

MALOUF™

2022
Impact Report



Certified
B
Corporation

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LETTER FROM SAM

2021 was quite a year. The global supply chain crisis disrupted our industry and countless others. And while it's far from over, we're getting through it together. The continued global pandemic has forced us to reevaluate the way we go about our lives. It's pushed us to lean on our strengths and discover how to achieve ambitious goals, even when there are setbacks.

In the face of so many challenges, we've continued growing, supporting our employees, and expanding our giving initiatives. Our product lineup and services were in demand. People were searching for comfort and investing in their homes, and we were able to help provide that. In turn, your purchases ensured our ability to use our business as a force for good.

Thank you for your support.

Sincerely,



Sam Malouf

Malouf CEO and Co-Founder

PEOPLE, PLANET, PRODUCT

Treating employees like family and customers as friends has always been our policy. We have a unique culture at Malouf™, and employee satisfaction continues to rise as a result. It's clear when we take care of our employees, they take care of our customers—and everyone wins.

Being a Certified B Corporation® means so much to us because it's how we build on the promise of being better. And as we continue to grow as a company, we're committed to keeping what matters most central to our mission: our people, planet, and product.

STARTING FROM WITHIN

Increasing sustainability and social responsibility within our offices and distribution centers

FROM BUSINESS TO BUSINESS

Driving awareness of what it means to be a B Corp™ through our website, packaging, and marketing

AT HOME WITH CUSTOMERS

Giving customers more sustainable choices, and helping them give back through their purchases



“Treating employees like family and customers as friends has always been our policy.”



ABOUT MALOUF™

Malouf began in 2003 with high-quality sheets—and our high standards haven't changed. Sam and Kacie Malouf transformed a two-person operation into a company with over 2,500 individual products, including mattresses, adjustable bed bases, furniture, pillows, and of course, sheets.

Our products are available in over 15,000 retail locations in the U.S. and 56 countries worldwide. We've built our business with strong partnerships and dedicated employees. From our corporate headquarters in Logan, Utah to our distribution centers in North Carolina, South Carolina, Ohio, Texas, and California, we've created a culture that brings out the very best.

OUR VISION

At Malouf, we work hard to realize a three-fold mission.

- 01 Lead our industry with happy, well-rested customers
- 02 Create a fulfilling place for employees to contribute and grow
- 03 Unite our community against child sexual exploitation and violence

Live Well. Sleep Better.

OUR VALUES

OWN IT Daily actions determine our future. Take pride, ownership, and responsibility for actions and results that follow. **ACT WITH INTEGRITY** Be transparent, honest, and ethical in all interactions with employees, customers, and partners. **THINK BIG PICTURE** A winning team works from the same game plan. Recognize the value of your work and how it connects and contributes to the entire organization. **DO MORE WITH LESS** Excel at using available resources to optimize performance. A frugal mindset enables us to be resourceful, self-sufficient, and innovative. **MAKE IT FUN** It's always a good thing when people like coming

to work every day. We don't take ourselves too seriously, and we reward hard work with fun and a little bit of adventure. **WORK TO WIN** Growth and success come from a combination of hard work and smart work. Apply talent, strategic thinking, and hustle to deliver results that keep us competitive. **BETTER EVERY DAY** Commit to giving your best every day to achieve our goals. Don't settle for business as usual. Seek out opportunities to improve skills, master tasks, and gain new knowledge. **BE KIND** Thoughtful actions promote a positive, energizing, and optimistic environment. Be helpful, practice compassion, and give people the benefit of the doubt.

"The culture at Malouf is pretty special and unique. It begins with the company and core values and senior management and trickles down throughout the whole company." —Malouf Employee

Foundation



We need your help to improve awareness and support for survivors.



SLEEP WITH A PURPOSE

Our main goal is simple: help people live well and sleep better. The first step toward achieving this goal is putting people first. We strive to do this by creating purpose in our everyday work, knowing even the smallest contribution can make a huge difference when we work together.

EVERY PURCHASE MAKES A DIFFERENCE

Giving back has always been part of who we are. A portion of all proceeds from our products supports the Malouf Foundation's fight against child sexual exploitation. Our customers are able to use their dollars to do good, helping us contribute over \$400,000 in 2021.

HAND IN HAND

The Malouf Foundation exists to confront child sexual exploitation, specifically sex trafficking and online abuse. Together, we strive to ensure every child lives with freedom, hope, justice, and dignity—and sleeps in a safe home.

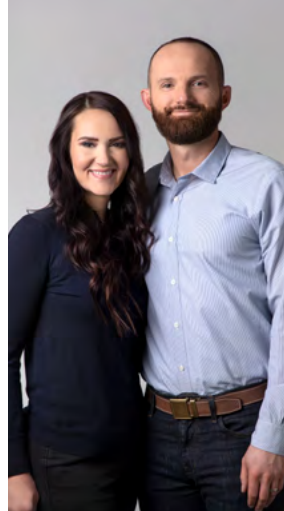
CELEBRATING 5 YEARS IN 2021

In 2021, the Malouf Foundation celebrated its five-year anniversary—a milestone you helped us reach. When founders Sam and Kacie Malouf formalized the foundation back in 2016, they had high hopes for the impact it could make on children’s lives.

