

America's MATTRESS™

2811 Milton Ave., Janesville
608-758-8850

126 E. Geneva Square, Lake Geneva
262-249-8520

1807 E. Geneva St., WalMart Shopping
Center, Delavan 262-740-1944

Hours: Mon-Fri 10-8 • Sat 10-5 • Sun 12-4



BizSnaps

A Snapshot look at local businesses

What do you do, product, service or philosophy, which differentiates you from your competitors? There are many choices to make when purchasing a new bed and it is important that you work with someone who has product knowledge and experience. America's Mattress offers the best product with the best warranty and the best customer care and service. Our biggest goal is to continue to better our products and ourselves so that we will stand above our competitors. Customers are the most important part of our business and they deserve the best we can offer. The mattresses are built locally in Beloit, WI.

How did you get interested and/or started in this business? Owner Dave Pierce is a 3rd generation furniture store owner. Over the years Dave has sold many brands of mattresses. He was so impressed with Serta that he began selling Serta exclusively 25 years ago and started up an America's Mattress Superstore here in Janesville four years ago. Dave recently decided to expand by purchasing stores in Lake Geneva and Delavan. Brian O'Neill will continue to manage the Janesville store as well as managing the Walworth County locations. Dave and Brian take great pride in bringing you great products and great service.

What kind of training or background do you have? Brian and all of his staff take advantage of training seminars to continually advance their skills to better help you make wise decisions when choosing your mattress.

What do you find most rewarding about this type of work? People typically come in because they are having a problem. It is very rewarding to work with them to solve that problem and get them on a better road to health.

What type of customers use your products/services? Everyone who wants a good night's sleep!

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