



Sleeping places in  
Small spaces

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Press Release

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For Immediate Release

## **Lower Prices – More Sizes Arason Introduces Promotional Cabinet Bed**

Annapolis, MD - Arason Enterprises, Inc. is pleased to announce a new promotionally priced line of cabinet beds. The new style called the “Studio”, will be available in three sizes -- queen, full and twin. Arason’s Studio style has a contemporary clean look and comes in the popular “cappuccino” finish with faux nickel hardware. Dealers’ request for a lower price point in this lean economy prompted the development of this new promotional line of sleeper cabinet beds.

“We have kept the same features that make our mid-priced sleeper cabinet bed so popular with consumers such as the storage drawer and raised sleeping platform, but we were able to lower the cost by ordering in larger quantities, limiting finish options, and repackaging to achieve a smaller cube, lowering shipping and warehousing costs. We shrank the price and expanded the size offerings. In addition to a full size, we now have a queen and a twin size sleeper cabinet bed with this new line,” said Jane Arason, President of Arason Enterprises, “The MSRP on the Studio style, including the mattress, is priced to sell from \$999 to \$1399 whereas the standard mid-priced ZzZ-Chest cabinet beds retail from \$1,699 to \$1,899.” Arason added.

“We are excited about the new promotional price point and expect it to sell very well in our market”, says Joe Lujan, owner of Pacific Manufacturing and Distributing, the West Coast Distributor for Arason Enterprises. “We have done well with the mid-priced ZzZ-Chest cabinet bed, but look forward to appealing to a broader customer base with the two new sizes, especially the queen, and the introductory, promotional retail price of \$999 for the twin.”

The Studio sleeper cabinet bed is free-standing and features a top surface that is a convenient height for placing TVs, books, or objects d’art. All of Arason’s cabinet sleepers close to a compact 22 inches

deep and open to full length beds.

Studio style closed dimensions in inches:

Twin – W 40.5 x D 22 x H 48

Full – W 56 x D 22 x H 48

Queen -- W 62 x D 22 x H 51

The original ZzZ-Chest, introduced by Arason Enterprises in 2006, continues to sell through in this economy because of its styling and finish options, and because it is perfect for people living in smaller homes or vacation properties who need extra sleeping accommodations. Empty nesters, people who have down-sized, or those that want to reclaim space in an existing home love the ZzZ-Chest because the cabinet requires no installation, takes up little space and converts into a platform bed in seconds. This space-saving bed has storage drawers and a raised sleeping platform – about 18 inches high with the mattress - making it a practical sleeping option for most people. It houses an eight-inch mattress that is attractive to consumers seeking comfort, and to retailers who want to sell a higher quality mattress in a hide-away bed.

The Studio style will be available in Canada through Rogers Sleep Shop in Edmonton, Alberta, 805-487-3330; on the West Coast through Pacific Manufacturing and Distributing in Oxnard, CA, 805-487-3330; and on the East Coast through Arason Enterprises in Annapolis, MD.

The ZzZ-Chest and new Studio style sleeper cabinet bed will be on display at the Las Vegas Market, September 14-17, 2009 in Building C, showroom 1350. For more information contact Jane Arason at 410-703-4412.