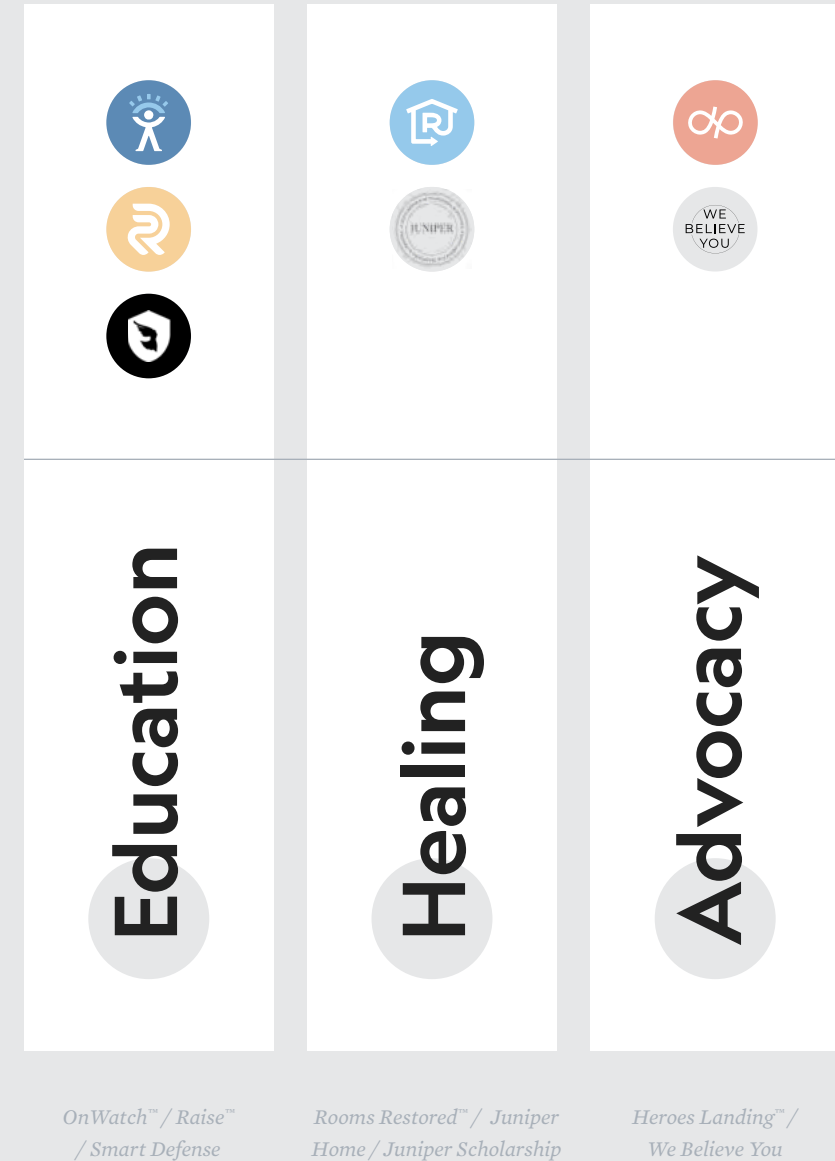
“To see our vision come to life has been incredible. Our hearts are overwhelmed and humbled by the amount of love shown to these children as so many have joined the fight to confront child sexual exploitation.”

—Sam and Kacie Malouf, Founders

Today, the Malouf Foundation works with a diverse team of leaders, organizations, and survivors to fulfill its mission of providing education, promoting healing, and furthering advocacy for survivors. These three pillars—education, healing, and advocacy—are designed to make a positive impact in the lives of survivors.



FOUNDATION PILLARS



A NEW PARTNERSHIP, A SHARED VISION

The Malouf Foundation recently joined forces with the Elizabeth Smart Foundation. Recognizing the similarities between the two non-profit organizations, we realized we could accomplish so much more by working together.

In joining forces, the Malouf Foundation and Elizabeth Smart Foundation merged their important initiatives into one shared vision. Their purpose? Advocating for and empowering individuals, communities, and survivors to confront sexual violence and exploitation.

www.malouffoundation.org/esfannouncement/

“I have been continually impressed by how [the Malouf Foundation] tackles sexual exploitation in so many innovative and necessary ways. And once I learned more about the full team we would be joining... it was an even easier decision.”

