FROM NEEDLES TO WRENCHES
EMPLOYEES OF NATION’S LEADING HAND-MADE MATTRESS MANUFACTURER E.S. KLUFT & COMPANY TRADE THREAD FOR PEDALS, BUILDING BIKES FOR LOCAL BOYS & GIRLS CLUBS

RANCHO CUCAMONGA, CA – Members of the Boys and Girls Clubs of Carlsbad enjoyed a two-wheeled surprise recently when employees of leading mattress maker E.S. Kluft & Company built bicycles by hand and donated them to the popular community organization.

The bike-building occurred during company’s annual sales meeting in which employees took part in team-building activities that included building bicycles for the Club. The donation of the bicycles was also accompanied by a financial contribution.

“I’m proud of our team members for giving back to the community and the great work they did for such a deserving organization,” said E.S. Kluft & Company Chief Executive Officer David Binke. “It was very fulfilling to see the wonderful looks on the children’s faces when they realized the bikes we built were for them.”

Founded in 1952, the Boys & Girls Clubs of Carlsbad has served more than 50,000 youths as a recreational and learning site providing young people a safe, fun-filled, nurturing environment. The organization is completely private-donor supported and no child is ever turned away due to inability to pay.

“I want to express how moved we are by E.S.Kluft & Company’s generosity,” said Boys & Girls Clubs of Carlsbad Director Andy Purviance. “Not only did they provide bikes for our kids and critical financial support, they showed our kids love, care and attention. It was a very special night.”

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KLUIT DONATES BIKES
TAKE 2-2-2-2

Founded in 1912, in Madrid, Spain by the Beteré family, The Flex Group is a Top 10 global sleep products producer. It holds market leadership positions in Spain, Portugal, Brazil, Chile, the United Kingdom and the United States. The holding company is comprised of seven manufacturing companies with a total of nine production centers, and three retail chains with 115 showrooms in seven countries. The brands range from its luxury portfolio of Vi-Spring, Kluft, Aireloom, ASTB, and mid-market offerings such as: Flex, Dorwin and Epeda.

E.S. Kluft & Co., which acquired the Aireloom brand in 2004, produces a broad range of luxury mattresses from California and Pennsylvania facilities to more than 500 doors in the United States and internationally.

To learn more, visit www.kluftmattresscom and www.aireloom.com.

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