

organic

Sustainable Manufacturing

**Isn't it time your company
consider this growing trend?**



White Lotus Home
ORGANIC BEDDING

Welcome to White Lotus Home Manufacturing: Green products, and sustainable business practices, are good for the planet, good for consumers, and — yes — good for business

Thank you for your interest in White Lotus Home Manufacturing. Here is key information about our company and how White Lotus Home can help you unlock significant new value and drive sales.



A business truism from the middle of the last century went like this: What was good for General Motors was good for America. A contemporary version of that assertion would be global in scope and encompass our entire natural environment: What is good for planet Earth is good for business.

Is that motto too broad? Not at all.

Consumer demand for “natural” products is strong and shows no signs of abating. The market is growing globally for American-made products of clean, pure organic ingredients and fibers.

We can supply the products your customers want and need, extending your product line to high-quality natural and chemical-free goods without the hassle of investing in a new manufacturing operation.

Partnering with White Lotus Home, an industry leader in organic bedding, means you join our community of 100 brick-and-mortar and Internet-based retailers in the United States, Canada and Europe. We pride ourselves on fast product development, high-quality finishes and the capacity to ship handmade products in the quantities you need, when you need them – and all at a fair price.

Knowing what customers want, and shaping business around it, is a priority for any company’s growth and retention strategy. Over 60% of Americans prefer to buy “American-made clothes and appliances even if those cost 10 percent more than imported versions; more than 25 percent said they’d pay at least an extra 20 percent,” according to Consumer Reports.

White Lotus is committed to sustainable lifestyles, fair trade and sharing with others the health benefits of Living Green. The company, founded in 1981, has 15 employees. Its sales staff and team of artisans work at the company’s showroom and manufacturing plant in Highland Park, NJ.

Marlon Pando joined White Lotus Home as general manager in 2004 and purchased the company the following year. The company’s growth has been powered by its line of products free of formaldehyde, dyes, fragrances and other chemicals. He has 20 years of senior management experience in manufacturing, sales and distribution.

Marlon’s sister, Elizabeth Pando-Nieves, White Lotus Homes’ vice president, oversees our manufacturing relationships. She’s available to have a deeper conversation about how White Lotus Home Manufacturing can be a great fit for your business.



White Lotus Home News Media Center

[TELEVISION: MARLON PANDO INTERVIEW,](#)
FIOS 1 “NEW JERSEY MEANS BUSINESS,” APRIL 2016

[WHITE LOTUS CELEBRATES ITS 35TH BIRTHDAY,](#)
WLH PRESS RELEASE, APRIL 2016

[WHITE LOTUS FEELS ITS FOUND SECRET TO SUCCESS,](#)
NJBIZ.COM, JUNE 2016

[N.J. ORGANIC BEDDING BRANDS HELP HERE AND ABROAD,](#)
NEWARK STAR LEDGER, OCTOBER 2015

About our name:

The White Lotus (*nelumbo nucifera*), a sacred symbol of Indian cultural heritage, sprouts in muddy lakes and ponds, its stalks rising from the murky waters to unfurl magnificent ornamental blossoms that reach for the sun.

To White Lotus Home, the flower is a symbol of the human ability to triumph over chemicals and toxins in the environment. We work to enlighten and inspire others on the benefits of handcrafted organic and natural products.

Best regards,

Marlon Pando & Elizabeth Pando-Nieves

White Lotus Home by the Numbers



- 600,000 – pounds of American-grown cotton used in the past decade.
- 8,000 – Pillows produced annually.
- 2,000 – Mattresses produced annually.
- 1981 – White Lotus Home founded in New Brunswick, N.J.
- 70 – Private Label, Wholesale and Drop Ship customers.
- 50 – Web-based retailers carrying White Lotus Home products.
- 20 – Brick and mortar retailers carrying White Lotus Home products.
- 15 – Number of White Lotus Home employees.
- 1 – White Lotus Home headquarters in Highland Park, N.J.

Current and Former Brick & Mortar and Internet-based Businesses Supplied by White Lotus Home



White Lotus Home has the experience, reach, plant capacity and end-to-end internal management processes to scale operations to deliver goods in bulk just about anywhere on time and on budget.

Our Fibers: Clean, Natural, Sustainable



Both retailers and consumers are demanding organic & natural fibers to improve, first, their health and the air quality and, second, to help save the environment.