—Elizabeth Smart



JUNIPER HOME FOR TRAFFICKING SURVIVORS

Last year, the Malouf Foundation announced plans to build the first long-term trafficking and restorative care center in Utah to serve female trafficking survivors, ages 11 to 18. The new center will provide all-encompassing healing to survivors, typically for 18 months.

As the Malouf Foundation collaborated with multiple restorative care centers throughout the country—providing mattresses and bedding to survivors—it became apparent there is a huge need for accessible, comprehensive services for survivors here in Utah, especially for children who have been sexually exploited and trafficked.

TYPES OF CARE OFFERED

- 01 Housing
- 02 Medical care
- 03 Clinical therapy
- 04 Education and life skills training
- 05 Faith support groups
- 06 Legal assistance

By offering a holistic approach to the healing process, the Juniper Restorative Care Center will strive to be a leader in restorative care.



“This aftercare center is going to be a game-changer.” —Utah Gov. Spencer Cox



EMPOWERING CHILDREN TO BREAK THE CYCLE OF ABUSE

Nearly 700,000 children are abused in the United States each year. This unimaginable crime continues to permeate communities, and it is only made worse by the lack of efficient resources available to children.

Heroes Landing™ Children’s Justice Center seeks to close the gap between survivors and the resources available to them. A Malouf Foundation initiative, Heroes Landing is the first program of its kind in Muskingum County, Ohio and it aims to provide a national model for children’s justice programs across the country.

With a multidisciplinary team of experts—law enforcement, medical and mental health professionals, social workers, and prosecutors—working together to coordinate investigation and recovery, survivors are empowered to become heroes of their own stories and break the cycle of abuse.

2021 IMPACT

\$25K

Raised from Heroes Landing Mattress and Bedding Warehouse Sale

\$28K

Raised from Heroes Landing Golf Classic at the Zanesville Country Club in Ohio

\$600K

Awarded ~\$600,000 in grant funding

Secured property for Zanesville, Ohio location

Registered as a Developing Member of Ohio Network of Children’s Advocacy Centers (ONCAC)



MAKING A DIFFERENCE TOGETHER



In the United States, it's estimated that only one percent of sex trafficking victims are ever identified. The goal of OnWatch is to empower individuals in every community to spot, report, and prevent sex trafficking.

Our OnWatch™ Certified Advocate Program is an impactful way Malouf™ retailers and other businesses can engage in the fight against trafficking. Once 90 percent of your organization has completed our free digital training, your business becomes a Certified Advocate.

www.iamonwatch.org

2021 IMPACT

\$16K

Raised toward restorative care efforts for survivors

36K

Individuals participated in the OnWatch training

3

NEW

New modules highlighting survivor stories

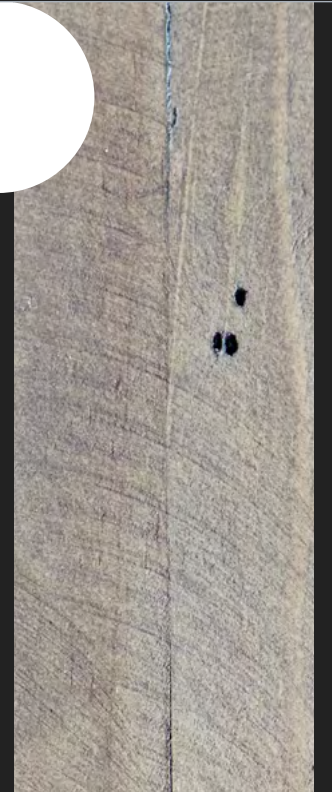
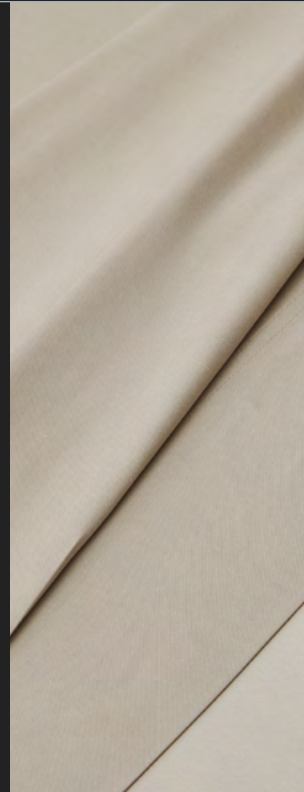
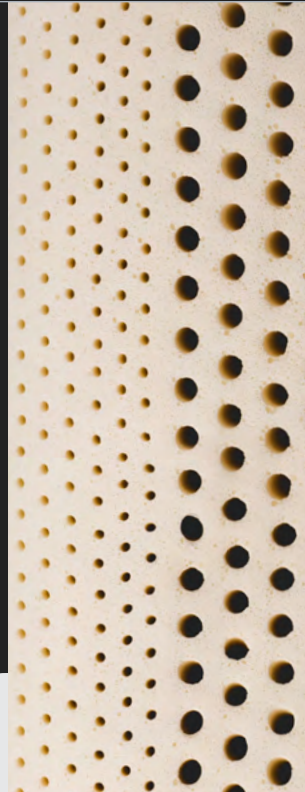


“My team has experienced the unpredicted benefits of the OnWatch training. It has softened our hearts, strengthened our culture, and created a more engaged team. We stand for something bigger than any one of us could individually.”

