



Verlo Mattress Factory Stores debuts in Texas

BEAUMONT, Texas – Texans can look forward to better sleep with the debut of the Lone Star State's first-ever Verlo Mattress Factory Stores, the nation's largest Craftsman-Direct® mattress retailer.

Franchise owners Eric and Phyllis Lawrence took advantage of a dreamy opportunity and opened the doors of the new location at 5904 Eastex Freeway in early November.

“Verlo gives Southeast Texans a real choice in their bedding,” Eric said. “We boast the ability to customize mattresses made just for our customers’ comfort and support levels. Their wallets aren’t left out of the equation, either. Customers will get more for their money and obtain a level of quality not previously available in our market.”

Eric explained that Verlo Mattress Factory Stores offers a one-stop shop for the finest quality conventional innerspring mattresses, featuring Talalay latex, memory foam and adjustable airbeds.

“They’re all in one place to actually compare,” Eric said.

Additionally, Verlo craftsmen are capable of handcrafting mattresses for boats, RVs, campers and pets.

No strangers to doing business in Texas, the Lawrences previously operated several Cellular Max stores in Beaumont, Port Arthur, Austin and Wichita Falls, with additional stores in Louisiana and Oklahoma.

“I was looking for a retail opportunity that would bring something unique to a volume category – not just more of the same,” Eric said of the change. “Verlo Mattress Factory Stores provides that specialty niche.”

Eric cited immediate expansion plans for showroom-only locations in Lumberton and Mid-County. Both locations will be around 2,400 to 3,000 square feet. Further expansion opportunities entail showrooms in Orange, Texas and Lake Charles, La.

The new Beaumont location is 7,000 square feet, with approximately one-third dedicated to showroom space and the balance used for warehouse and on-site production.

Store hours are: Monday through Friday, 10 a.m. to 8 p.m.; Saturday, 10 a.m. to 6 p.m.; and Sunday, 12 p.m. to 5 p.m. For more information, call 409.898.3900.

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 \$7.7 billion-a-year sleep specialty industry, Verlo Mattress Factory Stores earned a spot in *Entrepreneur Magazine's* 27th 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 Florida and now in Texas.

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