



Clare Bedding: You'll Flip for Escanaba-Made Mattresses

By Christina Henderson

It's spring in the Upper Peninsula, and as homeowners and hotel owners freshen up for the busy summer, one of the likely tasks on our to-do list is flipping the mattresses. Most of us grew up with the ritual of rotating and flipping mattresses to minimize body impressions and maximize comfort. What you may not know is that the majority of beds on the market today are not made to be flipped!

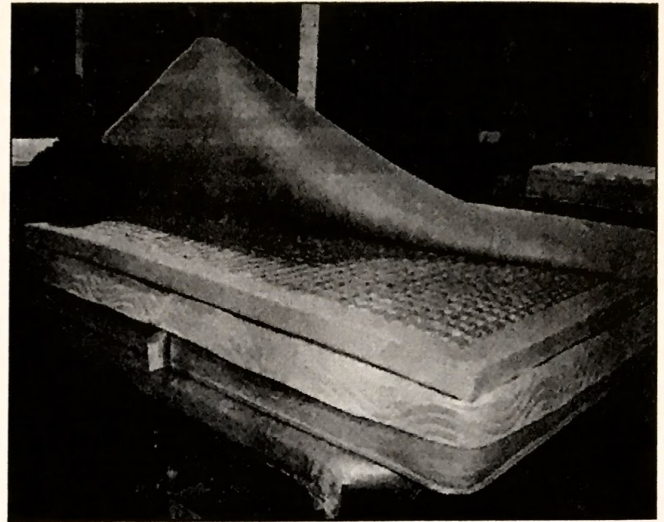
As a means of cutting corners to cut costs, most manufacturers have stopped making two-sided mattresses and now make them only one-sided – a practice that drastically reduces the life and comfort of your bed. Even \$1000 mattress sets are one-sided these days. Clare Bedding of Escanaba produces both, and is one of only a handful of manufacturers in the industry that still make the same high-quality, two-sided mattresses consumers have slept on (and flipped) for generations. Two-sided mattresses do not have to be flipped, but you'll find it's like sleeping on a brand new mattress when you do occasionally turn it.

Founded in 1936 in the Detroit area, Clare Bedding moved to the Upper Peninsula in the 1970's when founders Ben and Lew Clare grew tired of traffic and crime. Current owners Don Balsavich and

Mike Angsten continue the company's long tradition of quality, service, and integrity while striving for constant innovation. Where their competitors are always looking to make mattresses cheaper, Don and Mike are always looking to make mattresses better. And though Clare Bedding is in a league of its own in their commitment to quality, the 42 bed models they produce are competitively priced within the industry. Clare Bedding uses only the best U.S.-made components to build mattresses which cost more. They remain cost-competitive through efficiency and do not have the operating cost and debt service of other national brands.

Located in an unassuming 50,000 square foot brick building on Stephenson Avenue in Escanaba, Clare Bedding makes everything from Mossy Oak-covered camp mattresses to custom-made \$10,000 cashmere hand-tufted beds for high-end furniture stores. Dozens of employees work at the factory building box springs, operating huge sewing machines, and turning out between 300 and 400 mattresses *a day* in peak season. Clare Bedding's varied capabilities allow them to create just about any bed you can imagine. The company once built a 9' by 9' custom mattress for a Chicago Bulls basketball player, a bed so big the entire crew of 30 employees could sit on it at once!

Clare Bedding is one of 14 US manufacturers and 16 international



A worker assembles a mattress at the Clare Bedding factory in Escanaba, MI.

factories producing Restonic brand mattresses. The company also manufactures beds under the Eastman House, Eclipse, and Platinum Dreams brands as well as private label beds. Though the majority of the company's sales are outside of the Upper Peninsula, local customers may purchase Restonic mattresses at Heynssens & Selins or the Eclipse brand at Ashley Furniture in Escanaba.

Many owners of area lodging properties don't realize they can order mattresses directly from Clare Bedding. The company can meet and exceed national specifications for all the major hotel chains and has sold hundreds of these properties in the Midwest in recent years, usually at a huge cost savings.

So, when it's time to buy a new bed, buy local and seek out a mattress made right here in Escanaba by Clare Bedding. You'll be proud that your purchase supports a Delta County business, and sleep better knowing your hand-sewn, two-sided mattress is made to the high standards we grew up with. That is, it's made to be flipped.