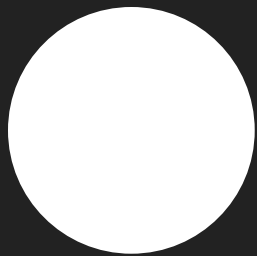
—Barry Whitehead, Principal of Legacy Logistics



Product



We design products to
**maximize health,
comfort, and well-being.**



CUSTOMIZED COMFORT

Nothing is better than getting into bed and feeling personalized comfort. We create options for every sleeper—which means you have a lot of choices. Fall asleep with your favorites night after night for ultimate rejuvenation.

OUR FAVORITE ECO-FRIENDLY FIBER

Over the years, we've had plenty of time to fall in love with TENCEL™ Lyocell, appreciating everything from the way it feels to the way it's made. You get all the benefits of cotton, silk, and linen, but in one smooth, sustainable package.

BOTANIC ORIGIN

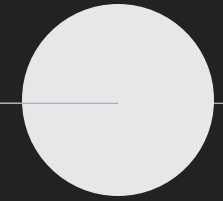
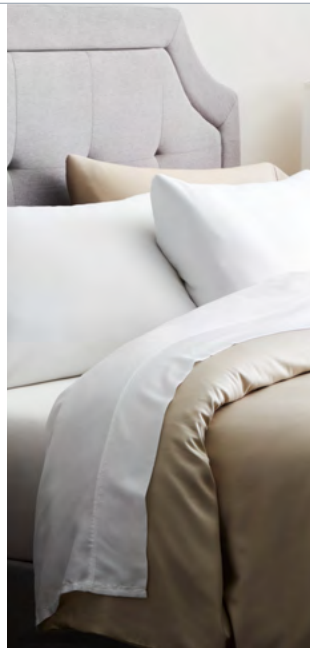
The Lenzing company, which created the innovative TENCEL™ Lyocell fiber, established stringent guidelines for the wood and pulp used to make the fiber. It can only be sourced from certified and controlled wood sources, like natural forests and sustainably managed plantations.

ENVIRONMENTALLY RESPONSIBLE

All water used to create this incredible fiber is recycled at a recovery rate of more than 99 percent. It's also a certified biodegradable and compostable fiber, helping to contribute to an overall healthier planet.

A FEATURED FABRIC

You can find TENCEL™ Lyocell as a featured fabric in our sheets, mattress protectors, and pillow covers.



You get all the benefits of cotton, silk, and linen, but in one smooth, sustainable package.

HOW IT'S MADE

Created by Lenzing Group in Austria, TENCEL™ Lyocell fibers are the peak of efficient fabric production. Lenzing uses a closed-loop production process to transform sustainably sourced, renewable wood into the smooth, silky fabric we know and love.

Forest → Wood → Pulp → Fiber → Yarn → Fabric



A STRONGER, MORE SUSTAINABLE COTTON

Meet the world's finest cotton. Supima® is grown with as little impact on the environment as possible. Only one percent of the world's cotton, Supima® sets a new standard in what it means to be a premium, environmentally-responsible fabric.

A FAMILY OF FARMS

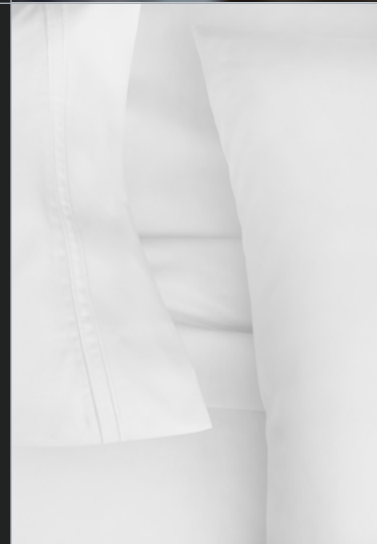
Only 500 farms in the U.S. currently grow authentic Supima® cotton. Many are family farms, cultivating a generational legacy of growing at the highest standards.

LONG FIBERS FOR A LONGER LIFE

Extra-long staple fibers make Supima® cotton more durable than traditional cotton. Anything made with this superpower cotton is twice as strong and just as soft—with no pilling from broken fibers. Plus, it stays rich and vibrant for years to come.

LOWER ENVIRONMENTAL IMPACT

Textiles are filling up landfills, with some taking 50 to 500 years to decompose. At the end of their life, natural cotton fibers decompose quickly in just a few months.



Supima® sets a new standard in what it means to be a premium, environmentally-responsible fabric.

