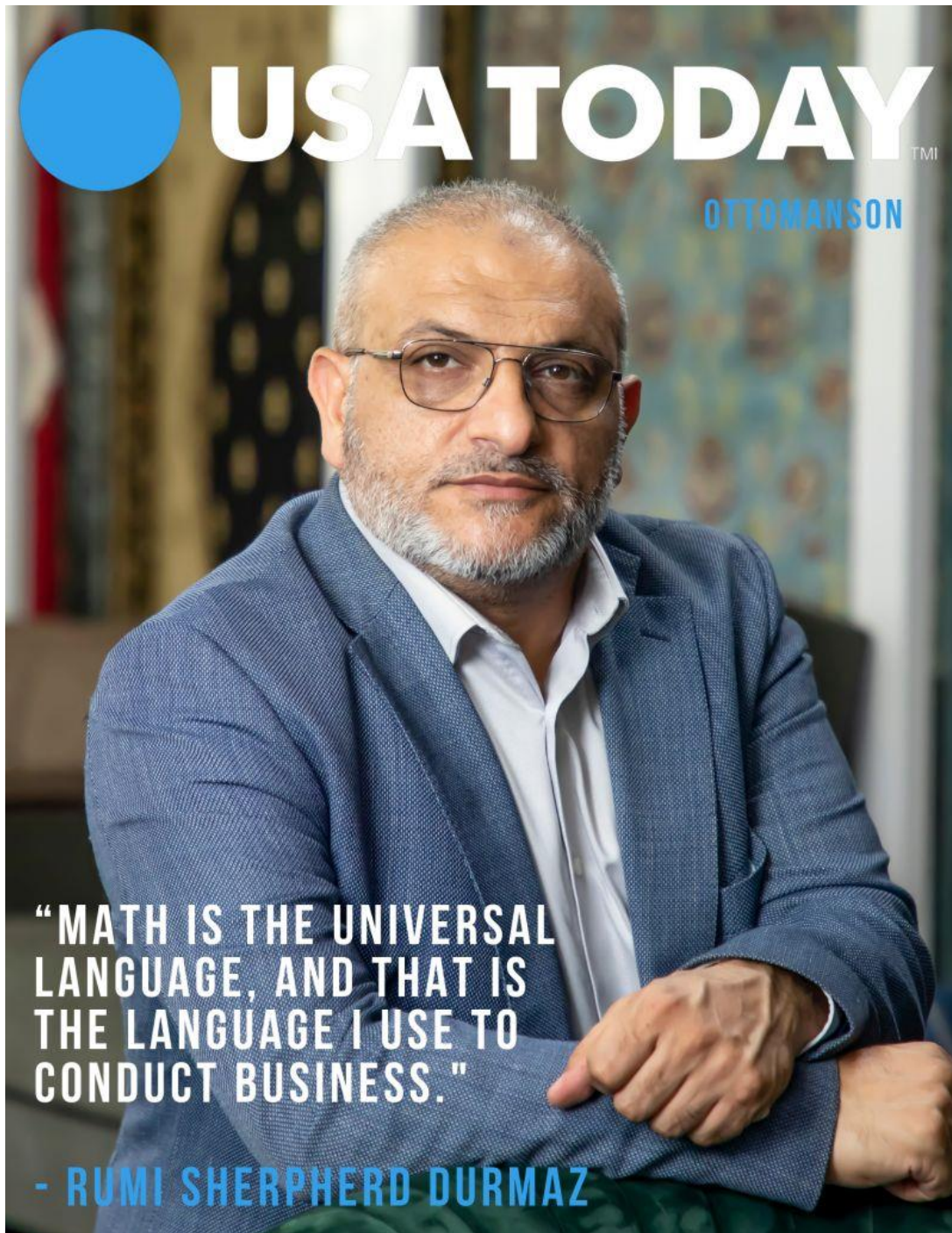


See full article here: <https://www.usatoday.com/story/sponsor-story/level-up/2022/01/05/9-leading-consumer-product-companies-watch-2022/9087869002/>



**"MATH IS THE UNIVERSAL
LANGUAGE, AND THAT IS
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CONDUCT BUSINESS."**

- RUMI SHERPHERD DURMAZ

Ottomanson

Since its inception, Rumi Shepherd Durmaz, founder and CEO of Ottomanson has grown business by 30% year-over-year. The company garnered its wild popularity through careful catalog curation and specific item selection. Ottomanson's techniques allow it to offer products to a broad spectrum of consumers at great prices. The company was an early mover selling non-slip-backed rugs online and has expanded into furniture. Many of their items are labeled Amazon Choice, Consumers can also find products at Walmart, Home Depot, Lowe's, Macy's, Kohl's and others. "Math is the universal language, and that is the language I use to conduct business," said Durmaz.