

UNDERCOVER



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PRESIDENT'S Perspective

JOHN RAMBURGER | President of Integrated Operations



Navigating Volatility with Purpose, Unity, and Focus

To Our Valued Employees, Families, Retail Partners, and Community,

The past 90 days have brought a remarkably dynamic and challenging environment across the entire business landscape. From global geopolitical unrest and widespread inflationary pressures to supply chain disruptions—including severe foam shortages and allocations—manufacturers everywhere have felt the weight of these economic shifts. In many sectors, these broader market pressures have created significant disruption, uncertainty, and the need for difficult business decisions.

Amid this backdrop of turbulence, Bowles has remained steady, solid, and grounded. We appreciate our partners' understanding during the allocation process. This stability is not an accident: it is a direct result of the dedication of our team on the manufacturing floor, the thoughtfulness of our operations, our Mattress Specialists in our retail stores, and the enduring trust of our retail partners and customers.

Strength from Within: SOPs and System Optimization

When the external market gets noisy, our strategy is simple: focus on what we can control and build strength from within. Over the last quarter, we turned our focus inward to ensure our operations remain agile, precise, and supportive.

We have placed an enhanced focus on:

- **Business System Effectiveness:** Refining our technology and workflows to make daily tasks smoother, clearer, and more efficient for our teams.
- **Standard Operating Procedure (SOP) Reviews & Revisions:** Updating and strengthening our everyday operational practices to ensure safety, eliminate friction, protect handcrafted quality, and support high performance across every department and facet of our business.

By taking care of our operational health today, we protect our workforce, maintain product pride, and ensure every mattress leaving our facility meets the standard of quality our customers expect.

A Thoughtful, Balanced Approach to Pricing

Navigating market realities requires balancing business health with customer value. Recently, we announced our first price adjustment in several years. This was not a decision made lightly. We intentionally delayed this adjustment for as long as possible, absorbing multiple vendor cost increases while waiting for foam allocation and supply chain disruptions to stabilize. However, continued cost escalation across foam, steel, fabrics, freight, and essential raw components can no longer be fully absorbed internally. These same pressures are affecting entire industries nationwide.

We approached this decision thoughtfully, ensuring we can continue to invest in our facility, support our employees, and deliver high-value products to the market.

Our Ongoing Commitment

- ✓ Deliver Strong Value: Providing dependable products that offer real value and support our retail partners' businesses.
- ✓ Maintain Dependable Supply: Keeping production steady and safeguarding consistent product availability.
- ✓ Craft Products People Trust: Building durable, comfortable bedding that families can rely on the health benefits achieved from a good night's sleep.

- ✓ Invest in Innovation & People: Continually improving our processes, workplace, and product offerings to ensure long-term stability.
- ✓ Foster Shared Success: Supporting our employees, retail partners, and local community for the long haul.

"Our strategy is simple: focus on what we can control and build strength from within."

Looking Ahead: Poised for Growth Together

Because of the hard work across our team and the continued trust of our partners, we close this quarter on firm, resilient footing. Having navigated recent industry volatility with discipline, we are poised for sustained growth in the months ahead.

Whether you are a team member on the floor, a Mattress Specialists in our retail stores, a customer visiting one of our stores, a retail partner stocking our products, a customer visiting our website to learn more about who we are, or a family member supporting our team, thank you. Your confidence in our company drives everything we do.

We look forward to growing stronger together.
Here's to your sleep health,
John Ramburger
President - Integrated Operations



RETAILER SPOTLIGHT

Bowles
MATTRESS CO.

HOW TO MEASURE YOUR BED

i If there are any other obstacles, please draw them in and list their measurements. (ie: Headboard Posts) Please include photos if possible.

ruler List measurements in inches to nearest 1/4"

- Length between headboard and footboard.
- Right side length between corner blocks.
- Left side length between corner blocks.
- Width at foot, between corner blocks.
- Width at head, between corner blocks.
- Width between the insides of side rails near the middle.
- Width between the insides of side rails near the headboard.
- Width between the insides of side rails near the footboard.

SET HEIGHT
Measure from the foundation support (ie: bedslat) not the floor.

Measure from the bed slat to desired finish height (where the mattress is not too tall to climb into, yet covers the empty space under the headboard) and is aesthetically pleasing to the design of the bed.

NOTES / OBSTACLES:

Questions? Contact your Retailer directly, or contact us at info@bowlesmattress.com

Helping Customers Measure with Confidence
Accurate measurements are especially important for antique, custom and nonstandard beds. Direct customers to the [How to Measure Your Bed](#) guide on our website before they shop.
It can be found in the Mattress - Custom Sizes category.
It identifies the critical dimensions needed to recommend the best-fitting mattress and helps uncover potential fit concerns in advance. These measurements can also reveal practical concerns—such as a mattress that would sit too high to enter comfortably, fit too tightly to make the bed easily, interfere with the side rails or conceal decorative details of the bed.



