



Furniture/Today names Verlo Mattress Factory Stores a Retail Giant of Bedding

NAPLES, Fla. – Furniture/Today, a weekly home furnishings newspaper, has named Verlo Mattress Factory Stores as a Retail Giant of Bedding. The award honors Verlo for overall excellence in mattress retailing.

The other honorees were R.C. Willey of Salt Lake City, Utah, part of the Berkshire Hathaway furniture division; the Ashley Furniture HomeStores, Arcadia, Wis.; and Sleep America, a bedding specialist based in Phoenix.

Tributes to each of those retailers were presented at a gala awards dinner on May 15 that was a highlight of Furniture/Today's third annual Bedding Conference. The conference was held May 14-16 at the Ritz-Carlton golf resort here.

“Verlo Mattress Factory Stores has found a path to success in the highly competitive mattress industry,” said David Perry, Furniture/Today's bedding editor, who presented the awards. “This retailer offers a number of lessons that all retailers can profitably emulate, especially in the challenging retail climate that now confronts the industry. While our honorees have found success with different strategies, they share a commitment to excellence and a passion for the business.”

Perry added: “The Verlo Mattress Factory Stores operation has carved out a niche in smaller and mid-sized markets. Under the leadership of Dave Young and Keith Mackey, this company is making a number of savvy moves in the bedding marketplace and is doing an outstanding job of meeting its customers' needs.”

Verlo Mattress Factory Stores is the first factory-direct business to be named a Retail Giant of Bedding by Furniture/Today.

The award was accepted for Verlo by Dave Young and Keith Mackey.