



FOR IMMEDIATE RELEASE

Verlo Shuffles Store Ownership in Central Wisconsin

*Retirement of John & Jeri Henry Creates Opportunities for Longtime Employee Bob Hardt
and Franchisees Adel Salameh and Jake Stanek*

MILWAUKEE – August 21, 2019 – Milwaukee-based [Verlo Mattress](#) has announced that a longtime store employee has become a first-time franchise owner and two other franchisees have taken over two other Central Wisconsin locations after Verlo franchisees John and Jeri Henry decided to retire after 20 years in the mattress business.

Bob Hardt, who has worked with the Henrys for 16 years, is the new owner of the Verlo franchise at 2830 New Piney Rd. in Portage, east of the Wisconsin Dells. Adel Salameh, who owns a Verlo store in Fort Atkinson, has acquired the franchise location at 1613 N. Spring Street in Beaver Dam and Jake Stanek, who owns Verlo stores in Appleton and Oshkosh, has acquired the franchise location at 501 W. Johnson St. in Fond du Lac.

“Bob was the logical choice to become our newest franchise owner. He has been leading the Portage store for many years. We’re excited to have him as our newest franchise owner,” said Verlo CEO Chris Nolte. “Both Adel and Jake are among our most successful franchisees. They are hands-on owners who are focused on excellent customer service and will build on what the Henrys started.”

“John and Jeri built a solid business for many years and we thank them for their hard work. Their customers and the communities they served for the past 20 years are in good hands,” added Nolte.

“I’m excited at being my own boss, building this business and serving my community,” said Hardt, who noted he’s been thinking about what changes he would make if the opportunity to become a Verlo franchise owner ever presented itself. “Since its founding 60 years ago, Verlo has offered the best sleep money can buy, and I will continue to support that tradition and provide the best customer service available, as did the Henrys. I’ve learned from the best.”

Both Salameh, who has been a Verlo franchisee for 20 years, and Stanek, who has been a Verlo franchisee for 16 years, say they will follow the Henrys’ example.

About Verlo Mattress

Founded in 1958 by two men who named the company for their wives (Verna and Lois), Verlo Mattress has 21 locations in Wisconsin and 13 more in Colorado, Georgia, Illinois, Iowa, and Missouri. Verlo is passionate about helping people find the right sleep products – at the best prices – because so much depends on a good night’s rest. Verlo mattresses are built in local Verlo factories, sold at consumer-direct prices and serviced locally with a Lifetime Comfort Guarantee. For Franchise opportunities, contact franchisedevelopment@verlo.com or 414-312-5036.

For More Information

Patrick McSweeney
McSweeney Public Relations
(262) 320-7288
patrickmcsweeney22@gmail.com

Theresa Kuehmichel
Verlo Mattress
(414) 585-8903
tkuehmichel@verlo.com