SLEEP FACT

Kicking off the covers again?

Your bedroom temperature isn't the only thing that can affect how warm you feel at night. Your bedding and sleep surface play a part in creating a cool, comfortable environment, too.

Share Our Latest Social Media Posts

New social media posts are available in the Dealer Section of our website, including our latest cool-sleep campaign featuring the dreamGUARD Ultra Cool Mattress Protector. Download and share them on your own social media pages to help reinforce Bowles messaging and connect with your customers.



Voice of the Customer

A review worth sharing

Brad
1 review

★★★★★ a week ago NEW

The Best Mattress I Have Ever Owned — Absolutely Exceptional!

I don't normally take the time to write long reviews, but after sleeping on my Bowles West Baden mattress, I feel like this one deserves it.

This mattress is extraordinary. Quite honestly, it is the most comfortable mattress I have ever slept on. From the very first night, I understood why the West Baden name is associated with luxury. It has that incredible combination of deep comfort, substantial support, and an unmistakable high-end hotel feel—but somehow it feels even better than many luxury hotel beds I have experienced.

What impressed me most is how difficult it is to describe the comfort until you actually experience it. It doesn't simply feel "soft" or "firm." It feels perfectly balanced. You settle into it, but you never feel swallowed by it. There is cushioning where you want it, while the mattress still provides the support you need underneath. Turning over is easy, and the entire mattress has a substantial, incredibly well-made feel.

I have owned several premium mattresses over the years, and I have tried many of the nationally advertised luxury brands. The West Baden honestly made me wonder why I had spent so much time assuming that the biggest names automatically meant the best mattress.

This mattress is on another level.

There is also something special about buying a mattress that is actually made with an emphasis on craftsmanship and quality rather than simply paying for a famous name. Bowles has been making mattresses in Indiana since 1975, and you can feel that attention to construction when you lie on this bed.

And then there is David at the Evansville Bowles store.

David was absolutely outstanding. He wasn't the stereotypical mattress salesperson trying to push me toward the most expensive option. He listened, asked questions, explained the differences between the mattresses, and—most importantly—knew his product. He gave me the time to actually experience the mattresses and make the decision for myself.

That kind of salesperson is becoming increasingly rare.

David's knowledge, patience, professionalism, and genuine interest in helping me find the right mattress made the entire experience exceptional. I never felt pressured. I felt like I was dealing with someone who genuinely wanted me to be thrilled with what I purchased. And I am.

I couldn't be happier with the West Baden mattress.

In fact, the only problem I can find with it is that I now look forward to going to bed a little too much!

If you're shopping for a mattress and you're considering the usual big-name luxury brands, do yourself a favor and go try a Bowles West Baden before you buy anything else. Don't just take my word for it—lie down on one and experience it for yourself.

For me, this wasn't simply a good mattress purchase.

It was an upgrade to my entire sleeping experience.

★★★★★ 10/10 — Absolutely outstanding mattress and an exceptional buying experience.

And a special thank you to David in Evansville. You made an already fantastic purchase even better. I would recommend you and Bowles without hesitation to anyone looking for a truly exceptional mattress.

From our Evansville Store

This thoughtful Google review was too detailed for a social media graphic—but too meaningful not to share in full.

Response from the owner a week ago

Brad, the team here at Bowles thanks you so much for your glowing review. It isn't often that we are humbled by such kind words about the work we do to get our guests a better night's sleep. We are so happy that our product has brought you such joy. That fact brings US joy and motivates us to continue to be good stewards of getting great sleep. Thanks again for this amazing review!

A Fresh Look at Our Sales Materials

Updated product information and pricing materials are now in place at all Bowles retailers. Featured here is the West Baden Classic, showcasing the clean, coordinated design now used throughout our retail displays. Numbered cutaway components make specifications easy to locate, while customizable price fields allow each retailer to display current selling prices.

WEST BADEN SPRINGS

HOTEL "CLASSIC"

The Award Winning Mattress that inspired the West Baden Collection!

13" DOUBLE HYBRID PLUSH TOP

Performance Fabric featuring Glacier quilted to 1.5" 1.5 density foam & 2 oz. quilt backing

1 1" 3.8 Den. Firm 7-Zone Latex Layer

2 2" 1.8 Den. Super Soft Foam Layer

3 ½" 4 lb. Gel Infused Memory Foam

4 ½" 4 lb. Gel Infused Memory Foam

5 ¾" Comfort Support Layer

6 ¼" Insulator Pad

7 Spring Barrier Cloth

8 8" 12.5 Ga. Hotel Grade Offset Coil w/ added Perimeter Support Flex Edge Supports on sides and ends.

