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Sit 'n Sleep opens new store in Chino Hills

Canan Tasci, Staff Writer

Posted: 01/07/2013 11:46:18 AM PST
Updated: 01/07/2013 04:51:57 PM PST

Sit 'n Sleep to open its 29th location in Chino Hills. (Frank Perez/Correspondent)

The days of flipping mattresses are long gone, and the staff of Sit 'n Sleep are here to remind users of that.

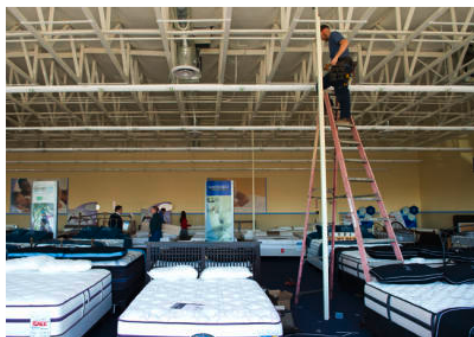
The company today will open a 10,000- square-foot showroom in Chino Hills -- its 29th location in Southern California.

"Most people don't realize that (the mattress) is probably the one product they use more than anything they own, every day of the year, eight hours a day for eight to 10 years," said Nelson Bercier, the president and co-owner of Sit 'n Sleep.

"What other product do you use that has that kind of lifespan? I think virtually none."

The mattress retailer and sleep expert store will house 120 beds on its floor with a 200,000-square-foot warehouse.

The Chino Hills location



Electrician Lyndon Floyd works to get power up at the soon to be open Sit 'n Sleep's 29th location in Chino Hills. (Frank Perez/Correspondent)

"It's a gap in our service area, and it's our goal to be available to everyone in Southern California," Bercier said.

Despite the rocky economy, Bercier said, the business has been able to prosper because it offers great service and a great product.

"We're moving forward and we're going to open more stores, and we think it's an opportunity more than a detraction," he said.

He said the mattress industry is expected to increase its profits by 6.5 percent to 7 percent this year.

The Chino Hills store will have five sales employees, along with three

corporate employees.

"Our sales staff is highly trained and professional. Our average tenure is 10 years," Bercier said. "They know what

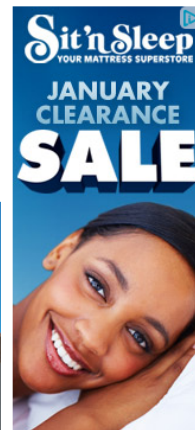
will also be one of the few stores offering the new king-size bed called the Kluff King, which is 7-feet square.

A traditional California king is 6 feet by 7 feet.

"We're always happy to have new business in the area. It's always good to see a new sign and a national chain like that," said Jamie Harwood, a board member of the Chino Valley Chamber of Commerce.

"It's obvious they feel value in the Inland Empire, and Chino Hills in particular to open up here."

The company has been looking to set up in this city or the surrounding area for the past four years. When it found a spot, it moved forward quickly.

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City of Rancho Cucamonga

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LOCAL COLLECTION FACILITY

IMPORTANT UPDATE!

The first opening date of the facility located at 17100 Base Line Road in January 19th, 2013 from 8am - Noon. It will be closed 1/19/2013 and 1/20/2013.

JANUARY SCHEDULE

Saturday, January 19 - 8am - Noon

Saturday, January 19 - 8am - Noon

Saturday, January 19 - 8am - Noon

A better collection facility will be open in February 2013.

Check the City's website at www.cityofcucamonga.org for more information.

NO BUSINESS WASTE ACCEPTED.

For more information, contact the City of Rancho Cucamonga at (909) 395-2200.

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James Holmes preliminary hearing: Aurora cop recalls, "There was so much blood"
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1/8/2013

they're talking about, and through the diagnostic system it will give you input into the right bed for you, individually."

Reach Canan [via email](#), call her at 909-987-6397 ext. 425, or find her on Twitter [@ChinoValleyNow](#).



Sit 'n Sleep to open 29th location in Chino Hills. (Frank Perez/Correspondent)

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