

Undercover

by  **Bowles**
MATTRESS CO.
EST 1975

In this issue:

1. A Legacy of Comfort and Craftsmanship
2. Bowles Facelift
2. Retailer Spotlight—Bowles Factory Outlets come under one roof
3. Growing Stronger Together
4. HR Focus
5. Community Spotlight
6. Spirit of Bowles

sleeping

[noun] [slee-ping]

the art of temporarily logging off from reality to explore the wild and unpredictable landscapes of our imagination.

A Legacy of Comfort and Craftsmanship



Rest Assured: Handcrafted Comfort Worthy of History

The French Lick Resort has once again earned national recognition — named “**Best Historic Resort in America**” in the 2025 *Historic Hotels of America® Awards of Excellence*. With both the **French Lick Springs Hotel (1845)** and the **West Baden Springs Hotel (1901)** honored, this award celebrates more than 175 years of timeless design, exceptional service, and Hoosier hospitality.

Bowles Mattress Company is proud to play a part in that story. From our Jeffersonville factory, our team handcrafts the custom mattresses used throughout the French Lick Resort’s distinguished hotels — products built with the same care, precision, and pride that define every Bowles mattress. Over the years, guests have consistently praised these hotels for offering some of the most restful nights of sleep anywhere — a testament to the shared commitment to quality and comfort.

That dedication is part of our **Rest Assured™** standard, a company-wide promise that every Bowles mattress meets the highest expectations for comfort, durability, and craftsmanship.

As fellow Indiana originals, we’re honored to share in this recognition — continuing a partnership that reflects our shared dedication to quality, comfort, and the enduring value of a great night’s sleep.

Bowles Facelift: A Fresh Look for 50 Years Strong

Improvements continue across our facilities this fall! The Jeffersonville factory received a brand-new roof, keeping our production space strong and ready for years ahead. And just down the road, the showroom parking lot got a smooth new surface — making visits a little easier for everyone.

It's all part of keeping Bowles looking as solid on the outside as the quality we build on the inside.



Retailer Spotlight:

Bowles Factory Outlets Come Under One Roof

While customers have long associated Bowles Mattress Company with our Bowles Factory Outlet locations, those stores operated independently—similar to franchises or licensees—for many years. This fall, Bowles officially brought all six outlets under company ownership, a behind-the-scenes alignment that ensures a unified approach across every Bowles-branded location.

As part of this transition, the **Middletown location** has closed, allowing Bowles to focus on optimizing operations and serving customers through nearby outlets in the same region.

For our retail partners, this change brings no new policies or pricing adjustments. The same price lists, marketing materials, and point-of-sale tools continue to be shared with all Bowles retailers. This alignment simply helps us maintain a consistent brand message and customer experience across every market—strengthening how Bowles is represented wherever our products are sold.

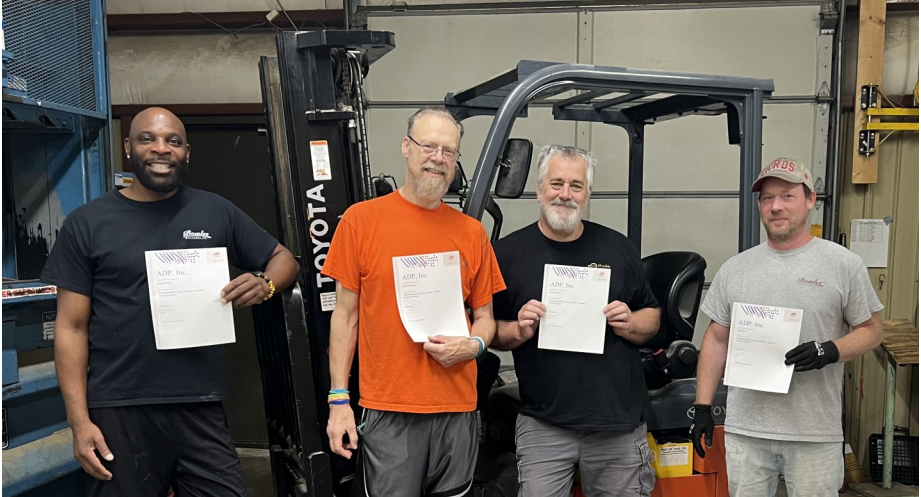
As Bowles continues to grow, these thoughtful steps reinforce what our retail partners and customers value most: dependable service, clear communication, and the same handcrafted quality that has defined Bowles Mattress Company for 50 years.