Coil Counts:
Cal. King 572; King 575;
Queen 450; Twin XL 275;

9 ¾" 1.5 oz. Fiber Base Pad

CLASSIC

EXCLUSIVELY BY

Bowles

MATTRESS CO.

SINCE 1975

1

2

3

4

5

6

7

8

9

FIBERGLASS FREE

OEKO-TEX®
STANDARD 100
00000000 Hohenstein HTT
Tested for harmful substances
www.oeko-tex.com/standard100

NON PRORATED
10 YEAR
LIMITED WARRANTY

SOFT

FIRM

SUBJECTIVE RATING SCALE

Bowles

MATTRESS CO.

SINCE 1975

CLASSIC

13" DOUBLE HYBRID PLUSH TOP

SOFT

FIRM

SUBJECTIVE RATING SCALE

Scan this QR code for a YouTube video about CertiPUR-US™ Certification.

WEST BADEN SPRINGS

HOTEL "CLASSIC"

The Award Winning Mattress that inspired the West Baden Collection!

\$x,xxx

Queen Mattress

Queen Set - \$x,xxx

\$x,xxx

Twin XL Mattress

\$x,xxx

Twin XL Set

\$x,xxx

King Mattress

King Set - \$x,xxx

\$x,xxx

Cal. King Mattress

\$x,xxx

Cal. King Set

FIBERGLASS FREE

Powerbase Compatible

NON PRORATED
10 YEAR
LIMITED WARRANTY

4

Sleep Health & Education

by James Perkins

Wake Up to Better Sleep

We all know the difference a good night’s sleep can make. You wake up clearer, steadier, and more ready for the day. Sleep is when the body recharges, the brain restores itself, and muscles recover. A properly selected sleep system can support comfort and alignment, help reduce sleep disruptions and contribute to a better sleep experience.

The Science, Simply Put

When your body is properly supported, your spine can stay in a more natural position and pressure is better distributed across your shoulders, hips, and back. Without proper support, discomfort and pressure points may lead to more tossing and turning throughout the night.

That is where Bowles comes in. We take a complete-system approach to better sleep rather than expecting one product to do all the work. The pillow supports the head and neck, the mattress balances comfort and alignment, the foundation keeps everything steady, and an adjustable base helps fine-tune comfort.

Bowles designs products with everyday needs in mind—comfort that feels inviting, support that lasts, and options that help people personalize their sleep space. From responsive mattresses to matched accessories and adjustable bases, each piece plays a role in creating a better night’s rest.

Why It Matters

For customers, that better night’s rest can mean less stiffness, more comfort, and a tomorrow that feels easier. For retailers and sales teams, the complete-system approach is a reminder to guide conversations beyond firmness and price, and toward comfort, support, and the whole sleep system.

Reader Question: Which part of your sleep setup could better support a good night’s rest?

A Better Night Starts Here

The answer may not lie in any one component but in how the entire sleep system works together. Sleep affects nearly everything we do. Bowles helps bring the science of sleep into the bedroom with products designed to support the body, improve comfort, and help people wake up ready for what comes next.



A fond farewell to Monica

Just shy of celebrating her 20th anniversary with Bowles, the lovely Monica Davis is preparing for a new chapter. Her daughter, Debbie, recently welcomed a baby, making Monica a proud grandmother, and Monica will soon be moving to Georgia to be closer to her family. While we are happy for Monica and excited for all that lies ahead, she will be greatly missed.



David Hashman retires from BMC

After 28½ years of dedicated service, our own David Hashman has retired from Bowles Mattress Company. Since joining our team in 1998, David has worn many hats. He drove our local delivery truck, worked on the production line, drove and loaded our long-haul truck, served as the mattress line loader, ran the bagger, and, most recently, worked as a foundation builder.

David’s willingness to step into so many different roles has made him a valuable part of Bowles throughout his career. We are grateful for his many years of hard work and dedication and wish him all the best in retirement.



HR **FOCUS**

by Angela Dunaway

Are You Really Resting?

Being off the clock and actually recharging aren't always the same thing.

You finally sit down after a busy day—but you're scrolling through your phone, thinking about tomorrow, answering messages, making a mental to-do list or catching up on everything you didn't get done earlier. Technically, you're resting. But are you recharging? Real rest gives your body and your brain an opportunity to recover. Fatigue isn't just feeling sleepy; it can affect concentration, memory, reaction time and judgment.

Try asking yourself: What actually makes me feel refreshed?

