

FOR IMMEDIATE RELEASE  
August 30, 2005

Contact: Nancy Shark  
Sarah Pali  
[nshark@sleepproducts.org](mailto:nshark@sleepproducts.org)  
[spali@sleepproducts.org](mailto:spali@sleepproducts.org)  
(703) 683-8371

### **ISPA Dedicates Headquarters Boardroom to Roy Unger**

(Alexandria, VA) – On Tuesday, Aug. 23, 2005, the Better Sleep Council formally dedicated the conference room at ISPA headquarters to **Roy Unger** in recognition of his visionary leadership and impact on the mattress industry. In accordance with a motion approved at a BSC meeting last winter, two new memorial plaques were unveiled and will hang above the main conference room entrance and exit.

Visitors will be greeted with a well-known Unger quote, “Good to See You!”. When visitors leave they will be left with Unger’s words, “All the Best”. The BSC Chair, **Tom McLean**, and Immediate Past Chair, **Gerry Borreggine**, made the dedication official to the group in a presentation.

“Roy never stopped promoting quality sleep on a quality product. I miss him and think the industry does, too,” said Borreggine. “He touched so many people, and we are still emulating him in ways we don’t even realize. Roy will continue to impact the industry for years to come,” he added.

Roy Unger, who was a member of the mattress industry for 40 years, began his career working with Sealy Licensees. He went on to join Sealy, Inc. as a National Sales Manager in the 50’s. He moved up to Vice President of Marketing & International in the 70’s. After his years with Sealy, Unger decided to part ways with the company to take the position of President & CEO of Serta, Inc. Unger recognized the need for a consumer education arm in ISPA, and he helped found the Better Sleep Council and served as its first Chair.

After his retirement, he continued to play an active role in the council offering consulting services for the group. This commemoration is in honor of Roy's dedication to and strong leadership in advancing the mattress industry.

*Established in 1915, the International Sleep Products Association, [www.sleepproducts.org](http://www.sleepproducts.org) is the trade organization for mattress manufacturers and their component suppliers around the world. ISPA hosts the biennial ISPA EXPO trade show and publishes BedTimes and Sleep Savvy magazines.*

*The Sleep Products Safety Council, [www.safesleep.org](http://www.safesleep.org) is a non-profit organization established in 1986 by the mattress industry. SPSC's mission is to provide consumer safety information, support research, and promote activities aimed at reducing hazards associated with mattresses and other sleep products.*

###