

# BedTimes

2021 Editorial Calendar—1-22-2021

## JANUARY

### **Fabrics and Fibers**

In the second of a two-part series, BedTimes reports on advancements in border fabric, tape, nonwovens and fibers.

## FEBRUARY

### **Boxed Beds: The New Consumer Preference?**

Manufacturers are upping production on boxed beds as these products grow more popular with consumers. BedTimes investigates. Here's how to implement DTC efforts without losing wholesale customers.

- Employee Poaching and Non-Competes

## MARCH

### **One Year After Pandemic**

What have we learned? What lasting changes has it made to mattress manufacturing? BedTimes talks to industry leaders about Covid-19's lasting effects.

- Upping Your Contract Acumen

## APRIL

### **No Time — or Anything Else — to Waste**

BedTimes examines plant efficiencies, including programs such as ISPA's SP2 initiative.

- Bonus distribution at the Las Vegas Market

## MAY

### **Bedding Component Product Introductions**

BedTimes highlights tools and components to streamline, simplify and improve mattress production.

- Guide to Protecting Your Intellectual Property

## JUNE

### **Quality You Can Control**

You can't afford product errors, returns or, worse, product recalls. BedTimes researches best-in-class quality control programs and strategies.

- Las Vegas Wrap-Up

## JULY

### **Interzum Cologne Wrap-Up**

BedTimes highlights introductions, events, awards and more from this year's show.

## AUGUST

### **The Machine That Changed an Industry**

BedTimes explores the advent of roll-packs and what it has meant to the mattress and bedding industry.

- Brilliant Mistakes Bed Makers Have Made
- High Point Market Wrap-Up
- Bonus distribution at Las Vegas Market

## SEPTEMBER

### **A Stitch at a Time**

BedTimes talks with sewing machine makers about innovations and improvements in this essential category.

## OCTOBER

### **Get Current on Coils**

Innersprings are everywhere as innovations make them softer, smaller and more adaptable. BedTimes springs into this growingly versatile component.

- Las Vegas Wrap-Up

## NOVEMBER

### **Marketing Without Markets**

BedTimes looks into virtual ways to reach your customers to promote your products — and are any more old-fashioned ways being used again?

- Mattress Recycling Council Update
- Women in Bedding

## DECEMBER

### **2022 BedTimes Supplies Guide**

The industry's only comprehensive listing of suppliers to the mattress industry

- Bedding Industry Discusses 2022
- High Point Market Wrap-Up

*NOTE: All topics are subject to change. 1-22-2021*