



Media Contact:

Jamie Shrewsbury

jshrewsbury@bedgear.com

BEDGEAR® Relocates to New, Larger Headquarters in Farmingdale, New York
Announces Global Stores Expansion, Promotions and Product Marketing Group

FARMINGDALE, N.Y., August 24, 2020 - [BEDGEAR®](#), the brand of Performance® that provides innovative bedding by focusing on an active lifestyle and well-being, announces a milestone by relocating its corporate headquarters into a completely renovated building that was personalized for BEDGEAR's growing needs. BEDGEAR moves from 110 Bi-County Boulevard in Farmingdale, NY, to 200 Sea Lane, also located in Farmingdale on Long Island. The move to the new facility is not only representative of the company's sustained growth but also shows its commitment to keeping employees safe in a space with room enough to continue social distancing.

The new office which has doubled in space, is embellished in a modern Bohemian design with horticultural art that was crafted by BEDGEAR's Creative Director, Ozge Sayan. The contemporary design and enhanced amenities reflect the innovative culture of the brand, defining why BEDGEAR is a sought-after place of employment. Staying true to the brand's health and wellness roots, the new facility offers a gym for employees, fully equipped with a variety of cardio and strength training equipment and a shower. In the heart of the building is a state-of-the-art gourmet kitchen, including three ovens with different seating sections as well as a center stage that includes house instruments including a drum set. The office also includes a full photography studio to capture the brand's ever-growing collections of Performance [mattresses](#), [mattress protectors](#), [pillows](#), [sheets and blankets](#) that maximize airflow and temperature management. With four conference rooms, BEDGEAR employees can collaborate with colleagues, customers and partners with the latest workplace technologies.

Despite the pandemic, BEDGEAR has continued expanding its global footprint and persevered with its non-profit arm, the [BEDGEAR Foundation](#). Besides BEDGEAR being found in more than 4,000 retail locations in 25 countries globally, the brand recently opened three stand-alone BEDGEAR Performance Sleep stores in Southeast Asia, including two in Bangkok, Thailand, and the third in Seoul, Republic of Korea. The BEDGEAR Foundation also completed a COVID-19 relief campaign, donating tens of thousands of respirator masks and Performance pillows to hospitals and organizations along the East Coast—the largest donation made by its relief efforts to date.

“BEDGEAR chose not to be victims and as a team found new opportunities. We focused on what we could create and eliminate. As a result, the pandemic has made us stronger and sets us apart as a leader in the bedding industry by focusing on temperature neutral and instant-cooling technologies as well as maximizing airflow to allow the body to naturally regulate its



temperature,” said BEDGEAR founder and CEO Eugene Alletto. “In our new home at 200 Sea Lane, BEDGEAR will continue to deliver innovative and personalized sleep solutions and engaging in-store experiences to our retail partners and their shoppers.”

Additionally, BEDGEAR is proud to announce several elevations and the establishment of a new Product Marketing group. Evan York, formerly the Director of Manufacturing and Operations, is now the Vice President of Operations. Gurleen Chhatwal joins BEDGEAR as Director of Production and Global Sourcing and Ethan Prevette as Director of Operations. Three Sleep Coaches have transitioned to support the company’s growing sales. Moving into the role of Manager of Marketing and Sales, David O’Neill will focus on the U.S. Western territory. In the Pacific Northwest, Kelli Cooper will serve as Territory Manager. Tammy Schneider, Manager of Marketing and Sales, will be responsible for the Midwest territory. BEDGEAR also established a Product Marketing and Communications group that is spearheaded by Christopher Leary.

To commemorate the opening, BEDGEAR will host a ribbon-cutting ceremony on Aug. 26 (Wednesday) at 12 p.m. at 200 Sea Lane, Farmingdale, NY, with local leaders and media. All media in attendance will be given a tour by BEDGEAR CEO Eugene Alletto.

Additional information at: bedgear.com | facebook.com/bedgear | [Twitter: @bedgear](https://twitter.com/bedgear) | [@bedgear](https://instagram.com/bedgear) | linkedin.com/company/bedgear

ABOUT BEDGEAR®

Launched in 2009, BEDGEAR® is the brand of Performance that provides innovative bedding by focusing on an active lifestyle and well-being. BEDGEAR’s sleep solutions are engineered with Performance fabrics that are temperature neutral and instant cooling and maximizes airflow to allow the body to naturally regulate its temperature. With a core belief of One Size Does Not Fit All™, BEDGEAR has redefined the way people view sleep by developing interactive in-store experiences and breathable bedding products that are personally fit to a consumer based on specific factors, including body type, sleep position and temperature. BEDGEAR is dedicated to integrating environmental responsibility into product development to ensure less returned goods are being sent to landfills. BEDGEAR is essential to the rest and recovery routines of professional athletes and active people who need to maximize their sleep. A proud manufacturer in the USA, BEDGEAR offers mattresses, pillows, sheets, blankets, pet beds as well as travel, kids and baby products that often feature removable and washable covers to maintain a clean and healthy sleep environment. BEDGEAR is represented in more than 4,000 retail stores across the globe and has earned more than 220 U.S. and worldwide patents, trademark registrations and pending applications. Sleep Fuels Everything®! Learn more at bedgear.com.