

OUR COMPANY IN 5 WORDS:

INNOVATIVE, PIONEERING, ADAPTABLE, ENERGETIC, CUSTOMER-ORIENTED

COMPANY BACKGROUND:

Covermade LLC, based in Dublin, Ohio, is a provider of innovative bedding products. A few years ago, founder Natalie Monaco became frustrated with the hassle of making the bed and began searching for products designed to facilitate bed making. When she couldn't find anything in stores or online, she began developing her invention, the Covermade comforter, and made it her mission to provide consumers with a product that could simplify bed making. After nearly two years of navigating the patenting process, developing product prototypes and searching for manufacturing partners, Monaco brought her invention to production in 2012, and the Covermade comforter soon made its debut on a national scope when it was featured on EVINE Live (formerly ShopNBC). The patent for Covermade was approved in late 2013, at which time the company expanded its product line. In 2014, Covermade announced its partnership with Brookstone, a leading multichannel retailer of innovative products. Soon after in 2015, Covermade products are available via Wayfair, Joss and Main and Houzz.



COMPANY MISSION:

To provide consumers with the first bedding product designed to keep covers in place, making sleep more restful while also making the daily chore of bed making faster and easier than ever.

A FOCUS ON DESIGN AND INNOVATION

In today's culture, we're constantly adapting to a fast paced lifestyle. In hundreds of years, the way in which a bed is made has not advanced. Covermade is revolutionizing the task of making the bed by designing a new and improved solution for modern day consumers.