Growing Stronger Together:

Safety First: Forklift Training Success

Congratulations to Joseph Garvin, David Hashman, Ron Rhoton, and Adam Fein, who recently completed Forklift Training and earned their certification. Special recognition goes to Ron Rhoton, who completed advanced training to become a certified Forklift Trainer.

Their commitment to safety and continuous learning helps keep our operations running smoothly — and our team even stronger.



Leadership Training Graduates

Calvin Mudd, Alison Zehnder, Ron Rhoton, and Jordan Hammel recently completed our LEAD Academy training course, earning certificates for their achievement. This program focuses on communication, teamwork, and professional growth — skills that strengthen both individual careers and the Bowles team as a whole.



Congratulations, Ron Rhoton!



Special congratulations to **Ron Rhoton**, who has been promoted to **Production Leader**! We were fortunate to welcome Ron to the Bowles team last year following the closing of Cash Machine Company. With nearly 40 years of experience in machine mechanics and maintenance—plus the fact that he built some of the very machines we use today—Ron brings invaluable expertise to our production floor.

In his new role, Ron oversees both the **buildup** and **sewing departments**, ensuring the plant runs in top condition, production schedules stay on track, and machine maintenance stays proactive. He's also helping standardize operating procedures for greater efficiency

and consistency while maintaining and improving our high quality standards.

Ron leads by example, providing **forklift and cross-training** for team members and is currently training **Jordan Hammel** (pictured in the Leadership Training article above, on the right) in equipment maintenance. With Ron's leadership, Bowles Mattress Company is in excellent hands—both now and for the future.



Teamwork in Motion!

A full truck and a job well done!

Justin, Kenny, Bryan, and Devon helped load one of two trucks headed out to a customer — a great reminder that it takes teamwork, coordination, and commitment to keep things moving.

Every shipment reflects our dedication to doing the job right!



HR FOCUS



One Company, One Team: How Every Role Powers Our Success

When you think about what it takes for a Bowles mattress to reach a customer's home, it's not just one team making it happen. It's many people, across departments, working together—financing is in place; materials are purchased; human capital is hired for production and quality control to marketing, sales, scheduling, and delivery. Every role plays a vital part in making our company thrive.

Sometimes, it's easy to focus only on what happens in our own workspace or team. But when we step back and see how each job connects to the next, it's clear that we're all pieces of one bigger picture. The craftsmanship on the production floor makes our retail teams proud to sell. The retail team's care with customers brings repeat business that keeps the factory humming. The delivery crew's reliability turns a good product into a great experience.



Think about your role for a moment: who relies on the work you do? And whose work makes your day smoother or more successful? When we take time to recognize those connections, we strengthen the entire team. Every thank-you, every bit of patience, and every small act of teamwork builds momentum we can all feel.

Recently, when a production team and retail staff coordinated to meet a last-minute order for a customer in need, it reminded everyone what's possible when we pull together. The job got done—and so did something more important: we built trust and pride across teams.

So, as we move forward, let's keep this simple truth front and center: we're stronger together. Every role matters. Every effort counts. And when we see the value in one another's work, success becomes something we all share.

Tips for Writing Effective Emails: Communicating Clearly Across All Roles

Whether you work on the production floor, in the office, or out in the field, email is one of the main ways we stay connected as a company. But it's also one of the easiest tools to misuse. A thoughtful, clear email can save time, reduce confusion, and build stronger teamwork—while a rushed or unclear one can create frustration or mistakes. The good news: a few simple habits make all the difference.

