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## Press Release

### **Watch you back**

*Consider a new mattress to help alleviate back pain*

DUBUQUE, Iowa – More and more Americans are joining the ranks of the growing population trapped in the “get-up-go to work-sleep” regime where the body is not given an opportunity to rest. Add a lumpy mattress and restless nights to the routine, and the problem becomes significantly magnified.

Chiropractor Ben Vogt, Dickeyville, Wis., encourages patients to sleep and sleep well.

“We spend roughly a third of our lives sleeping so the quality of the mattress is very important,” Vogt said. “Time spent sleeping is when our body heals and rejuvenates itself from the rigors of our daily, sometimes stressful, lives.”

Vogt cited Verlo Mattress Factory Stores of Dubuque as having custom-made mattresses to suit every individual’s support and comfort needs.

“I recommend Verlo all of the time because I use one myself and can say with knowledge and confidence that Verlo offers a fantastic product,” Vogt said.

In conjunction with a mattress made to suit individuals' preferences, Vogt recommends that individuals "be proactive in having routine spinal checkups as a great way to keep the body in shape."

"Another great adjunct to this is to invest in a quality sleep surface like Verlo. Doing these two things now is a great way to save time, money and stress. Waiting too long until a health crisis occurs in your life before you react is the wrong way to make a change."

To learn more about Vogt, visit [www.vogtfamilychiropractic.com](http://www.vogtfamilychiropractic.com) or call 608.568.3985.

### **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 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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