



You deserve a great night's sleep



Todd Petersen, Lebeda's general manager

It should be easy to sleep well at night. And buying a mattress should be hassle-free. At Lebeda Mattress Factory, they try to make the shopping experience as easy and pain-free as possible.

“Education is key. We want customers to ask questions,” says Todd Petersen, Lebeda’s general manager. By talking to a Lebeda associate about what goes into each mattress and learning about materials and finishes, you’ll be able to make a more educated buying decision. In the same way, talking about what you don’t like about your current mattress can also point you in the right direction.

“We’re not going to ask you how much you want to spend,” Petersen says. “Nobody looks forward to spending money on a mattress. It’s not glamorous. You’re not going to drive this down the street. You’re not going to show it off out in the driveway. But **you spend a third of your life sleeping** regenerating the body and the mind, **so sleep is very important.**”

Shopping for the ideal mattress is very individual because each person’s idea of how soft or firm a mattress should be is also personal.

With 20 stores in five states, Lebeda’s actual factory is located in Marion.

Lebeda has six stores in Eastern Iowa: Marion, Coralville, Cedar Falls, Dubuque, Davenport, and the recently relocated store on Edgewood Road SW in Cedar Rapids.

“Our body types are different and what we’re used to is different,” he says. “If a customer comes in and says they want a firm bed, they mean they want something firmer than they have now. That’s why it’s important to **go to a showroom, lay down, try the product out, and ask questions in person.** A mattress is not the kind of product that’s wise to buy over the internet.”

Lebeda encourages customers to **think about the “true feel” of a mattress.** Most mattresses will break in slightly over time, so it’s important to learn about how a mattress may change over time, and how your needs may change over time.

Lebeda also encourages customers to learn about basic boxspring or foundation construction. “There are big differences in box springs,” Petersen says. Other manufacturers may use mostly wood and cardboard, with no steel in it. If you try to lift the corner of a cheaply built boxspring, it will feel light in weight. “The top will feel like cardboard. Our boxsprings weigh a lot more; not because we want them to be hard to move, but we build them to last.”

Lebeda uses a 19-slat construction in their higher end boxsprings, believing that the base of the bed





Mitch Lester and a team of employees handcraft each Lebeda mattress to order.



Randy Wilson finetunes the programming on a quilting machine. Like many Lebeda employees, Wilson has been with the company for more than 20 years.



Trina Rodgers works on a ruffler machine, assembling the side pieces of fabric.



James Gipson works with one of Lebeda's industrial quilting machines.

is just as important as the mattress. "If your boxspring starts to bow, your mattress will follow."

Lebeda mattresses are handcrafted here in Eastern Iowa

Lebeda's secret to success is all in their name. Lebeda Mattress Factory handcrafts its own mattresses and **sells directly to consumers** around the Midwest, **cutting out the middleman**, which helps give consumers a better value for their money.

Lebeda's 60,000-square-foot production facility has been in Marion since 1989 and has been located on Industrial Avenue near 35th Street and Munier Road since 2006.

Lebeda custom builds each bed, which means it handcrafts its mattresses as orders come in. So that means you could order a mattress on Tuesday, it could be built on Wednesday, and delivered as early as Thursday.

Handcrafting a mattress begins by quilting the fabric for the top and sides of each mattress and boxspring. "The quilting machines are all computer programmed, so we can control the speed, the pattern and the size of the pattern," Petersen says. "We do all of our own quilting so we have the

versatility to make quilts of different thicknesses, softness or firmness with different colors and different combinations of padding."

From there, the large rolls of quilted material are run through a cutter that cuts them to size. A serger is used to finish the edges and attach handle straps to the mattress fabric. Specialized sewing machines are used to attach the fabric pieces. Finally, the high density materials are added, layer by layer, giving you a handcrafted, superior sleep system.

Proud to be made in the USA

By handling all aspects of production at its factory in Marion, Lebeda is able to maintain high production quality and uses top quality materials that will stand the test of time.

"We're proud of the fact that **all of our components are American made**. We try to source everything from the Midwest, if possible," Petersen says. You'll find an **attention to detail** that you just won't find from other manufacturers. For example, Lebeda can provide a button tufted finish, if requested. "That's old school, buttoning a bed. And all of our higher end, firmer beds are inner tufted. That's a big deal, especially if you want a bed that is going to last."



All of the mattresses sold at Lebeda's 20 stores are built in Marion, and the company is proud to use all American-made components.



Ron Boots works with an industrial foam cutter to custom cut a piece of mattress foam.

Top notch employees build a high quality product

A team of approximately 30 Lebeda associates work in the factory, many loyal, longtime employees. "I would say 70 percent have been here 15 or more years, some 25 years or more."

"We have a lot of good people," co-owner Russ Miller says. All taking pride in an American-made product, built in Eastern Iowa.

Options abound when shopping for a mattress

For years, two-sided beds that would need to be occasionally flipped were the standard. Within the last 20 years, one-sided beds became more common.

"Today, about 50 percent of our models are two-sided beds," Petersen says. "A flippable mattress, with all things being equal, should last twice as long."

Another popular option are adjustable beds. "They're not just for medical needs anymore. They're a luxury item. People love the idea of having a mattress where one can raise their head or their feet. Many come with a pulsating feature that helps blood circulation. And, in addition to the remote, you can even run them with your phone or iPad through Bluetooth capability."

"We see all age groups buying adjust-



able sleep because they like the options," Petersen says. He notes that a couple can personalize an adjustable bed, with each side being softer or firmer. Adjustable beds are not limited to just foam mattresses. "Any mattress that we have, we can make into an adjustable, whether its innerspring, foam, hybrid, true hybrid, flippable, pillow top. You name it, we can make them all adjustable and personalize each side."

Buying factory direct has distinct advantages

"A lot of places talk about being factory direct but they're really not," Petersen says. Lebeda handcrafts its own mattresses and sells them directly to consumers, eliminating retail markup. Which means you can buy a higher quality bed for the same price.

In fact, Lebeda puts a great deal of thought and effort in to producing a quality mattress that you'll be hap-

py with for years to come. "We're not trying to design the least expensive bed possible. We are focused on the quality of our product, at every price point."

And Lebeda does provide a variety of price points, so whether you're looking to buy a bed for your teenager as they move out of the house, for your guest bedroom or for your master bedroom, Lebeda can help you find a mattress that fits your needs and your budget.

"We do sell furniture, too, but it's not our main focus. We're the opposite of a lot of stores; we have a lot of beautiful furniture, but our main thing is mattresses."

Working directly with the factory allows you to customize your mattress as much as you like. "We can do all kinds of custom work, adjusting the height of the mattress or the height of the box-spring. We build custom beds for RVs and boats. We've even fit a bed inside a grand piano before."

Other manufacturers may provide limited warranties against defects, but Lebeda also provides peace of mind with a comfort customization program on its premium beds. "If you decide your new mattress is too firm or too soft during the first two years of ownership, have your mattress brought back to the factory and we'll firm it up or soften it up for free." 🏠