



Every Mattress Needs Protection

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Protect-A-Bed Hires Pest Control Industry Veteran Gary Brooks

Brooks to serve as Key Account Manager for company's industrial pest control division

CHICAGO (September 20, 2016) – [Protect-A-Bed](#)®, a leading innovator of premier non-chemical bed bug control products, including AllerZip Encasements, Blackout and ThermalStrike, announced that they have hired Gary Brooks to serve as Key Account Manager for the company's industrial division's pest control channel.

In his new role, Brooks – who joins the Protect-A-Bed family with nearly a decade of industry experience – is responsible for the continued development and sales growth of key existing accounts, the growth of emerging markets and increasing brand value and awareness throughout the industry.

"I'm extremely proud to work with such a dedicated group of professionals at Protect-A-Bed," said Brooks. "It's great to be a part of a team that prides itself on excellent customer service and a commitment to world-class operations."

A resident of Georgia, Brooks will be focusing on national sales and will report to Brian Hirsch, Protect-A-Bed's director of Industrial Division sales.

"We are so excited to have Gary join our team," said Hirsch. "His years of expertise and positive relationships in the pest control community will be a tremendous asset in growing continued success for Protect-A-Bed."

About [Protect-A-Bed](#)®:

Protect-A-Bed® offers consumers a complete line of protective bedding products because "Every Mattress Needs Protection." With more than 30 years of experience in bedding protection product development, 320 products in 40 categories, and a presence in 48 countries, Protect-A-Bed is recognized as a worldwide leader in mattress protection innovation. Protect-A-Bed products help create a dry, hygienic, bedbug-free and anti-allergy sleep zone while also protecting the mattress warranty. The company developed the proprietary Miracle Membrane®, which is waterproof and protects mattresses against liquids and bodily fluids that may inhibit a mattress's warranty claim, and patented BugLock® with SecureSeal® and three-sided zipper system for encasements. Protect-A-Bed products are listed as Class 1 Medical Devices with the Food and Drug Administration, and have received the Good Housekeeping Seal. In addition, Protect-A-Bed's AllerZip® Smooth Mattress and Pillow Encasements are Certified asthma & allergy friendly™ by the Asthma and Allergy Foundation of America. Protect-A-Bed is based in Wheeling, IL. For more information, visit www.ProtectABed.com.