

INDUSTRY NEWS

Special orders a plus for Gold Bond

BY DAVID PERRY

HARTFORD, Conn. — Special orders are no problem for independent bedding producer Gold Bond. And they give Gold Bond's dealers special advantages in the marketplace, the company says.

Gold Bond, based here, says special orders and customized bedding programs are important ways that it can help its dealers stand apart from their competitors. It works with its dealers to create mattress lines designed to have broad consumer appeal and to meet each dealer's needs based on their market and customer demographics, officials said.

"Independently owned retailers don't have large marketing budgets like their competition and catering to niche markets is a great way to bring new customers in the door," said Gold Bond President Bob Naboichek. "Product customization is not just a trend or a phase. The idea of a tailor-fit bed carries immense appeal to the consumer. From bed sets made to fit antique frames, to box springs at 3-inch, 5¼-inch and 9-inch heights, to extra-long mattresses designed for college basketball players, we stock the materials to make any

mattress at any size."

Naboichek says he recognizes that independent stores face an ongoing battle against large sleep chains, which continue to grow in importance in the industry. That's why he says Gold Bond accepts special orders and builds mattresses and box springs to fit any consumer's specific needs. This customization option provides independent retailers with an additional selling point and helps them reach a wider audience, one that Naboichek says is often forgotten by the "S" brands.

Height, weight, and custom shapes are the most popular requests for customized products, he said.

"By offering products that are customized to customers' particular wants and needs, retailers — particularly smaller ones — are in turn able to sell to a larger consumer population," Naboichek said. "If they want product to accommodate individuals of the 'Big and Tall' demographic, Gold Bond will make it to size. If an older house needs a unique shaped mattress, we can make that, too."

Founded in 1899, Gold Bond says it is one of the nation's largest family operated independent mattress, specialty sleep and futon manufacturers.