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ERGOMOTION DELIVERS SUITE OF SERVICES FOR RETAIL PARTNERS

ADJUSTABLE BED BASE COMPANY TO REMOVE MINUTIA OF AFTER-SALE SERVICES

HIGH POINT – In a move designed to remove the pinch points of selling more advanced sleep technology, Ergomotion has created a package of post-consumer-sale services that takes the burden of delivery, set up and service away from retailers. Ergomotion will highlight this suite of services at the upcoming High Point Market, April 14-18, in its showroom located at M-636 in the International Home Furnishings Center.

Among the industry's most technical products, adjustable bed bases can present a variety of challenges. With Ergomotion's commitment to service and partnership, the company removes those challenges and allows retailers to focus on being retail.

In addition to marketing point-of-purchase support through its ***Club Ergomotion*** loyalty program, which offers a wealth of marketing support and insider deals, partnership benefits include access to Ergomotion's hand-off, after-the-sale service of white glove delivery to consumers, the company's management of the any warranty issues directly with consumers and a network of sales trainers.

“Adjustable bed bases are highly technical and are designed and engineered with a variety of moving components and motors. They are very different from most products in furniture showrooms that are mostly static,” said Gui Peres, director of global sales for Ergomotion. “We're the experts in set up, training and, should it be needed, warranty repair. Those things aren't the responsibility of our retail partners.”

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“We are committed partners with our network of retailers, and by taking away their need to create marketing collateral, deal with warranties after a sale and conduct sales training, we lift the weight of the peripheral activities so that they are free to concentrate on their consumers and growing sales,” Peres said.

Santa Barbara, California-based Ergomotion is a leading global sleep technology company that delivers design savvy adjustable bases to the marketplace. Founded in 2005 on the central coast of California by Alain Clénet on the premise that luxury sleep is achieved through style and substance, the company incorporates technology where it makes sense. Ergomotion’s adjustable bases are designed to accommodate the industry’s leading mattresses and to seamlessly integrate with existing bed frames and beds. With more than 1 million adjustable bases sold throughout more than 30 countries, Ergomotion is part of the Keeson Technology Corp. family based in Jiaxing City, China.