

Undercover

by

Bowles
MATTRESS CO.
SINCE 1975

Welcome to the Autumn Edition of the 2022 Bowles Newsletter!

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Holiday Schedule:

Bowles Factory will be closed on the following dates throughout the remainder of 2022:

- November 24*
- November 25*
- December 23*
- December 26*
- December 30*

"Enhancing the Knowledge of a Great Night's Sleep"



All eyes are on Justin as he explains details regarding quilting and quilt panels.

L-R: Justin Lemonds, Yan Sherman, Scott Armstrong, Jamie Higginbotham, Doug Petroskey, Daniel Pannell, Corey Chalfant

In 2010, Bowles introduced the Bowles Certification Program to inform and educate our Retail Sales Associates in the Science and Art of making Outstanding Mattress Products. We have produced and provided an extensive training manual to enable our retailers to keep up with current trends, while utilizing BMC's 40+ years of bedding experience.

Our program is not a sales presentation or selling system, but rather a fact based program to provide information. When consumers get accurate answers to their questions it builds trust and a loyal customer for the retailer.

Knowledge is the key component in preparing our RSA's for success!

Today's consumers are often armed with a lot of research and knowledge before they even step into a store. They expect to encounter a highly knowledgeable sales staff, able to answer all of their questions. For this reason, it is crucial for the RSA to have the right product knowledge. Book learning is significant—but experience... for this, there is no substitute.

The first week in October this year, we held a training and education event for the employees of Long's Mattress World.

Long's Mattress

"Everyday low prices... Everyday honesty."

Many of Long's employees, from RSAs to delivery drivers and warehouse staff, were included in this highly anticipated event.

Carefully planned itineraries included stops at each workstation, enabling the Longs crew to learn the details and get specific answers to any questions they may have had regarding any design, process, or issue.

Every step of the manufacturing process was performed for the groups with detailed explanations as to what was being done and why. Questions were encouraged and provided ensuring a working, knowledgeable understanding of each processes.

Long's Mattress World Educational Training Event



A "Hands-on Experience"



"It's in the Details"



"R & D"



"..nom..." 🍕





BMC Employees enjoyed a pot-luck while celebrating National Hispanic Heritage Month! Yummy! Thanks to Angela for all her hard work!



We are growing!



Bowles held a team contest for a new slogan reflecting this time of change and growth. The winner won 4 hours of PTO. The new slogan was applied to t-shirts for the whole team. Jordan Hammel won the contest with his "Dream Bigger, Dream Better" slogan, and Alison Ermspiker designed this slogan into a word cloud form of a person enjoying a good night's sleep!

Production Lead Promotions



Meet Randy Davis. Randy has been with Bowles for over 33 years. Randy has known the Bowles family for as long as he can remember, as they moved in across the street from his family when he was just a baby! Randy has experience with every production job, making him the perfect choice for his new role as Production Lead—Buildup Department, where he will oversee the build-up productivity, while leading/training the buildup team.

Meet Monica Espinoza, Production Lead—Sewing Department. Monica has been with Bowles for over 15 years! She is a solutions-oriented problem solver. Due to her organizational skills and her wealth of knowledge in the sewing department, she is a solid choice for this role. Monica will be overseeing the quilting/sewing productivity and coaching her team. Monica is a joy to be around.



All of us here at Bowles Mattress are thankful for Randy and Monica and everything they add to our company to make it special. In their new roles, they will be working hand in hand with Production Supervisor Dennis Hammel to ensure our production schedule is met with the highest efficiency and quality.

Yikes! We get an extra hour of sleep, right? Shouldn't this be good? Even this "bonus" hour can disrupt sleep schedules



making it difficult to get back into a routine. Plan ahead, slowly adjusting your bedtime and waketime by a few minutes every few days, so that when the time change happens, you'll be ready and it won't hit all at once.

*For more information please visit <https://www.pinterest.com/BowlesFactory/>

Our Humble Beginnings.....



Family photo taken for news article shortly after Karen joined the company in 1997

When George and Opal began the business in 1975, they had no specific business or entrepreneurial training. They used their existing experience and education to begin the new venture. George was experienced in mattress manufacturing, but he also had experience as an electrician in the Navy and as a sewing machine mechanic at a garment factory. This experience enabled him to set up the machinery needed in the plant. Opal's experience as a home seamstress, with a home economics degree, helped her with the production sewing. Also, her experience as a bank bookkeeper was invaluable when setting up the books.

Through the years, the children also became involved in the business on a full-time basis. Alice began in 1986. She received a Sociology degree with one year of post graduate education in Social Work. Alice is the bookkeeper for the company, but she also has a heart for people and is very interested in projects dealing with charity and community involvement. The company and its employees have been actively involved in United Way giving and community projects through the years. We firmly believe in sowing seeds of kindness and giving back. Alice is also very involved with community projects on a personal level, as well.

After part-time experience in the plant, Billy joined Bowles in 1991. Billy received a Finance degree with a minor in Business Management. He has used his expertise in varied ways in the roles as employee, president and now, CEO of Bowles Mattress; his insight is invaluable on a daily basis. He is dedicated to the ongoing success of the business and for the welfare of the employees. After teaching and raising little ones, Karen became involved at Bowles in 1997. Karen has an elementary education degree and has used her organizational skills by scheduling orders and routing trucks. She is now using her creative side for employee appreciation and employee recognitions.

We feel blessed as a family and a company. We are glad we can use our resources and talents to serve our community and our customers.

FAQ:

Do you really need to replace the box spring? Seriously, it looks brand new!

Good question.

You've heard that old saying, "looks can be deceiving", right? The springs will soften over time, developing their own body impressions. The new mattress will follow the impressions, causing you to gravitate towards that ol' spot. Think of it like buying a new car, but putting your old tires on it! Your new mattress has been designed to work with your new foundation. Keep them together.



Look at those smiles! We had some fine representation for the Metro United Way's Day-of-Action! Yard work never looked so fun! Nearly 200 volunteers were working on 18 projects across 2 states, benefiting more than 5,000 children and families!