

Made In USA & Inventory dominates retail conversations for 4th Quarter

Luvu Brands Answers Retailers Needs “We are desperately looking for available and ready-to-ship goods, “What do you have that I can have quickly?”



Georgia, Atlanta, Sep 20, 2021 (Issuewire.com) - A resolution to Global Supply Chain Issues by Luvu Brands.

Made In the USA with over 550 Skus Quick Ship & Drop Ship!!!

We wanted to launch branded consumer products that bring joy and comfort to people's lives. Not only did we accomplish this goal, but we did so while implementing cutting-edge processes that reduce our carbon footprint with innovative vacuum compressed packaging. Our operating company, OneUp Innovations, Inc., is a vertically integrated US-based manufacturer that has built strong brands in the wellness, lifestyle, and casual furniture categories. We operate out of a 140,000 sq ft. warehouse with over 220 employees.

Strategic growth objectives for 2021

- Build & embellish our direct-to-consumer websites.
- Fund aggressive advertising campaigns.
- Build brand awareness through PR, IR & social media.
- Open new accounts with large national retail chains & websites.
- Develop point-of-purchase vacuum compressed packaging.
- Offer private-label designs to select mass-market customers.
- Expand our global partnerships, international presence & 3PL distribution.
- Develop brand partnerships with other manufacturers.
- Develop relationships with designers & hospitality contracts.
- Add the necessary equipment, management & training to insure this growth.

So what exactly do we offer?

A non-invasive, low-cost solution for nighttime acid reflux. A unique way to transform a kid's couch into a castle. A process to repurpose a million pounds of polyurethane foam trim into a collection of bean bags that reduces our carbon emissions and delivery costs. Compression technology that allows a daybed to fit in a Mini Cooper. But that's only half of it. Our products are sold through retail stores, mass markets, drugstores, internet retailers, and marketplaces worldwide. We also manage, market, and distribute products directly through our brands' websites.

Our focus? Branded consumer products for retail, web, and mass-market

- **Sleep Systems:**
Convertible Loveseats, Daybeds, and Pillows
- **Kids:**
Beanbags, Game Chairs, Modular Seating, and Play Concepts
- **Personal Comfort:**
Contoured Cushion Designs for Post-Surgery, Reflux Relief, and Sleep Comfort
- **Education:**
Schools and Day Care - Contoured Foam Seating
- **Interior Design Firms:**
Corporate, Education, Hospitality - Contract Seating
- **Private Label Manufacturing:**

Major Furniture Retailers

- **Sunbrella:**
Outdoor Beanbags and Loungers
- **Fashion Beanbags:**
Fur, Spandex, and Decor Fabrics

- **International 3PL Distribution:**

Creative and innovative

At the heart of our company is a passion for creativity, which is infused throughout all aspects of business, from product development, packaging, and selling to marketing and merchandising. Our team approaches each day as an opportunity to discover something new. Whether that's a brand new product, a new way to market something, or simply a far-fetched design.... originality is always encouraged.

Vertically integrated inventors and manufacturers with strong capabilities in:

- Product Design & Industrial Engineering
- Strategy & Brand Identity
- Creative Production & Advertising
- Digital Marketing & Ecommerce
- Diverse Retail & Wholesale Channels

We monetize new products with efficiency and minimal investment

- We have a large upside for continued growth without additional capital equipment
- At our inflection point, we are gaining scale and entering a profitable growth phase

contact: ddimeco@oneupinnovations.com

Media Contact

Luvu Brands

ddimeco@oneupinnovations.com

954.658.8376

2745 Bankers Industrial Dr. Atlanta, GA 30360

Source : Luvu Brands

[See on IssueWire](#)