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## What's Inside

### Dr. Weil prescribes new ComforPedic iQ

Simmons will launch its new mattress at a pre-Las Vegas Market party where the guest of honor will be Dr. Andrew Weil, a leader in integrative medicine, who is endorsing the product. **p2**

### PBM launches Custom Content

Progressive Business Media, parent of Furniture/Today, is launching a Custom Content Division to provide clients with an array of information needs for their businesses. **p16**

### Digital publisher joins Progressive

And on the Internet front, Progressive Business Media has hired its first digital publisher, Kristin Sprague. She'll work with Furniture/Today and its sister publications and will consult with advertising customers to help them develop successful digital strategies. **p18**

### XPO Logistics to acquire Pacer

Pacer International is a leader in intermodal transportation, a fast-growing sector that involves moving shipping containers by

rail and truck to their final destinations. The deal is valued at \$335 million. **p58**

### Shaw walking away from area rugs

Shaw Inds. is rolling up its rug business, deciding to invest its resources in carpet, tile and other types of flooring. **p4**

### Industry sales seen rising 3.5% in 2014

Furniture/Today's consensus economic forecast is calling for a 3.5% rise in furniture and bedding sales at retail this year, a significant increase over the industry's estimated 1% growth last year. **p38**

### Hall of Fame seeks nominees

The nominating process is starting for one of the industry's highest honors, membership in the American Furniture Hall of Fame. **p22**

### High Point complex changes hands

The Center Point buildings now have new investors from Kansas, although the Davis Estate retains a stake in the showroom properties. **p38**

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## Japanese retail giant in U.S.

### Nitori eyes 100 Aki-Home showrooms

BY CLINT ENGEL

LA PALMA, Calif. — Japanese home furnishing giant Nitori has opened two stores in Southern California, the first phase of a plan to open 100 showrooms in the United States in five years.

The company, which did more than \$3.3 billion in sales last year, according to its website, opened Aki-Home

stores in Fullerton and Tustin, Calif., in October — 20,000- to 30,000-square-foot showrooms that feature a mix of living room, dining room, home office and other furniture as well as shelving and accessories from pillows and duvet covers to kitchenware.

Most of the products initially introduced here came from Asian sources serving Nitori's

301 stores in Japan and 16 in Taiwan, goods that are primarily designed by a Nitori team in Japan.

Among the domestic sources, though, is Simmons upholstery, and the retailer will be adjusting and adding to its mix here over time as it learns more about the wants of the U.S. consumer, said David Finch, who led operations during the initial store. **p44**

## Natuzzi launches Re-vive in Milan

BY CINDY W. HODNETT

MILAN, Italy — After a successful launch at the High Point Market in October, Natuzzi Group introduced Re-vive to a hometown audience in December.

Against the backdrop of Natuzzi's sophisticated contemporary showroom in the heart of Milan, company officials introduced Re-vive, described as a "performance recliner" with more than 120 patents, to a predominantly Italian crowd of several hundred on Dec. 10, punctuating an. **p48**



Natuzzi's Milan showroom offers a dramatic setting for the introduction of the Re-vive chair.

## Leadership stays in family at New York's Long's Bedding

BY DAVID PERRY

NEW YORK — "There's a new sheriff in town," 50-year bedding veteran Bob Long proclaimed the other day.

RETAIL STARS  
OF BEDDING

Long's Bedding, a bedding independent and a hallmark of mattress retailing in the Big Apple for more than a century, is now operated by Bob's daughter, Terri.

"Dad is still my business partner, whether he likes it or not," Terri Long said, laughing.

While her top management role is new, Terri is a familiar face at Long's. She's the fourth. **p6**

## RETAIL STARS OF BEDDING

# All in the family at Long's Bedding

### Continued from p1

generation of the founding Long family to work at the retailer, at 121 W. 72nd St. in an upscale neighborhood. She's been working there since 1997, doing "a lot of everything."

Now she heads a mattress retailer in a world dominated by male executives. "I sometimes wonder if people believe me when I say I am the owner," she confessed.

Is it an advantage for a woman to sell to other women, bedding's traditional customers? Terri Long isn't so sure. "It depends on the individual," she said. "Every sale and interaction is different."

But she does believe it's an advantage to be a mother.

"I deal with a lot of personalities," she said. "Becoming a parent gave me patience I wouldn't have had. You do need patience in this job. You have to listen and get to the crux of the issue. You have to figure out what type of bed the customer is looking for."

While some customers still say they want a firm mattress, "New Yorkers have gotten over the 'firmer is better' notion," Terri Long said. Plusher feels are now favored.

Long's has found success in New York by celebrating an independent spirit. Its key mattress vendors, including Aireloom, OMI, Gold Bond, Therapedic and Relyon, are operated by like-minded bedding entrepreneurs, the company says.

"We all march to our own

drumbeats," said Judie Long, Bob's wife, who remains active in the company. "You have to know your customers and you don't forget your customers."

While most bedding retailers focus on single-sided beds, Long's business is about evenly divided between one- and two-sided models. "When we can, we try to get two-sided mattresses," Terri Long said. "We think it's good to flip and turn mattresses."

Long's stands apart from its competition by focusing on lines not carried by other sleep shops in the area.

"We have a unique story," Terri said. "We like to carry unique products."

She cited the OMI line of or-



Bob Long and his daughter, Terri Long, are business partners at Long's Bedding.



Organic beds by OMI are featured on the floor at Long's Bedding.



This is part of the Manhattan Collection, made for Long's by Gold Bond.

ganic bedding, which features latex designs in slimmer silhouettes than other lines on the market.

"New Yorkers are interested in natural products," she said. "Parents are interested in them for their children. It comes up all the time."

Aireloom makes "the finest bedding around" and has been a supplier to Long's for many years, Terri said, praising the company's craftsmanship and quality.

Therapedic licensee Stuart Car-

litz supplies innerspring and latex beds, boosting the company's latex offerings; all told eight latex beds are on the floor.

And Gold Bond supplies a one-sided Manhattan bedding line, a private-label offering for Long's that includes micro-coils and latex.

Most of the innerspring beds at Long's utilize encased coils, which

Terri Long says reduce motion transfer.

Long's likes buying from companies whose owners actively run the businesses. "We have a real similarity with them, and they have a similarity with us," Terri said. "There is also a loyalty that we share with them."

The walls of the company's showroom are a testament to the many customers the retailer has served over the years. They are filled with pictures of famous customers, some still recognizable today, others not. John Lennon, Mick Jagger and John Kennedy are on the list.

But the most important customer, Terri pointed out, is the next one.



Pictures of celebrities who have shopped at Long's Bedding adorn the retailer's walls.



The foot protectors at Long's Bedding tell a story of more than a century of service to New Yorkers.