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White Dove Mattress

There's no time for sleep at White Dove Mattress. The family-owned, fourth generation mattress manufacturer, located in Newburgh Heights, is launching a new line called SleepLogic this year and President Bruce Goodman says the new bed wares are expected to pad the company's bottom line and boost job openings.

"We have more than doubled our size in the last seven to eight years," Goodman says, "so continuing that trend would be nice."

Founded by the Goodman family, White Dove opened its first manufacturing facility in 1922 to service a growing Midwest post-war economy. Today the company is one of the largest independently owned mattress makers in the region. Its mattresses - which Goodman describes as "better quality and somewhat more expensive than competing products" - are sold at a broad range of furniture and mattress retailers and directly distributed to hotels and motels throughout the country.

The company currently has about 90 employees at its 100,000-square-foot facility, all in full-time positions ranging from manufacturing and distribution to sales and clerical/office personnel. Many of its employees belong to unions that have provisions for pensions and medical benefits. The company also provides a separate retirement and medical package for its non-union workers.

White Dove credits much of its success to a dedicated workforce that is more like family than employees of a growing company, and the management works very hard to maintain a family-business atmosphere despite its size.

"I think the key for us has been acting more like a smaller family-owned company than the larger company that we have become," Goodman says.

To that end, Goodman has an open-door policy in which employees are welcome to come discuss work matters with him. He also prides himself on knowing the names of all his employees. Those practices appear to be working: White Dove has a large contingent of long-time staffers.

Goodman expects maintaining the family-business environment to become a bigger challenge in the coming years, although he adds, "that's a good problem to have." While this local mattress maker has a long history, the SleepLogic brand marks its first new product in 75 years. "We plan to begin growing SleepLogic as a regional brand among our strong customer base in the Midwest this year and then expand it nationwide," Goodman says.

The 2005 introduction of SleepLogic into the marketplace should boost sales and bring more new faces to White Dove. Manufacturing jobs will be added first, Goodman says, as SleepLogic orders come in, followed by additional truck drivers and sales and support personnel.



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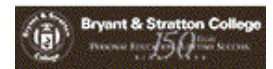
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