



## **Open for business**

### ***Verlo Mattress Factory Stores brings better sleep to Yorkville***

YORKVILLE, Ill. - Verlo Mattress Factory Stores franchise owners Eric and Sharon Ginn have brought the business of better sleep to Yorkville. The Ginns officially opened the doors of their new 3,200-square-foot location last weekend at 928 North Bridge St. (Route 47), south of Route 34 by AutoZone.

"We love Yorkville," Sharon said. "We're looking forward to being part of the Yorkville community and helping people sleep better."

The Ginns are no strangers to the bedding business, additionally owning stores in Willowbrook, Geneva, Plainfield and Schaumburg, with a showroom and assembly facility in Naperville.

Customers can stop by and even observe their mattresses being made! The Verlo Mattress Factory Stores of Yorkville carries custom-built mattresses from round beds to pet beds to beds for your RV, camper or boat. Customers are also invited to check out ornamental design beds, futon mattresses, assorted futon covers, futon frames, bolsters and pillows.

They even have their own Verlopedic model, featuring the wonders of memory foam.

"We carry over 20 different models that can be tailored to a customer's specifications from firm to super soft," Sharon said.

Verlo Mattress Factory Stores has been around since 1958, starting its first store in Wheeling, Ill. There are currently 61 stores in nine states.

"We here at the Home Office are excited about expanding our franchises in Chicago

and look forward to more growth in the future," Verlo Mattress Factory Stores Vice President Keith Mackey said. "The Ginns run a great operation and this will be a positive move for their individual franchise."

The Yorkville location is open Monday through Friday, 10 a.m. to 8 p.m.; Saturday, 9 a.m. to 5 p.m.; Sunday noon to 5 p.m. For more information, call 630.553.0265.

### **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* 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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