- 01 Tractors with GPS navigation optimize tilling to preserve soil fertility
- 02 High-tech satellites and soil monitors minimize water waste
- 03 Non-toxic and organic processes create a more balanced ecosystem
- 04 Regular plant inspections uphold high plant and production standards



THE POWER OF USING LESS PLASTIC

We're always looking for ways to increase efficiency and create more sustainable ways of doing business. So, we decided to redesign our sheet packaging with the goal of creating a beautifully presented product that relied significantly less on plastic.

LESS PLASTIC, MORE BENEFITS

Our new sheet packaging decreased plastic by 66 percent, but that's not the only reason we love it. Now customers get the chance to fully feel the texture and softness of Malouf™ sheets before they buy them. Not only does this eliminate the need to produce swatch books, but it helps customers know exactly what they're buying—reducing the likelihood of a return later.

This isn't the first time we've made more sustainable packaging choices. We took a similar approach with our CBD-infused pillows. Mirroring the natural, organic farm where our CBD oil is sourced, all CBD pillows come in an unbleached, undyed, and reusable cotton bag with a wooden button closure. Even the tags are recyclable, made from environmentally-friendly paperboard.



“Reducing the amount of plastic used in our sheet packaging was an important initiative that our product design team undertook. This innovative package is a great example of what we strive for at Malouf, better merchandising that’s also better for the earth.”

—Scott Carr, Director of Brand Strategy



THE LONG LIFE OF LATEX

When it comes to choosing healthy sleep materials, natural latex is a great option for those looking for a greener bedroom. One big reason is that latex has a long shelf life—or rather, sleep life. Learn more about why we give it the green light for a good night's sleep.

ECO-CONSCIOUS CHOICE

Unlike foams made from chemically processed polyurethane, natural latex is made from rubber tree sap. The harvesting process doesn't harm the tree's overall health and vitality, with many trees producing sap for 28 years.

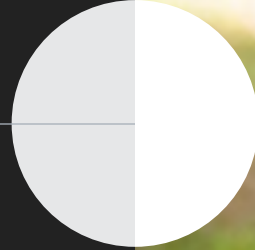
NATURALLY BREATHABLE

Hot sleepers rejoice, latex might just be the perfect material for you. Because air naturally circulates through latex, hot sleepers stay cool and comfortable—reducing the need for a fan or air conditioning.

LONGEVITY AND DURABILITY

Our Talalay latex pillows offer instant support your head and neck will appreciate for years to come. On average, high-quality latex pillows are designed to last three times longer than traditional fill pillows.

<https://www.sleepfoundation.org/bedding-information/how-often-should-you-replace-your-pillows>



When a tree no longer produces sap, it can be used for furniture. New rubber trees can replace old ones to create a renewable wood cycle. As long as natural latex is responsibly sourced, it can have a positive social and environmental impact.

<https://jsc.org/en/for-businesses/natural-rubber>



Latex has a long shelf life—or rather, sleep life.



A BESTSELLER FOR A REASON

Our bamboo rayon sheets have been a customer favorite since their debut in 2014. From the silky-smooth feel to the incredible moisture-wicking properties, these sheets are what dreams are made of—at least, for Malouf™ customers.

IT ALL STARTS WITH BAMBOO

Did you know bamboo can grow up to three feet in a single day? It's a naturally renewable crop that requires no fertilizer, no irrigation, and even regrows from its own roots.

MADE FOR THE EVERYDAY

The unique, open-pore composition of bamboo rayon wicks away moisture, so you stay cool in the summer and warm in the winter. Plus, the smooth round fibers are extra gentle—perfect for anyone with sensitive skin.



These sheets are what dreams are made of—at least, for Malouf customers.

MORE ABOUT BAMBOO

1-5

Reaches maturity in just 1 to 5 years

1/3

Uses 1/3 less water to grow than cotton

30%

Releases 30% more oxygen compared to hardwoods

32%

Absorbs 32% more carbon dioxide compared to hardwoods

<https://www.sciencefocus.com/nature/speed-bamboo-plant-grow/>;
<https://goodonyou.eco/bamboo-fabric-sustainable/>;
<https://www.bamboobotanicals.ca/html/about-bamboo/bamboo-facts.html>

MADE TO A HIGHER STANDARD

We're committed to selecting manufacturing partners that go the extra mile for people and the environment. Our Salt Flat™ furniture line is made with expert craftsmanship, thoughtful details, and enduring materials. In India, we work with a factory that grows and sustains its own acacia forest. They ensure their facilities are government regulated and certified, with no child or forced labor.



