

Saatva enters its second decade as leader in the online luxury mattress marketplace

Saatva celebrates 10 years of delivering comfort and eyes \$400 million in revenue in 2021



New York, New York City, Feb 11, 2021 ([Issuewire.com](https://www.issuewire.com)) - Luxury DTC mattress pioneer **Saatva** celebrates its first 10 years of transforming the business of sleep. The largest online retailer of American-made luxury mattresses finished out 2020 with record year-over-year growth and is on pace for \$400M in revenue in 2021 with double-digit EBITDA. This year, the company looks ahead to a robust slate of new product launches and expansion of its physical retail footprint in major cities nationwide.

When it launched in 2010, Saatva was the first company to offer premium innerspring mattresses direct to the consumer and continues to stand out in an increasingly crowded online mattress marketplace. Founded on the principles of delivering comfort, value, and service, Saatva handcrafts and hand-delivers all of its luxury products at competitive prices. In the words of CEO Ron Rudzin, “quality sleep cannot be folded into a box.”

Unique manufacturing and delivery network

Each Saatva mattress is made to order in one of 18 regional factories located across the United States and delivered by one of more than 150 delivery partners nationwide. Saatva’s unique network puts its mattresses and accessories within 60 miles of 85% of households in the continental U.S. for efficient white-glove delivery, meaning mattresses always arrive “factory fresh” and travel on average less than 100 miles from the factory to the customer’s home. That keeps the carbon footprint low, which stays true to Saatva’s eco-friendly philosophy.

“Best in class” products

From the beginning, Saatva has always taken a “best in class” approach, designing and selling products of unparalleled quality in every category it enters. Starting in 2010 with the Saatva Classic innerspring, the product line now includes seven types of mattresses, plus organic cotton bedding, designer bed frames, and the Lineal adjustable base. Every mattress comes with free white-glove delivery, a 180-night home trial, and 24/7 customer service.

Here’s a look at the products that have propelled the brand to record growth.

2010: Saatva Classic Innerspring Mattress - the one that started it all

Saatva’s [best selling, dual-coil mattress](#) blends the durability and responsive feel of an innerspring with the cushioned comfort of eco-friendly foams and a plush Euro pillow top. Layer by layer, Saatva took the best features of high-priced, name-brand mattresses and improved them to create one perfect mattress that comes in two different heights and three levels of firmness. (Plus, it’s chiropractor approved.)

2015: Saatva Loom & Leaf Mattress - ultra-premium memory foam that’s never folded, rolled, or stuffed in a box

Loom & Leaf, a [memory foam mattress](#), was the second introduction for the brand. Unlike compressed, boxed memory foam mattresses, Loom & Leaf is handcrafted using premium, eco-friendly materials and delivered whole. A layer of high-density 5-lb. memory foam contours to the body to relieve pressure, and 4-lb. convoluted (wavy) memory foam is infused with cooling gel to provide a more comfortable sleeping experience.

2016: Saatva Zenhaven Latex Mattress - all-natural, 100% pure Talalay latex comfort

Saatva then launched Zenhaven, a 100% [natural Talalay latex mattress](#). It has a support core made of sustainably harvested latex, topped with a 5-zone latex comfort layer that provides firmer support in the lumbar region and maximum pressure-point relief.

Images here (Soft direction in ticket)

2017: Saatva Lineal Base - where good sleep meets great technology

The Lineal base features weightless, zero-gravity support, wave massage, and under-bed illumination, which makes finding the perfect position easy with one touch of the remote. When paired with Solaire, our precision adjustable mattress, it delivers the ultimate in customizable comfort.

2018: Saatva Bedding - 100% organic, eco-friendly long-staple cotton

Saatva expanded into bedding with organic cotton sheets, pillows, mattress pads, and foam and latex mattress toppers to further enhance the top-of-bed experience.

2019: Saatva Solaire Adjustable Mattress - customizable, precision comfort for couples

Saatva added Solaire, a [precision adjustable mattress](#). Solaire has individual air chambers that can be inflated or deflated to achieve a precise level of comfort, with 50 firmness settings that can be controlled at the touch of a remote.

2019: Saatva HD Hybrid Mattress - the first luxury mattress designed for higher body weights

In 2019, the company launched Saatva HD, a [hybrid innerspring mattress](#) designed for people weighing between 300 and 500 pounds. Saatva HD features a support base of high durability coils (25% stronger than the industry average) threaded with a helical wire to add contouring ability and eliminate motion transfer, plus latex and memory foam layers, all under a hand-tufted Euro pillow top.

2019: Saatva Beds - beyond-the-mattress contemporary design

In 2019, Saatva expanded into bedroom furniture with six upholstered designer beds, all handcrafted with sustainably sourced hardwood that's been kiln-dried for extra durability.

2019: Saatva's New York Viewing Room - the flagship retail experience

Saatva opened its first retail location, in the heart of New York's Midtown East neighborhood. The 3,300 square-foot space was designed by renowned interior designer Vicente Wolfe, who describes the Viewing Room as "a sensory experience that represents what Saatva stands for."

The Saatva Viewing Room is a self-guided space where customers can use the tablets and information stations next to each product to self-educate. In addition to the information stations, Saatva's trained sleep guides are also on hand to answer questions.

Saatva partnered with Samsung to outfit the Viewing Room with state-of-the-art retail technology, including floor-to-ceiling LED monitors with customizable messaging at the entrance, tablets and wall screens throughout the space that feature product and company information, and uses behavior-

sensing technology to analyze a customer's viewing habits and movements to deliver specific information about products as they move throughout the space.

2020: Saatva Latex Hybrid Mattress - a 100% natural and organic latex hybrid mattress

Most recently, Saatva launched its [latex hybrid mattress](#). The all-natural and organic mattress combines the buoyant, pressure-free support of natural latex with the responsiveness of Saatva's best-loved innerspring.

In 2021, Saatva continues to fully outfit the sleep sanctuary with new additions in bedroom furnishings, bedding, and child/youth collections, as well as planning for additional retail expansion in select cities throughout the U.S.

History

When Saatva launched in 2010, co-founders Ron Rudzin, Ricky Joshi, and Kris Brower wanted to create a different kind of mattress company. "Over the prior thirty or forty years, the mattress industry had developed a terrible reputation," says Rudzin. With misleading marketing, overbearing salespeople, and inflated prices, buying a mattress had become a miserable experience.

By adopting an innovative online business model, Rudzin and his co-founders saw how they could make luxury mattress shopping easier for everyone. They could replace the confusing, exhausting environment of the traditional mattress store with 24/7 customer service and a no-pressure home trial. "We wanted to offer the best service and the best products, and treat customers in a way that they hadn't seen in the mattress industry in my lifetime," Rudzin says.

The name Saatva was inspired by the word "sattva." In Hindu philosophy, sattva represents purity, wholesomeness, and virtue. It is one of three gunas, or attributes, that all human beings possess.



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