Kapok:

Our most popular pillow filling! This versatile fiber provides the perfect balance: its soft and light for those who enjoy a plush, giving pillow, yet, the short fibers provide the luxurious feel and support of goose Down.

As a vegan alternative, Kapok doesn't trigger common allergies nor incur the ethical concerns that comes with harvesting goose feathers. Kapok also maintains a uniform fill level, unlike down products that flatten over time.

Kapok comes from seed pods that fall from Ceiba trees in tropical rain forests, which means using Kapok helps, in fact, to preserve the life of a tree. This sustainable product helps boost the economies of Indonesia and other tropical regions without promoting deforestation. Almost no work is required to process the Kapok fibers — its picked clean, spun, and sent raw to White Lotus Home. Our Kapok fibers contain no fillers, dyes, perfumes, or other chemicals. Kapok is the best choice for both pure and sustainable products. And if you love soft pillows, don't settle for anything else. *Used in: Pillows and meditation zafus. Available in bulk.*

100% USDA Certified Organic Cotton:

With the assurance of USDA certification, the product is pure, unwashed, unbleached, untreated cotton and nothing more. The USDA requires that cotton labeled "organic" be farmed without the aide of synthetic herbicides,

pesticides, or fertilizers. Prior to certification, all fields used for growing cotton cannot be treated with these materials for a three year. Each stage of the lifecycle is certified by the United States Department of Agriculture - from the soil, to the seeds and the final harvest. We buy our organic cotton from farms across Texas, and many find it feels softer than its Green Cotton counterparts. No dyes, perfumes, formaldehyde, or fire retardants are added to the batting at any point in production. You can rest assured that your bedding is crafted from one of the purest, finest fibers in nature.

Layered, batted cotton in mattresses gives you a supportive and dense sleeping surface that is still soft enough to cradle you while you sleep. In pillows and duvets, it's firmer than wool, but still light and fluffy. *Used in: Mattresses, Toppers, Duvets, and Pillows. Available in bulk.*

Green Cotton:

This product is grown and aggregated in the United States and, even though it is raised with traditional agriculture methods, all fibers are pre-rinsed before they arrive at our manufacturing facility. We call it cotton "green" because no dyes, perfumes, formaldehyde, or fire retardants are added to the batting after the harvest. Our Green Cotton also promotes conservation. The fibers, too short or course to be made into threads for textiles, is often discarded. However, it's perfectly suited for mattresses, toppers and gathered for pillow stuffing. *Used in: Mattresses, Toppers, Duvets, and Pillows Available in bulk.*

Our Fibers: Clean, Natural, Sustainable



100% Organic USDA-Certified Buckwheat:

Buckwheat hulls are the exterior shells of a buckwheat seed and are USDA Certified as 100% Organic. When used as a pillow, the hulls create a bean-bag-like surface that cradles your head and neck as you sleep. Buckwheat aids in aligning your upper vertebrae, and we often recommend buckwheat for those looking for a low-profile pillow that maintains support.

The loose hulls allow for easy airflow which keeps you cool and dry throughout the night. Many of our customers come to us looking specifically for buckwheat pillows, because once you've tried one it's hard to accept anything else! *Used in: Pillows and meditation zafus. Available in bulk.*

Evergreen Foam:

This is a super lightweight, but firm substance that is as green as foam gets. Its crafted from naturally-sourced soy and castor bean oil instead of toxic petrochemicals used by most of the bedding industry.

All foam is comprised of oils and these oils, regardless of their origin, form the organic compound polyurethane. It's an umbrella term that describes the chemical compound, not the source. So don't be alarmed if your White Lotus Home product tag says contains "Urethane Foam." This is the most important question: is this foam petroleum-based or plant-based?

Evergreen Foam only contains a blend of soy, castor, and other vegetable oils. Unlike most conventional foams that use damaging petroleum as their

base, ours foam is certified to contain no heavy metal additives, formaldehyde, flame retardants, and no petrochemicals of any kind! Evergreen Foam reduces the threat of carcinogenic off-gassing by using carbon scrubbing pads in the pouring process. In short, even though foam is a man-made product, all components of our Evergreen Foam are naturally derived from plant-based oils. If you're still curious about our foam, please see a note from our supplier here. *Used in: Mattresses, Toppers, and Pillows. Available in bulk; solid pieces or shredded by the pound.*

Natural Latex:

Our latex is versatile: temperature-neutral, dust mite resistant, and naturally antimicrobial. Unlike many other fibers, latex holds its shape for many years without harboring allergens.