OTHER COMMITMENTS FROM SOME OF OUR MANUFACTURERS

- 01 Using rainwater and maintaining storage tanks
- 02 Creating water conservation plans for employees
- 03 Generating 60-70% of energy through solar panels
- 04 Using windmills for more sustainable and clean energy
- 05 Undergoing regular social, quality, and C-TPAT audits (a supply chain security program)
- 06 Using only energy-efficient LED lightbulbs
- 07 Incorporating water-based finishes to reduce impact

GIVING NEW LIFE TO OLD WOOD

When we salvage wood from old structures and buildings, we're helping maintain ecological balance and giving new life to a beautiful, natural resource. Many Salt Flat furniture pieces feature reclaimed pine, making them both sustainably made and thoughtfully crafted. The reclaimed wood becomes new tables, bed frames, dressers, and chairs, lending character and history to pieces designed to last another lifetime.

Employees



Our main goal is simple:
help people live well
and sleep better.

BENEFITS MADE TO BENEFIT PEOPLE

At Malouf™, we know the power of people. Treating our employees like family means we prioritize their health and wellness. As a result, Malouf employees have access to a number of benefits and programs designed for health, happiness, and connection.

OFFERED BENEFITS

- 01 Fully paid insurance premiums for employees and their families
- 02 HSA eligible health plan
- 03 Dental with orthodontics
- 04 Vision plan
- 05 Basic life insurance
- 06 Long-term disability insurance
- 07 Company-matched 401K
- 08 Paid maternity and paternity leave
- 09 Product discounts
- 10 Wellness coaches

PERKS AT HQ

- 01 Free daily gourmet lunch
- 02 Onsite fitness center
- 03 Certified personal trainer
- 04 Customized fitness classes
- 05 Private lactation rooms
- 06 Expectant mother's parking
- 07 Monthly hair/salon appointment



PRIORITIZING WORK-LIFE BALANCE

The pandemic pushed many industries, companies, and individuals to the brink. For the majority, the disruption amplified stress in a way many had never experienced before. To support our employees, we adjusted our PTO policy, adding an additional five personal days, five health days, and two floating holidays. The extra time away allows full-time Malouf™ employees to find a better balance between work and home life.

MORE TIME TO REST AND RECOVER

We know how important rest is to overall health and wanted to reassure employees that they can (and should) take time off for mental and physical health. Allotting health days means our employees can use their earned PTO to take healthy breaks from work and do more of what they love—like traveling or spending time with family and friends.



HOW CTO WORKS

Malouf™ employees can earn paid time off by participating in service projects and fundraising events for any 501(c)(3) organization they choose. Employees have contributed hundreds of hours each year in CTO time, from preparing bedrooms at domestic violence and abuse shelters to assembling care packages for children transitioning into foster care.

“Malouf encourages us to be better every day, and there’s no better way to do that than serving others.”

—Luke Madsen, Malouf Employee

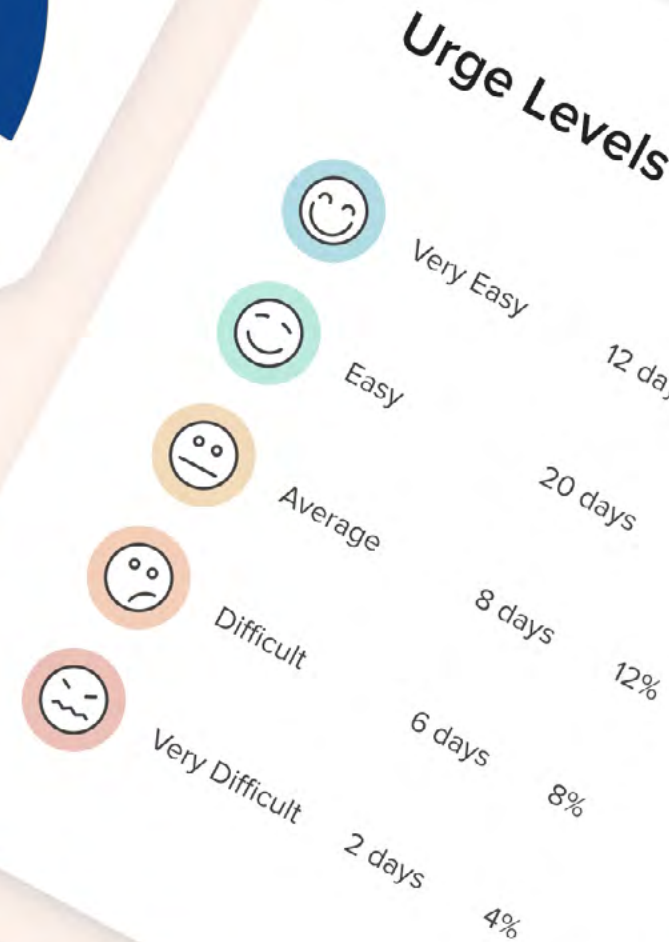
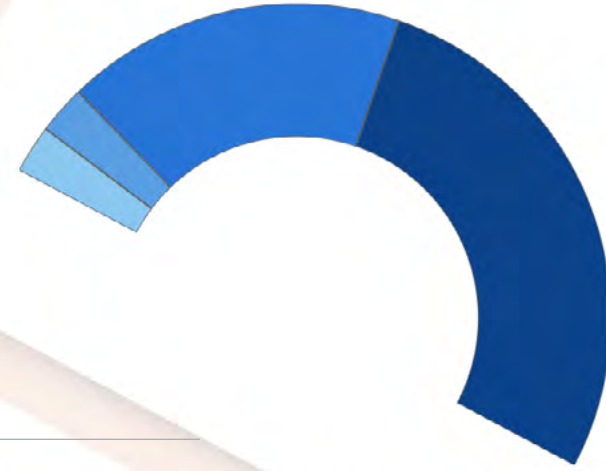
A BETTER APPROACH TO MENTAL HEALTH

