

Undercover



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“Sleep is the golden chain that ties health and our bodies together.”
 — Thomas Dekker
(edit: a great mattress is the key to unlocking it's power.)

Welcome to the first volume of our 50th Anniversary Edition of Undercover!



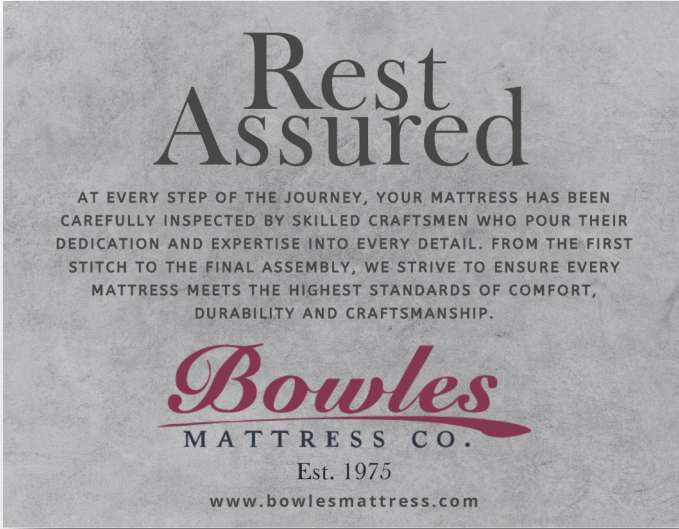
Early company pictures are scarce. This picture of the Bowles Family is from their Church Directory in approx. 1974. Below is the original showroom and order desk from the early days at the Watt Street location—approx. 1981.



And SNAP! What a difference 50 years makes! This is a more current picture of the lovely Bowles Family, and below is just a portion our beautiful “new” Factory Direct Showroom on Hwy. 62 in Jeffersonville.



Bowles Introduces new Rest Assured program!



Quality You Can Rest Assured In

At Bowles Mattress Company, quality control has always been a cornerstone of our success. To highlight this commitment to both our retailers and consumers, we've introduced the *Rest Assured Card*, included with every mattress.

The card states:

"At every step of the journey, your mattress has been carefully inspected by skilled craftsmen who pour their dedication and expertise into every detail. From the first stitch to the final assembly, we strive to ensure every mattress meets the highest standards of comfort, durability, and craftsmanship."

Retailers, as part of the *Rest Assured* program, the factory team will soon be adding the law tag number to the Warranty Card during bagging. This extra step ensures convenience for you, your drivers, and your customers.



Retailer Spotlight:



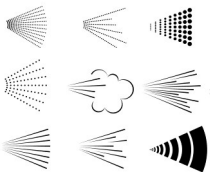
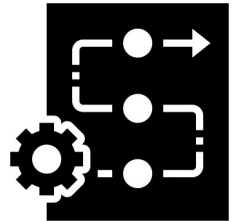
Celebrating 50 Years of Bowles Mattress!

As part of our 50th Anniversary celebration, Bowles has created a special commemorative label for our mattresses in 2025. Inspired by the stickers we used during our 25th Anniversary, this design is a nod to our history while celebrating this milestone year.

The labels feature a sleek black satin background with a gold foil ink design and border, adding a touch of elegance. To complement these, we've also produced wall posters and door clings with the design (using gold ink) for your showrooms.

Contact your sales representative today to get yours and join us in celebrating 50 years of Bowles Mattress!

The awesome crew from Long's Mattress & Furniture stopped by in November, showing just how committed they are to Bowles! They completed our Factory Tour and Advanced Education Training program, and we were lucky enough to line up their visit with our Thanksgiving pitch-in—perfect timing to show our appreciation for Long's and their fantastic team. Check out Hannah, Cade, Brody, Daniel, Kevin, Jacob, and Josh throughout their tour, chatting with the Bowles team and diving deep into the ins and outs of top-notch mattress production. And don't miss the image of the group sending a video greeting to Billy Bowles, who couldn't join in person!



MEET OUR NEWEST TEAM MEMBER:



Ja'Ohn brings more than just talent to the table. He's a car enthusiast, a dedicated Hot Wheels collector (with an impressive stash of 5,000 Hot Wheels!), and even dabbles in e-commerce.

JA'OHN ROBERTSON

MATTRESS BUILDER

Favorite Food:
Seafood (especially salmon – yum!)

Favorite Dish to Cook:
Fettuccine Alfredo

Hailing from Valley Station, Kentucky, Ja'Ohn graduated from Valley High School in 2018. During his school days, he was passionate about basketball and football and even dreamed of becoming a game designer, inspired by a program in Florida.

Today, when Ja'Ohn isn't busy crafting top-quality mattresses, you can find him at the gym or playing NBA 2K—two of his favorite pastimes.

