



## **Verlo Mattress Factory Stores of Madison-West relocates**

MADISON, Wis. – Verlo Mattress Factory Stores of Madison-West franchise owner Chad Franklin unveiled his new 8,750-square-foot location at 2713 W. Beltline Highway, just off of Todd Drive, to the public at an open house held July 16. Franklin, who also owns a Verlo franchise on Madison's eastside, 4100 E. Washington Ave., has touted handcrafted mattresses in Madison since 1991. Franklin said he is happy with his new location, citing its visible retail presence.

“We only moved one block west, but I think the new location has more to offer,” Franklin said.

Verlo Mattress Factory Stores Franchise Vice President Keith Mackey echoed Franklin's sentiments.

“We are excited about the Madison franchise organization's investment to relocate into a large, beautiful new showroom and factory,” Mackey said. “The updated location will offer the community and Chad Franklin a better opportunity to showcase our current product line and additional products coming the next few months. Additionally, the design and size of the showroom promises consumers an environment to shop in that is unsurpassed in the bedding market.”

The public is invited to check out the new Verlo retail showroom and factory at 2713 W. Beltline Highway. For more information, call 608.273.2882.

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

Headquartered in Fort Atkinson, Wisconsin, 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 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 Florida.

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