



## **A comfortable expansion**

*Verlo Mattress Factory Stores franchise owner opens another store in Watertown*

WATERTOWN, Wis. – After 15 years of serving customers, Verlo Mattress Factory Stores franchise owner Adel Salameh is expanding with the opening of a new Watertown location at 1614 Church St., Highway 26.

Salameh currently touts custom-crafted mattresses in Fort Atkinson, Delafield and Johnson Creek, and said he is happy to bring the business of better sleep to Watertown as well.

The doors of the new 3,600-square-foot showroom were officially open on Saturday, Oct. 13. Salameh said the new location offers plenty of space to accommodate over 20 mattresses and futons.

“Our new store promises a very inviting, consumer-friendly retail environment,” Salameh said. “We’re also showcasing more of our innovative models.”

Salameh said customers still have the opportunity to observe their mattress being made on location at the Wisconsin flagship facility in Fort Atkinson, which continues to service his other Verlo retail locations in Johnson Creek and Delafield.

A grand opening event will be announced at a later date. Hours for the Watertown location are Monday through Friday, 10 a.m. to 8 p.m.; Saturday, 9 a.m. to 5 p.m.; and Sunday, 11 a.m. to 5 p.m. Customers are welcome to call 920.390.2517 for more information.

### **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 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.

Visit [www.verlo.com](http://www.verlo.com) or [www.verlofranchise.com](http://www.verlofranchise.com).