

2015 BEDDING OUTLOOK

Tier Two producers see growth but estimates vary



Naboichек

Bob Naboichек, president, Gold Bond: “I am really excited about the opportunity for our industry in 2015. The confluence of positive economic news — employment up, consumer spending up,

mortgage rates low, housing sales on rise, stock market reaching new records, and significantly lower gasoline and home heating expenses — are all the harbingers of a great year on the horizon for the industry! For Gold Bond, specifically, we are benefiting tremendously from the dizzying growth and expansion of Mattress Firm and Sleepy’s in our key markets. Their expansion is forcing independent dealers to differentiate their product mix and they are turning to Gold Bond by adding SKUs or in some cases exclusively selling our products. We have gotten nearly two dozen new accounts recently as a result of the larger retailers squeezing independents.”