

Customatic beds aimed at younger consumers

By David Perry

NATICK, Mass. — Customatic Adjustable Bedz is aiming to change the adjustable bed category by developing new beds that will attract the attention of younger consumers.

Led by the hard-charging sales team of Phil Sherman and Phil McCarty, known in the industry as “the Phil and Phil Show,” Customatic is gaining traction by developing customized adjustable beds for its customers, a group that includes some of the biggest names in the industry.

“Finally a company is looking to partner with mattress retailers and mattress manufacturers to cater to the special needs they have in an adjustable bed program,” said Phil Sherman. “We give our customers a better chance of success by focusing on innovation. New accessories and innovations will advance this category.”

Sherman said the adjustable bedding category is experiencing the same kind of revolution the mattress industry experienced with the introduction of memory foam several years ago.

“The adjustable bed industry is going through an awakening with more suppliers providing various options that are helping to advance and grow the category,” he said.

“For decades, adjustable bed manufacturers tried to sell the concept of health and lifestyle advantages. Unfortunately, very little was done to alter the product itself so it remained targeted to an older demographic. Today new companies, including our company, are offering greater selections with re-engineered products that focus on style and function and feature innovation. This focus has broadened the appeal to a greater range of consumers,”

Sherman said.

Customatic Adjustable Bedz has a manufacturing partnership with an adjustable bedding producer in Taiwan headed by the Shih family.

The company supplies U.S. customers on a container-direct basis. Mantua Mfg. and Hickory at Home, each of which have exclusive adjustable bed models, are two key U.S. customers, the company said.

McCarty said Customatic, which has 27 patents or patents pending, offers unique functions like lounge and head-tilt positions and under-bed lighting to set its products apart on sales floors.

“Our strategy is to build adjustable beds with style, fashion and innovation that target a younger, smarter and more sophisticated consumer,” he said. “We customize products to meet our customers’ specific needs. We have de-



The Customatic Adjustable Bedz team at the Taiwan factory: Lung Tan Shih, back left, Sophia Shih, Phil McCarty, Melody Liu-Shih, Phil Sherman and Jack Shih.

veloped the most advanced customer service system to assure complete satisfaction and we are providing higher quality products at aggressive pricing.”

Retails for Customatic adjustable beds range from \$699 to \$1,999 for a twin extra-long bed. The company uses Uniters NA to service its product line in the U.S.

Sherman said retailers are embracing the category because it helps them maximize each mattress sale with

an adjustable bed, thereby providing greater profitability and greater consumer satisfaction.

McCarty also said there is greater consumer awareness of the category, thanks to strong advertising campaigns that feature and promote the advantages of adjustable sleep systems.

“These campaigns have targeted the lifestyle benefits for all consumers while demonstrating solutions for a better night’s sleep,” he said.

Customatic, Mantua, Matt Firm support foundation

By David Perry

PHOENIX — Customatic Adjustable Bedz and Mantua Mfg. are partnering with Mattress Firm to support the Seena Magowitz Foundation.

The companies agreed to work together at the latest edition of the Seena Magowitz Golf Classic, held here in December. The partnership came in response to a challenge from Roger Magowitz, chairman of the Seena Magowitz Foundation, who asked attendees at the event to find creative ways to raise funds in the battle against pancreatic cancer, the fourth-leading cause of cancer deaths.

Customatic and Mantua officials said they will donate \$1 to pancreatic cancer research through the Seena

Magowitz Foundation for every Rize Contemporary adjustable bed sold in 2012 through Mattress Firm.

The ninth annual Seena Magowitz Celebrity Golf Classic, sponsored by the Seena Magowitz Foundation, drew more than 400 participants to the Arizona Biltmore to help support pancreatic cancer research at the Translational Genomics Research Institute.

During the event, Customatic officials Phil McCarty and Phil Sherman proposed the donation idea, which was endorsed immediately by Edward Weintraub and David Jaffe of Mantua Mfg., the exclusive distributor of Rize adjustable beds supplied by Customatic.

The charitable effort is supported by Steve Stagner, president and CEO of Houston-based bedding retailer

Mattress Firm. Mattress Firm has adopted TGen as its “charitable partner of choice” and has begun raising funds for clinical trial studies into how to find a cure for pancreatic cancer.

“We have been a major supporter of this event in many ways since its inception,” McCarty said. “With Mattress Firm becoming a lead sponsor of the event, and their commitment to carry Rize adjustable beds, we saw this as a great vehicle to contribute to their sponsorship. The hope is that the joint commitment between Customatic and Mantua Mfg. gives us the ability to raise thousands of dollars together for a great cause.”

“It’s been said that the mattress business is a big industry, but a very small club,” added Sherman. “We

are proud of the relationships and friendships we’ve developed throughout our bedding careers. We are thankful to partner with colleagues in helping give back and support the causes we jointly contribute to, helping make a difference in the world.”

“We believe that a fundraising initiative like this allows everyone to participate in our quest for a cure,” said Stagner, who served as honorary tournament chairman for the latest edition of the Seena Magowitz Golf Classic. “Now, every one of our sales associates, management team, and

vendors can feel they have collectively taken an active role to put an end to pancreatic cancer. We proudly support this joint initiative and hope that our other supply partners are encouraged to help us raise more as we pay tribute to this event’s 10th anniversary next December in 2012.”

More than 44,000 Americans will be diagnosed with pancreatic cancer this year, and more than 37,000 will die of this disease, which usually is not detected until it is in its advanced stages, officials said.

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