Thousands of studies show that key risk factors known as “social determinants of health” matter when it comes to both physical and emotional wellness. However, these findings have not yet translated into most mental and behavioral health interventions.

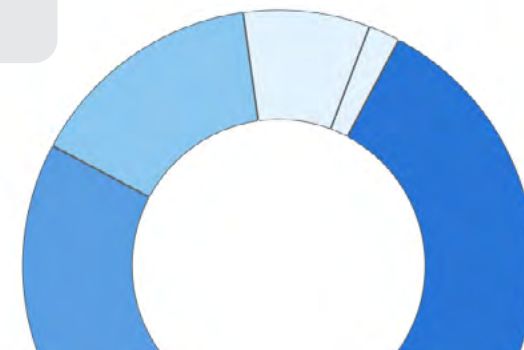
All Malouf™ employees have access to Impact Suite™, which provides science-based virtual treatment solutions for people facing mental health and addiction issues. Through specialized lifestyle coaching, teletherapy, and award-winning wellness apps, users receive real-time outcome data to track progress and success.



Emotions



Setback Location



THE IMPACT OF IMPACT SUITE

31%

Decrease in depression

38%

Decrease in anxiety

27%

Decrease in compulsive behavior

26%

Adoption rate of users (compared to only 3% for traditional EAPs)

Data is from anonymous Malouf employees during a yearlong trial

BUILDING FOR A BRIGHTER FUTURE

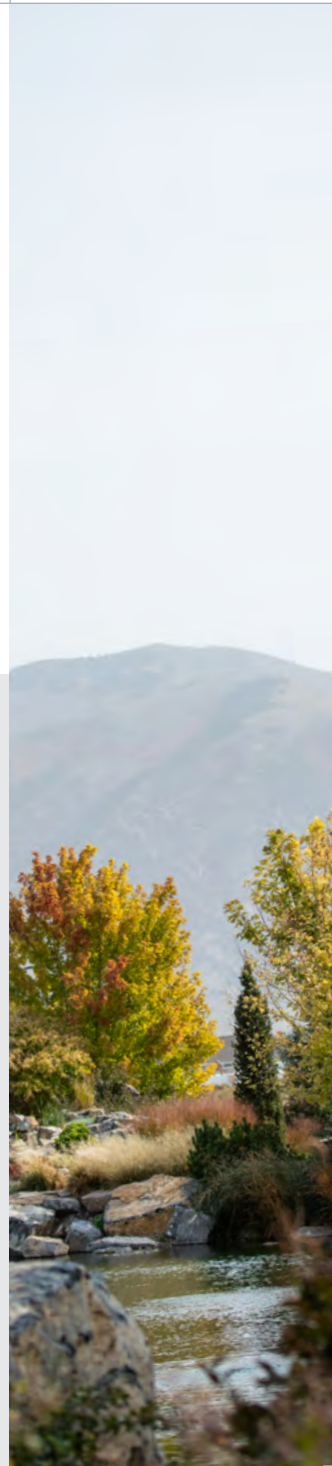
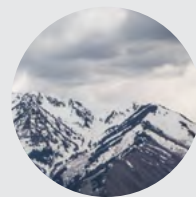
Our Logan, Utah headquarters is home base for our growing business, tight-knit employees, and more sustainable business practices.

REUSING RUN-OFF WATER

One way we've tried to be smart about our water usage is by collecting run-off water. All the water we collect from our large roof and parking area is used to beautify our outdoor space, helping to form a large, recirculating outdoor pond.

Did you know ponds can help capture excess carbon dioxide in the atmosphere? Choosing a natural pond over landscaping that requires regular watering is one small way to reduce environmental impact.

<https://www.buildwithrise.com/stories/7-ecological-benefits-of-incorporating-a-pond-in-your-yard>



A POWERFUL CHANGE

The large, flat roof on our building was the perfect place to install solar panels designed to offset our energy usage. On top, you'll find 972 solar panels generating 1.4 million kilowatts of clean energy every year—that's the equivalent of producing electricity for 104 homes. Annually, our solar panels help us offset consumption of 110,000 gallons of gas, 1 million pounds of coal, and 312 tons of landfill waste each year.