Fun fact: Ja'Ohn is an only child, and his work ethic comes straight from his mother, who owns her own cleaning business. Growing up, Ja'Ohn learned the value of hard work by watching her lead by example and pitching in whenever he could.

We're thrilled to have Ja'Ohn on the team and can't wait to see the impact he'll make!



Through our partnership with the Division of Forestry, Bowles is proud to support the growth of Indiana's forests through the Indiana Tree Project. These healthy forests provide vital wildlife habitats, cleaner air, and countless opportunities for outdoor recreation.

Update:

Thanks to the incredible success of our Sleep IN Style series, Bowles has contributed to planting an additional 2,000 trees in 2024!

Together, we're making a lasting impact, one tree at a time.

HR FOCUS



7 Tips to Prepare for Tax Returns

As we begin the new year, see the following link for things to consider to prepare for filing your 2024

tax return in 2025.
<https://www.bankrate.com/taxes/tips-for-filing-taxes/>



If you're on the road, make sure to take a cold weather safety kit. A cold weather kit should include emergency blankets, candles, and matches. A candle burning in a vehicle could provide enough warmth to ward off hypothermia for a period of time. For more ways to get your vehicle ready for winter, read "[How to Prepare Your Vehicle for Winter.](#)"



We've all heard the endless chatter surrounding AI—Artificial Intelligence. Entities like ChatGPT, Jarvis, OpenAI, MSCopilot, Google Gemini and so many more are at the forefront. AI brings both excitement and some fear. At Bowles, we're in the process of developing an AI usage policy that makes sense for our organization and our team. There can be risk and exposure if AI is improperly used. More to come on that, but in the interim, I'm sharing some standard tips for those just getting started.

Best, Angela, HR

When using AI, key tips to remember are: be specific with your prompts, provide context, set the tone, understand privacy settings, be aware of potential biases, double-check information for accuracy, and use AI as a tool to enhance your work, not replace your own thinking; essentially, treat AI as a helpful assistant that can improve your efficiency, not a definitive source of truth.

Key points to consider:

Clear and specific prompts:

The more detailed your instructions, the better the AI will respond to your requests.

Context is crucial:

Always provide relevant background information to help the AI understand your query.

Set the tone:

Indicate whether you want a formal, casual, or creative response depending on the situation.

Privacy concerns:

Be mindful of what information you share with AI tools and review privacy settings.

Fact-checking is vital:

Don't blindly trust AI outputs; always verify information against reliable sources.

Understand limitations:

AI is not perfect and can sometimes generate inaccurate or biased information.

Ethical considerations:

Be aware of potential ethical implications when using AI, like bias or misinformation. (Source: Google AI)



What is the 50-30-20 rule for 401k Savings?

The 50-30-20 rule recommends putting 50% of your money toward needs, 30% toward wants, and 20% toward savings.

The savings category also includes money you will need to realize your future goals.





CHRISTMAS LUNCHEON 2024

ANOTHER SUCCESSFUL CHRISTMAS LUNCHEON IN THE BOOKS!
OLIVE GARDEN CATERING WAS A HIT.
THANK YOU TO ANGELA FOR ALL HER HARD WORK!



BOWLES TRADITION: HONORING YEARS OF SERVICE

THIS YEAR HAD FEWER SERVICE AWARDS, BUT EACH ONE REPRESENTS A SIGNIFICANT MILESTONE IN BOWLES HISTORY. THANK YOU JUSTIN LEMONDS FOR PRESENTING!



MIKE O'BRIEN HOLDS THE DISTINCTION OF BEING BOWLES' FIRST 45-YEAR SERVICE AWARD RECIPIENT. TO PUT IT INTO PERSPECTIVE, SOME EMPLOYEES HAVE PARENTS THIS AGE! OVER HIS CAREER, HE HAS BUILT COUNTLESS MATTRESSES, SHOWCASING HIS DEDICATION. FEATURED IN OUR LAST NEWSLETTER, MIKE PLANS TO RETIRE IN 2025.

SCOTT ARMSTRONG WAS HONORED WITH A 20-YEAR SERVICE AWARD. FROM HIS BEGINNINGS AS VP OF SALES & MARKETING, HE HAS PROGRESSED TO BECOME THE COMPANY'S PRESIDENT, CONSISTENTLY WORKING TO BETTER AND GROW THE COMPANY.



CONGRATULATIONS TO DEVON WAXLER FOR 5 YEARS OF SERVICE! DEVON IS A GREAT MATTRESS MAKER, DELIVERY DRIVER, AND REPRESENTATIVE OF BOWLES MATTRESS COMPANY. KEEP SHINING, DEVON!