

Jamison Bedding opens showrooms for retailers at Tennessee factory

David Perry -- Furniture Today, November 30, 2011

GALLATIN, Tenn. — Jamison Bedding is laying out a fresh welcome mat for retailers at its facility here, having converted nearly 3,000 square feet of the factory to showrooms for its Jamison-branded and newly licensed Spring Air products.

The company said it has begun shipping orders for Spring Air's Back Supporter, Sleep Sense, Sleep Sense BioMax and Chattam & Wells products this month.

"Our newly introduced branding - 'We Make Sleep Different' - applies not just to the products we make but to how we want to present ourselves and serve our customers moving forward," said Ken Hinman, senior vice president of sales and marketing. "In keeping with that, we're opening the doors of our company in new ways, which includes inviting retailers to our facilities to meet our staff and to see our new Jamison and Spring Air collections."

Completed at the end of the third quarter, the remodeling and refurbishing work in Gallatin was timed to coincide with retail visits before and after October's High Point Market, but also well in advance of Jamison's scheduled ship date for Spring Air products.

The new showrooms, executed in creams, blues and grays, enable the company to present as many as 32 combined Jamison and Spring Air models in an open, well-lighted retail-like environment. The presentations include full top-of-bed dressings, coordinated signage and other point-of-sale materials, officials said.

Hinman said Jamison also intends to use the space for internal product meetings, sales training, consumer research projects and other company initiatives.

"We're very excited about the expanded capabilities these showrooms afford us," he said. "In 2012, we'll be making many other meaningful changes in how we operate our business."

Headquartered in Brentwood, Tenn., Jamison Bedding has mattress factories in Gallatin and Albany, Ga., serving more than 400 retailers in the Southeast and hotels and resorts worldwide.



Spring Air's Sleep Sense beds are featured in a new Jamison showroom.



Jamison's Arbor bed is displayed in the new showroom at the company's Tennessee plant.