1. Be Clear and to the Point

Say what you need in the first few lines. Skip unnecessary details and focus on the key message—what you're asking, sharing, or confirming, albeit there are times when more lengthy content is appropriate.

2. Keep Your Tone Respectful and Professional

Tone can be hard to read in writing. When in doubt, choose polite and straightforward language. A short greeting and a thank-you at the end can go a long way toward keeping communication positive.

3. Make It Easy to Read

Use bullet points or short paragraphs to make your message easy to scan—especially for coworkers who check emails between tasks.

4. Review Before You Send

Take 30 seconds to re-read. Ask yourself: Is my message clear? Is it going to the right people? Did I include all the needed information? Catching small errors before sending shows respect for others' time.

5. Know When to Pick Up the Phone (or Walk Over)

If your message could be misunderstood, or if emotions are running high, a quick conversation can save everyone time. Use email for facts and follow-ups; use conversations for solving problems.

6. Pause & Reflect

Think about the last few emails you sent: were they clear, kind, and complete? Did they make someone's job easier—or harder? A little extra thought before hitting send helps everyone work more efficiently and stay connected as one team.

Community Spotlight:



Team Bowles joined hundreds of participants at this year's Light the Night Walk in support of leukemia and lymphoma research. It was an inspiring evening filled with hope, remembrance, and strength — especially meaningful as one of the survivors honored was our own Billy Bowles.

We're proud to stand together for causes that bring light to others and strengthen the communities we call home.



Metro United Way



Metro United Way Day Of Action

Alice Hartley, Calvin Mudd, Randy Davis, Angela Dunaway, and Justin Lemonds represented Bowles Mattress Company during the 2025 Metro United Way Day of Action, joining thousands of volunteers across the region for a day dedicated to giving back.

Our team helped pack backpacks filled with school supplies for local children — one of many projects designed to support families and students as they head into a new school year. United Way reminds us that while the Day of Action happens once a year, the opportunity to serve continues all year long.

We're proud of our team for lending their time and energy to make a difference in our community.



Becky Borders and Alice Hartley participated in the Melvin & Nancy Stumler Walk for Life for Choices Life Resource Center at the Sam Peden Community Park in September. The fundraiser reached 100% of the goal, and with a generous donation from the Stumler Family, Walk Sponsors & Walkers, \$80,000 was raised to support **LIFE**

Spirit of Bowles:



Chili Cook-Off Heats Up

Things got spicy in September at the Bowles Chili Cook-Off! With several tasty entries on the table, competition was fierce — and Ron Rhoton took home both First Place *and* Second Place honors (talk about double the flavor!).

Rumor has it there were a few other secret recipes that could have taken the crown — but we'll save that debate for next year. Thanks to everyone who joined in the fun and filled the plant with the unmistakable aroma of friendly competition.



Employee Appreciation Week-Go for the Gold!



In late October, Employee Appreciation Week began with a Golden Sunrise Breakfast from DQ, complete with good food, gold décor, and plenty of smiles to start the day. It was the perfect kickoff to a week celebrating the people who make Bowles shine.

Throughout the week, each day brought new golden surprises — from themed treats and thoughtful gifts to moments of appreciation that reminded us just how much every employee contributes to Bowles' success. One highlight was the "Golden Stars" recognition activity, where employees wrote the names of coworkers who make a difference by doing great work or simply brightening someone's day. Congratulations to Ron Rhoton, whose name shone brightest as this year's top "Golden Star" winner!

The celebration wrapped up with our Golden Goose Buffet, where past retirees joined current employees for a special meal honoring the hard work and dedication that have kept Bowles shining for 50 years.

It was a great week to reflect on everything our team does to keep Bowles strong. From the plant floor to the front office, every employee plays a part in our success — and that's something worth celebrating all year long.