MAKING IT EASY TO GO ELECTRIC

Speaking of cars, we wanted to make owning and operating an electric car as convenient as possible for employees. So, we installed several EV charging stations, giving employees the option to charge their vehicle at a building powered mainly by solar panels.

OUR ECO-FRIENDLY HEADQUARTERS

- 01 Solar panels
- 02 EV charging stations
- 03 Recirculating pond
- 04 Regenerative garden



FROM GARDEN TO LUNCHROOM TABLE

Our CEO, Sam Malouf, understands the power of a shared meal. In our Logan headquarters, over 350 employees share a daily lunch with made-to-order dishes provided by the Malouf Kitchen. Guiding the seasonal, rotating menu are the Malouf Kitchen team's pillars: **FROM-SCRATCH COOKING, SUSTAINABILITY, AND FRESHNESS.**

We're big believers in the garden-to-table philosophy. On our property, there's a one-acre farm, 40 fruit trees, and a greenhouse, which all allow us to provide lunch for our employees more sustainably and contribute to the unique Malouf™ culture.

We currently offset our yearly food bill with the food we produce on-site. As the company grows, we're utilizing our full-time gardener to expand to eight acres—shooting for at least 80 percent self-reliance.

In our gardens, we believe regenerative agriculture should lead the way. We're preparing for planting, improving our soil with compost from kitchen scraps, and planting nitrogen-fixing crops.

We also cater lunch at our distribution centers, helping to support local businesses. Altogether, around 950 Malouf employees have access to free, daily lunch and a stocked cereal bar.



“The lunchroom is the heart of our building. We share a meal together every day, and it’s the best chance for people who don’t usually work together to connect and trade perspectives. We see major cultural and business benefits from our lunch program.”

—Sam Malouf,
CEO and Co-Founder



PLANNING FOR OUR PLANET

Several Malouf™ employees across departments are part of our Sustainability Council, focused on finding ways to reduce environmental impact, individually and as a business. Here are a few ways they've worked to raise awareness on how to live (and work) more sustainably.

RECYCLING TO REDUCE WASTE

The council created several recycling best practices to help employees learn how to properly recycle and reduce waste. One way to reduce waste daily is in our lunchroom and breakrooms. Whenever possible, we wash and reuse dishes and utensils or use biodegradable alternatives.

WATER CONSERVATION

With much of the western United States in a severe drought, water conservation is more important than ever. The council is working to find ways to save water at our corporate headquarters and help employees reduce individual water use by 10 percent. It's a small drop in the bucket of ways we can work together to save more water.



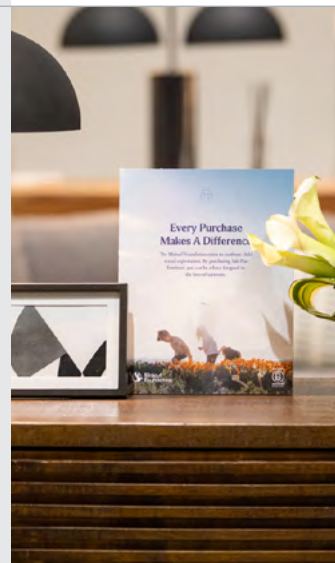
PACKAGING

Another focus for the council is looking for ways to make our product packaging more sustainable. Our newest sheet packaging is just one way we've been able to find alternative packaging that not only looks great but has a positive impact, too.



MESSAGING

The more people and corporations who know how to make sustainable choices, the bigger impact we can have on the planet. In our small corner of the marketing world, we're working to expand sustainability messaging across our channels to increase customer and retailer knowledge and participation in living more sustainably.



FACILITIES USAGE

A big focus for the council is investigating alternative energy sources. The addition of solar panels at our headquarters is a huge step forward, and we hope to make even more progress throughout our facilities to lessen energy usage and our carbon footprint.



A BEST PLACE TO WORK

As we've strived to put employees at the forefront of our business, we're humbled and honored to be recognized as one of the best places to work, in Utah and nationally.

Glassdoor Best Places to Work - 2022

/ Employees' Choice Award

Utah Business Best Place to Work - 2021

Comparably Awards - 2021

- / Best Company Salt Lake City
- / Best CEO
- / Best Company Perks and Benefits
- / Best Company Career Growth
- / Best Sales Teams

InHerSight - 2020

- / 50 Best Places to Work
(As Rated by the Women Who Work There)

MOVING FORWARD

This year, nothing happened the way we planned it—but we continued to move forward.



We hired hundreds of people, added a new South Carolina distribution center to streamline logistics, expanded our showroom space, and continued to scale the business. Despite a challenging year, we made room to grow. And with our retail partners' and customers' continued support, we're more than ready to keep up the momentum. To those reading this, thank you for helping us reach our goals and supporting us as a B Corp™. It truly makes all the difference.





MALOUF

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Impact

Report
