



## **French Lick Springs Hotel and Bowles Mattress Company Launch Exclusive Indiana-Inspired Mattress Collection: A Partnership Rooted in Hoosier Hospitality, Economic Growth, and Local Craftsmanship**

**FRENCH LICK, Indiana (April 17, 2025)** — Two Indiana-based companies, dedicated to Hoosier Hospitality, created the perfect way for guests to experience sleeping at a luxurious resort in the comfort of their own homes. French Lick Springs Hotel and Bowles Mattress are legacy establishments in the community. Together they collaborated, designed, and created a new mattress collection that captures the essence of staying at French Lick Springs Hotel.

This exclusive set features four distinct mattresses each inspired by the rich history and timeless elegance of French Lick Resort and French Lick Springs Hotel: The Taggart, The Spring House, The Governor, and The FDR. Each is crafted to bring the five-star sleep experience of French Lick Springs Hotel to life and into homes across the region.

Bowles first began supplying custom mattresses to French Lick Resort in 2015, and the collaboration has grown ever since. In 2018, USA Today released an article promoting West Baden Springs Hotel as the No. 2-ranked hotel in the country for top-rated sleep. That sparked the creation of a West Baden Springs Hotel Mattress series, which started with three mattresses and expanded to five options in 2022.

“When guests come to French Lick Resort, they sleep better, they rest better, and they want to duplicate that sleep when they get back to their own home,” said Scott Armstrong, President of Bowles Mattress Company.

“This is a true celebration of Hoosier hospitality,” said Spencer Whitehead, Director of Hotel Operations at French Lick Springs Hotel. “By partnering with Bowles Mattress, we’re not only enhancing the comfort of our guests but also reinforcing our commitment to supporting Indiana businesses and showcasing the craftsmanship that makes our state great.”

Each mattress is handcrafted at Bowles’ production facility in Jeffersonville, Indiana. Established in 1975 and celebrating 50 years of business in 2025, Bowles produces more than 35 models of mattresses for use in homes, hotels, university dormitories and nursing homes.

“For the first time, the mattresses in the hotel will be coming to our retail stores. We have also created three new mattresses that have additional features,” Armstrong said. “We’re using an individually pocketed coil which offers nondisruptive sleep, and a performance material on top for

added comfort. We're elevating that sleep experience guests are accustomed to enjoying at the hotel."

Whitehead added, "French Lick Resort and Bowles Mattress are proud Indiana companies with deep roots in our communities. Working together allows us to showcase the best our state has to offer."

Guests visiting French Lick Springs Hotel can get a sneak peek and preview each different mattress, as they will be displayed in the Hotel in the month of May. By Memorial Day, [Bowles authorized retailers](#) will have the new French Lick Springs Hotel Mattress Series available.

- **The Taggart:** Enhanced Lumbar Support technology and high-density foam for a slightly firmer feel.
- **The Spring House:** Double hybrid mattress with 2" Zoned Latex and Serene Foam for a softer feel.
- **The Governor:** Triple hybrid mattress featuring 1" of Zoned Latex, Serene and Active Response Foam for heightened cushioning.
- **The FDR:** Faux box top triple hybrid mattress includes 2" of Zoned Latex, Serene and 1" Active Response Foam for ultimate plushness and comfort.

The Taggart is featured in most French Lick Spring Hotel Rooms. The Governor and The FDR mattresses will also be featured in the hotel's corresponding Governor's Suite and the FDR Suite, while The Springhouse mattress will be featured in other specialty suites at French Lick Springs Hotel, The Valley Tower and the newly constructed Ridgeview Cottages coming in Summer 2025.

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## **ABOUT FRENCH LICK RESORT**

French Lick Resort is a \$600 million historic restoration and casino development project that includes West Baden Springs Hotel, French Lick Springs Hotel, Valley Tower Hotel and French Lick Casino. This Midwest premier resort destination features 756 guest rooms and suites; a 51,000 square-foot, single-level casino; 45 holes of golf including the fully restored 1917-designed Donald Ross Course at French Lick and the 18-hole Pete Dye Course at French Lick; two full-service spas with a combined 36 treatment rooms totaling 42,000 square feet; meeting and event space totaling 169,000 square feet; and an array of dining and entertainment options.

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