

## **Verlo Mattress Factory Stores of West Bend moves to new location**

WEST BEND, Wis. – Verlo Mattress Factory Stores of West Bend franchise owner Adel Salameh unveiled his new 2,900-square-foot location at 1325 S. Main St., to the public Oct. 1.

Salameh, who also owns Verlo franchises in Grafton, Watertown, Fort Atkinson and Delafield, has touted Verlo's handcrafted sleep systems for over 15 years. Salameh said he is happy with his new location, citing its visible retail presence.

"Verlo Mattress has maintained a strong presence in the West Bend community for a little over 10 years," Salameh said. "The move renews its place within the community, offering improved visibility at the new site."

Salameh added that the recent move coincides with the celebration of Verlo Mattress Factory Stores' 51<sup>st</sup> anniversary in business.

"Customers are invited to take advantage of anniversary specials that will be offered throughout the remainder of 2009," Salameh said. "The showroom floor is updated to feature more of what Verlo has to offer in the way of advanced technologies that complete the entire sleep system experience."

Salameh added that customers can continue to expect one-on-one, customized service and products.

"Verlo's business is built on local service, integrity and expert craftsmanship," Salameh concluded. "That's what we do best."

For more information, call 262.334.7766.

### **About Verlo Mattress Factory Stores**

Headquartered in Fort Atkinson, Wis., Verlo Mattress Factory Stores is the nation's largest Craftsman-Direct® mattress retailer. Offering the only franchise opportunity in the \$8 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores was selected as one of the 100 companies to be featured in the *2009 (3rd) Edition of Bond's Top 100 Franchises*, competing with over 3,000 active North American franchise systems. Verlo was also named a Retail Giant of Bedding by *Furniture Today* in 2008 and earned a spot in *Entrepreneur Magazine's* 27<sup>th</sup> Annual Franchise 500 in 2006. Verlo's business model sustains the retail framework for custom-built mattresses, ornamental design beds, futon mattresses, assorted futon covers, futon frames, bolsters and pillows.

Currently, Verlo has a highly concentrated retail presence in the Midwest with stores expanding as far west as Colorado and as far south as Texas.

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