

the foamcrafter



Comfort Option Launches First Storefront

INDIANAPOLIS - Foamcraft's factory-direct mattress brand, Comfort Option, launched its first true retail location on May 1 in a prominent location within Circle Centre Mall in downtown Indianapolis.

The most interesting part about this news is that during the entire month of May, the brand didn't have to pay a dime for rent.

An Indianapolis group called Develop Indy launched an initiative called StartUp 317, which pairs small companies with limited budgets to landlords needing to fill retail spaces. The goal is to provide applicants a chance to test the retail waters free of charge, with the hopes of placing long term tenants in stores that would otherwise sit vacant.

The program is a win-win for everyone involved, and it's an opportunity that Comfort Option is extremely thankful to have been included in.

Retail storefronts aren't foreign in Foamcraft's long history. Through the years, multiple stores have carried the Foamcraft name. However, as real estate costs have risen and its direct to consumer business faded, decades passed

by without any real activity in the retail business.

The partnership with StartUp 317 has provided a unique opportunity for Foamcraft's growing brands, especially Comfort Option and Foamnasium, to get back into brick and mortar stores.

For more information on Comfort Option, which provides 35% off all mattress and pillow products to Foamcraft employees, visit www.comfortoption.com.



Welcome to The Foamcrafter, Our New Quarterly Newsletter

NATHAN ELLIOTT, CMO

It's been over a decade since Foamcraft published a company newsletter. That's way too long! Our hope is that the Foamcrafter can keep all of us aware of what's happening across all of our plants, keep us unified in our vision as the Foamteam, and give credit where credit is due to the hardworking individuals that make Foamcraft exist. We'd love to hear any feedback that you have, so if you some please feel free to email to newsletter@foamcraftinc.com.

CRAFTSMANSHIP SPOTLIGHT: Rick Annes

GREENFIELD - There are some people whose lives tell amazing stories. Rick Annes is a person like that.

Coming to Foamcraft through a temp agency in the winter of 2016, it was quickly evident that his skillset as a mechanic and trainer could be utilized in deeper ways. As a result, the Plant Manager of Greenfield at the time, Bob Ivers, took full advantage.

However, June 15 of 2018 could have changed all of that. Rick was involved in a brutal crash on his motorcycle, an accident that left him with a crushed pelvis, a shattered leg, three broken ribs, a punctured lung, and a diagnosis from doctors that he wouldn't walk again for at least 6 months.

Rick was back walking up stairs in Greenfield in less than 4. He had no plans to sit and wait. In fact, he had already bought a new motorcycle even before he was out of a wheelchair.

He credits a will to work for his speedy recovery. "Once I got out of the wheelchair, I never went back. Once I got off the walker I never went back," Rick said.

He gives great credit to some of the Foamcraft family for support during that season, especially Bob Ivers and Rob Elliott.

"Before I was out of the wheelchair, Rob called me at home and



told me he wanted me to come back, at least for part-time work," Rick remembers. "How many companies would have done that?"

Rick only had one comment when asked what he thought Foamcraft could do better. "I guess pay me more money," he said. He quickly clarified, "Just me, though."

His honesty is always appreciated. Thanks for your hard work, Rick.

ASK FOAMCRAFT

Have a question you want to ask about Foamcraft? Maybe it's about a process, an end application of our product, just curious about our history, or something else! Feel free to send them in to newsletter@foamcraftinc.com.

This space is for your questions!

From this edition on, this slot of the Foamcrafter is reserved for employee questions to be answered.

Not every question will have an answer published, but each question that is submitted will be reviewed by Foamcraft management, and the questions that are either most often coming up, are most relevant, or most interesting will be selected to be published.

If you have anything you'd like to ask, feel free to email that question to newsletter@foamcraftinc.com.

Wellness Awareness Cookout coming this summer!

Beginning in June, each Foamcraft plant will have a cookout during normal business hours that will be designed for two purposes: 1) An enjoyable break and a sign of appreciation for each individual's daily efforts, and 2) An opportunity to further advance the Foamcraft Wellness program.

During each cookout, there will be a booth containing resources on how to better manage stress, finances and health. There will also be a prize drawing for anyone who stops by the booth and enters to win.



COOKOUT SCHEDULE

Indianapolis	June 6
Greenfield	June 21
Mitchell	June 26
Elkhart	July 10
Goshen	July 11

Questions and recommendations can be emailed to newsletter@foamcraftinc.com.

Did you know Foamcraft has social media? In fact, we've begun using it entirely for internal marketing instead of customer marketing. We're here for you. Follow us and join the conversation!

