



THEY SAY NECESSITY IS THE MOTHER OF INVENTION.

For Natalie Monaco, founder of Covermade, inspiration came from the need to fix a nagging problem she noticed every day.

Fed up with messy covers, rushed mornings, and “cover stealing,” Natalie wondered why there wasn’t a product that could keep covers in place. She began searching everywhere for products designed to make bed making easier, but soon realized the market had nothing to offer. Frustrated consumer turned entrepreneur, Natalie’s mission became inventing a product that could drastically improve bed making in the morning, while keeping sleepers more comfortable at night.

The very first Covermade prototype was Natalie’s homemade creation consisting of elastic bandages, a few

handfuls of safety pins, and a comforter. Confident that she was on to something but unsure of what to do next, Natalie spent hours at a local library researching new product development, manufacturing and patenting. With the guidance of her patent attorney, Natalie was able to write the patent application herself, saving thousands of dollars. Her attorney edited the draft and wrote the most important part of the patent: the claims.

After scouring the internet and researching the textile industry, Natalie began cold calling any companies that she thought could manufacture her idea. After months of unreturned calls and talking to people who either couldn’t or wouldn’t help her, Natalie finally found a manufacturer that agreed to produce Covermade. After many attempts to reach buyers, Natalie eventually made her first sale to a major home shopping network, and Covermade made its national debut in 2012. Soon after the launch, Natalie’s patent was approved. In 2014, Natalie announced Covermade’s new partnership with a leading retailer in innovation: Brookstone.

Natalie and Covermade products have been featured by EVINE live (formerly ShopNBC), Brookstone, Wayfair, Joss & Main, Houzz, The Columbus Dispatch, Home & Textiles Today, Mom and More, Mom Trends, Jenn’s Blah Blah Blog, Business First, CEO Blog Nation, Yahoo Voices, Pitt Magazine, and more.

A native of Pittsburgh, PA, Natalie holds a degree in marketing from The University of Pittsburgh. Natalie now resides in Dublin, Ohio, a suburb of Columbus, where Covermade is headquartered.