

April 21, 2020



Malouf™ Releases Impact Report to Highlight B Corp™ Initiatives

LOGAN, Utah—Malouf™ today released its first Impact Report as a Certified B Corporation®. The report focuses on key areas of impact, such as the company’s sustainability initiatives through its Environmental Sustainability Council as well as its charitable efforts through the Malouf Foundation.

B Labs, a nonprofit that oversees the B Corp™ Certification process, requires all B Corps to publish an annual report that shows how they’re maintaining a high level of positive impact.

Malouf™ CEO Sam Malouf said of releasing the report, “When we originally planned an Earth Day release of our Impact Report, we had no idea our country and our industry would be facing the current challenges. Workers have been furloughed, stores have been closed, and our friends and families fear for their health. Each day feels scary and uncertain. We hope this Impact Report is a reminder that not all news is bad.”

Malouf™ has always considered corporate social responsibility to be an essential part of their business, with a focus on employee welfare and the creation of the 501(c)(3) Malouf Foundation in 2016. Malouf™ Marketing Director Scott Carr said, “Our triple bottom triple line—planet, people, profits—has always been important to us. We’re excited to share some of our recent initiatives through our inaugural impact report.”

Sam Malouf added the company’s B Corp™ initiatives reinforce its commitment to customer satisfaction. “Many of today’s consumers want to buy from sustainable and purpose-driven companies,” Malouf said. “We want to ensure our retail partners can provide high-quality products to consumers who are seeking out brands with a strong sense of corporate social responsibility.”

Malouf™ joined the B Corp community in September 2019. They stand alongside Ben and Jerry’s, Toms Shoes, Warby Parker, and other Certified B Corporations® using the power of business as a force for good.

Click [here](#) to read Malouf’s Impact Report or visit maloufsleep.com/impact.

About Malouf™

A leader in the furniture and bedding industry, Malouf™ offers a wide range of innovative products including mattresses, adjustable bed bases, furniture, pillows, sheets, mattress protectors, bed frames and mattress toppers. Malouf™ products are available in over 15,000 retail partner locations in the U.S. and its growing international team now serves over 25 countries. Known for its commitment to quality, pricing and service, Malouf™ continues to expand its vertical integration and technology capabilities to better serve its customers with

more than 400 global patents and trademarks. Malouf™, a Certified B Corporation®, was founded in 2003 by Sam and Kacie Malouf and is headquartered in Logan, Utah. To learn more, visit maloufsleep.com.

###

Contact:

Scott Carr

scottc@maloufsleep.com

800-517-7179 ext. 315