

# Undercover

by *Bowles*  
MATTRESS CO.  
MADE IN INDIANA SINCE 1975

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WHAT YOU LEARN DURING THE DAY  
STARTS TO SETTLE IN AT NIGHT.  
MATTHEW WALKER

## Leadership Transition & New Team Member

### Team Update: Welcoming John Ramburger & New Roles for Executive Leadership

We are excited to share news regarding a planned leadership transition here at Bowles Mattress. Scott Armstrong has moved into the role of Co-CEO, serving alongside Billy Bowles. This transition allows our executive team to focus on the long-term vision of the company as we continue to grow.



As part of this transition, we are thrilled to welcome John Ramburger as our new President of Integrated Operations.

"John brings a wealth of experience and knowledge to Bowles Mattress," noted Scott Armstrong. "He comes to our company at a pivotal time as we integrate our Bowles Retail stores in Louisville, Jeffersonville, and Evansville under one umbrella."

A Kentucky native with deep roots in the Ohio Valley, John brings decades of experience in manufacturing and leadership to our team. In this role, he will focus on strengthening the partnership between our factory production and retail teams. His goal is to ensure a seamless flow between our manufacturing craftsmanship and our customer experience, helping us drive sustainable sales growth in our retail stores and contract accounts.

**What this means for our team:**

John is a champion of "blameless problem-solving" and Lean manufacturing. He will be working closely with both production and retail teams to elevate our processes and ensure we have the alignment needed to meet increasing demand for our handcrafted products.

**Mark and Brenda Vessels** began selling Bowles mattresses in the 1990s, building a strong partnership through their store, House of Seconds on Cane Run Road. Their success representing the Bowles brand led to a new opportunity in 2006, when Scott Armstrong partnered with them to launch a factory-direct retail concept. That partnership became Furniture Link—and the rest, as they say, is history.



Over the years, Mark and Brenda opened and operated several successful locations throughout the Louisville metropolitan area, including the Jeffersonville Factory Showroom after it transitioned from the factory location around the time of COVID.

After 20 years of partnership, Mark and Brenda's retirement marks the close of an important chapter. Their work helped shape Bowles' retail presence in the region and played a key role in the growth of our factory-direct stores. As they step into retirement, we thank them for their years of dedication and wish them all the best.

Following their retirement, Bowles Mattress Company entered a new phase, acquiring all six Factory Direct locations—including the Vessels' stores and Vicki Drysdale's Evansville location—ensuring continued consistency and support for customers and retail partners alike.



**After 9½ years** with Bowles Mattress Company, we're wishing Bill Shaver a well-earned retirement.

Bill joined us part-time, helping with driving, bagging, and truck loading—roles he handled with consistency and care. Before coming to Bowles, he spent more than 30 years in the food industry as a supervisor, building a strong work ethic that carried through to everything he did here.

Following his retirement from that career, Bill stepped away to support his family during a time of health challenges. Later, with some extra time on his hands, he chose to stay active by joining the Bowles team—something we're certainly glad he did.

In retirement, Bill and his wife are looking forward to traveling and making the most of their time together. Closer to home, he enjoys spending time with his grandkids—something he's fortunate to do almost every day.

We're grateful for the time, effort, and dependability Bill brought to Bowles, and we wish him all the best in this next chapter. Thank you, Bill!

### Retailer Spotlight:

We've added a selection of ready-to-use starter posts to the dealer portal on our website. These include mattress facts, sleep tips, customer quotes, and more—designed to help support your social media presence and make sharing consistent, relevant content simple. Sample text and hashtags are included to help you get started.

For example, posts like the CPAP image shown here help connect sleep health with overall comfort and support:



*If you need a mask, you're taking care of your health. Now make sure your sleep is comfortable, too. Are you getting the rest you need?*



### Built on People. Driven by Care.

We welcomed teams from Lucas Home Furnishings for recent visits, giving them the opportunity to see our process firsthand—strengthening product knowledge and helping them better serve their guests. At the same time, these visits offer our employees insight into how the finished product is experienced and presented on the sales floor, creating a more personal connection to their work. Additional highlights from their visits can be found on the following page.



**Pets & Popcorn** was a fun way to celebrate our team and their furry companions. Employees shared photos of their pets, enjoyed fresh popcorn, and helped support a local animal shelter through donations.



Photo collage from Lucas Home Furnishings visits:



Beginning with a warm welcome on the factory floor,



our retail partners step into the process—



from materials and components



following each stage of construction



and the layers that bring it all together—



building the knowledge and confidence



and enhancing the experience they deliver in-store.