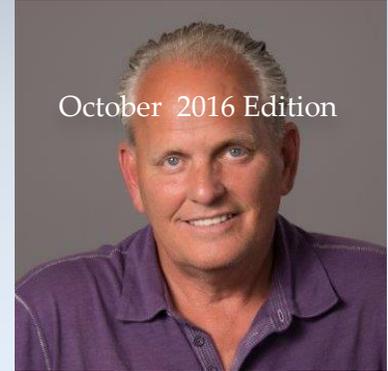
Nelun Anthony, President, Hubert N. Anthony & Sons

Bedding Industries of America has signed an agreement with BITAC (a premier event-organization entity) to participate in their symposiums. BITAC events bring together suppliers (like BIA) with international Hospitality and Healthcare decision makers with the purpose of developing business relationships. Large, medium and small companies in the above-indicated industries attend the events. BIA has already participated in four events and tangible results have been attained; the first sizeable order from a major hotel has been received. Moreover, during the first-ever HealthTac event, BIA introduced a prototype of the Independence, which is an adjustable bed for senior customers. This bed, in addition to common offering common functions featured by other adjustables, it offers rotate and stand capabilities. Therefore, a user can literally be lifted into a stand-up position. Great feedback and interest was expressed by many HealthTac attendees.

Please stay tuned.....



HealthTac Attendee testing rotate and stand features of the Independence adjustable



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Ken MacDonald

Profile: Ken MacDonald

Ken MacDonald joined BIA a couple of years ago and as they say "hit the ground running". In his first day of work, and not knowing exactly what to do as Stu Carlitz was on travel, Ken decided to answer a service call and convert a return into a sale. Yes, an irritated customer called wanting to return her mattress and Ken, patiently, addressed the customer's concerns and convinced her to upgrade for a higher quality model, instead of returning her mattress. And with that action, Ken began his career with BIA. Presently Ken is responsible for developing relationships in Hospitality and Healthcare through the participation in BITAC events.

We invite you to contact Ken if you are interested in learning about hospitality and healthcare opportunities.

For updates, information or assistance, please contact:

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