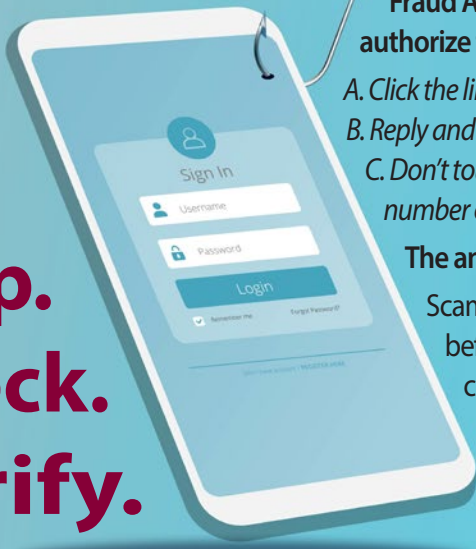
It may be taking a walk, sitting outside, listening to music, reading, spending time with someone you enjoy—or simply doing absolutely nothing for a little while.

This week, try giving yourself 20 minutes of intentional downtime with no chores, no work and no obligation to accomplish anything. Rest isn't wasted time. It's what helps us come back ready for what's next.



Would You Fall for It?

**Stop.
Check.
Verify.**



Scams are getting harder to spot. How scam-proof are you?

You receive a text:

"Fraud Alert: A \$487.22 charge was attempted on your account. If you did not authorize this transaction, click here immediately."

- A. Click the link—fast!
- B. Reply and ask for more information.
- C. Don't touch the message. Contact your bank using its official app, website or the number on your card.

The answer: C.

Scammers often create a sense of urgency because they want you to react before you think. Messages may appear to come from your bank, a delivery company, the government, your employer—or even someone you know.

STOP. CHECK. VERIFY.

Before clicking a link, sending money or providing information, contact the person or organization independently using contact information you know is legitimate.

When something feels urgent, that's often the best time to slow down.



The 10-Minute Reset

You don't always need an hour to make your day a little better.

Have 10 minutes? That's enough time to reset. When your energy drops or your mind feels overloaded, instead of automatically reaching for your phone, try spending ten minutes doing one thing that helps you physically, mentally or practically.

Pick Your Reset:

MOVE — Take a quick walk or stretch.

CLEAR — Organize one small space.

BREATHE — Step away and enjoy a few quiet minutes.

CONNECT — Call or text someone you've been meaning to contact.

PREPARE — Do one small thing that will make tomorrow easier.

UNPLUG — Put the phone down and give your brain a screen break.

REFUEL — Grab some water and a healthy snack.

Short breaks can be surprisingly valuable. Even a few intentional minutes can help you return to what you're doing with a clearer head and renewed focus.

You might not have an hour. But you probably have 10 minutes.



Sources: CDC/NIOSH guidance on fatigue and rest breaks; Federal Trade Commission consumer scam guidance.

THE **DREAM TEAM**

Stars, stripes, and a lot of hometown pride.

Our VPs decorated the factory in honor of America’s 250th birthday—and we think they did a pretty great job. God Bless the USA!



Jeffersonville’s 4th of July Parade:

Bowles employees Calvin Mudd and his son, Stephen Mudd, made both Jeffersonville and Bowles proud as they drove their classic trucks in Jeffersonville’s Fourth of July Parade!



Calvin drove his apple-red 1953 Chevy 3100, affectionately named LolaMay.



LolaMay is quite the award winner! Calvin named her after his mom and her sister.



Stephen drove his patinaed 1976 Ford F-250 Custom Chassis. Unlike LolaMay, his truck doesn't have a name—yet!



Dream Team Cookout

Our team enjoyed a Cookout in May! What could be better than a bunch of burgers, dogs, horsehoes & bubbles! Enjoy the photo collage:



Dream Team cookout photo collage — continued



Bowles Hosts Inaugural Blood Drive

Bowles Mattress Company recently hosted its inaugural American Red Cross Blood Drive, collecting 15 units of blood to help patients in need.

Members of the Bowles family have long been avid supporters of blood donation, collectively donating more than 30 gallons since such records began. They hope their example will encourage others to participate whenever they can.

As part of the event, donors were entered into a drawing for two sets of four tickets to Six Flags. Both prizes went to Bowles employees—Mrs. V and Randy—who were presented with their tickets by Alison (below), the driving force behind the successful event.

Thank you to Alison for spearheading the blood drive and to everyone who rolled up a sleeve to help make a difference!



Bowles Mattress Company

June 10th, 2026

13 Total Number of Donors	5 First Time Donors
8 Type O Donors	15 Units Collected

One single blood donation can help save more than one life.



L-R Mrs. V, Randy & Alison



CONNECT & CONTRIBUTE

Stay Connected



Share Your Story

Employees and retail partners are invited to submit company news, milestones, community activities, customer stories and photos for consideration in future editions.

Submit ideas to: info@bowlesmattress.com