Our natural latex contains the unadulterated proteins from the rubber tree and is made into a solid foam via a variation of the Dunlop Process called the Continuous Pour Process. We believe this energy-efficient method produces the most pure and consistent latex product on the market. It contains zero fillers, petrochemicals or flame retardants, all of which may reduce durability while adding unnecessary chemicals. Our pure, Dunlop latex comes with the assurance of Oeko-Tex Class 1 certification, which ensures that it's held to the highest human-ecological standards.

Cradling and supportive, Natural Latex provides a soft, bouncy feel without harsh metal springs, which create uncomfortable pressure points and wear unevenly. And unlike memory foam, natural latex will not trap heat nor contribute to carcinogenic off-gassing. Our natural Dunlop latex provides ample support and offers the most luxurious night's rest. *Used in: Mattresses, Toppers, and Pillows. Available in bulk: Solid pieces and shredded by the pound*

Ways White Lotus Home Expands Your Business

Organic Products
Drive Demand

What value do you provide your customers? Redefine it through a relationship with White Lotus Home Manufacturing. Seize the opportunity to grow the choices you offer, and accelerate your growth.

Growth Accelerator	Benefits
Create market pull by offering customers high-quality, healthy options.	Attract new customers interested in environmentally friendly products, and establish revenue targets for that new market sector.
Market segmentation.	Create a marketing campaign, specifically for buyers of Green products that targets their health or environmental concerns. The Green campaign exist separate from your existing marketing campaigns.
Team to co-create a product.	Collaborate with White Lotus Home's development team to create a product with regional attributes that fills a unique customer need.
Substitute service for product.	Evolve the terms of trade so that customers pay for healthy, handmade bedding and pillows created specifically for them, not a generic off-the-rack product.
Enhanced reputation.	Green goods show your company cares and its customers and the environment by offering healthy options that help save Mother Earth.

Relationships At a glance



GOOD

Drop Ship

- Products ship directly to your customers at 30 percent off MSRP.
- Your price includes free shipping to destination in the continental USA.
- Shipping to your customers in Alaska, Hawaii and offshore is available for an additional charge.
- For existing web or brick-and-mortar stores with E-Commerce.
- Just getting started? No problem. Send us a link to your web site under construction.

White Lotus Home can propel your business

Three options you can shape to fit your strategy and budget. We make adding quality organic bedding to your productline easy - and affordable!



BETTER

Wholesale

- Bulk purchases at 50 percent off MSRP. Free shipping.
- **Call for information about an additional discounts for Interior Designers**
- \$2,500 minimum initial order.
- Products ship directly to your store or headquarters.
- For existing web or brick-and-mortar stores with E-Commerce.
- Great option for sellers with the ability to store inventory.



BEST

Private Label

- Our artisans build hand-crafted goods to your specifications that carry your company's brand platform – packaging, color pallet, logos and image.
- We manufacture everything from children's accessories, specialty pillows, duvets, mattresses, and custom cushions. You design it, we build it!
- Minimum initial order of 100 pieces of at least one product type.



**CERTIFIED
BUSINESS**

Meets high standards for
social & environmental impacts
greenamerica.org/certified

NEXT STEPS

Please take a moment to complete and return our application.
Click the forms and they'll open in your web browser.

We'll respond immediately and have feedback within 7 business days.

White Lotus Home Wholesale Programs

Active as of 2015 and after...

White Lotus Home

Organic Bedding Company

431 Raritan Ave, Highland Park NJ 08904

phone: (877) HANDMADE or (732) 828.2111 fax: (732) 828-4159

info@whitelotushome.com

www.whitelotushome.com

Natural and Organic Mattresses & Fine Home Furnishings
431 Raritan Avenue | Highland Park, NJ 08904
phone: (732) 828-2111 fax: (732) 828-4159
sales@whitelotushome.com
www.whitelotushome.com



New Product Development Proposal

To have a deeper discussion about our point of view on sustainability and manufacturing options for your business, please contact:

Elizabeth Pando-Nieves
Vice President
White Lotus Home
Phone: (732) 352-3628
Fax: (732) 828-4159
Email: info@whitelotushome.com