



Company backgrounder

P.L.A.Y. stands for *Pet Lifestyle and You* and the whole idea was born out of necessity. It all started with an adorable, irresistible ball of fur. She was Momo the pug—our little bundle of joy. From the very first sniffs, snorts and licks on our faces, we knew life would never be the same again. We wanted only the very best for her—and giving her a great dog bed was an essential first step. However, our excitement about finding Momo the perfect bed soon turned to feelings of disappointment. Finding a bed was certainly easy, but beds that were of high quality, had aesthetic appeal *and* were affordable were few and far between.

We knew it was possible to do better. And coming home to Momo every day was all the motivation we needed. We looked closely at all of the pet beds that were currently available and learned what they did well, and what they could do better. Then we started from scratch, with the aim of designing the absolute best pet beds we could imagine!

Our first step was crucial: we partnered with a manufacturer that had been making infant and child products for customers in the U.S., Europe and Japan for over two decades. That gave us the confidence to know that our beds would be offered to loving pet owners with similarly high standards of safety and quality.

We kept our pet friends involved throughout each step of the process. Momo, along with our friends' dogs and cats, tested the products. We received candid feedback, and saw first-hand what they liked, and what they didn't. Then we kept revising, and making things better.

Once we had quality assurance, we started to work on the design of our actual coverings. It would have been easy to select preexisting fabrics with repeating patterns from a wholesaler, but we just weren't satisfied with that. The big breakthrough came when we met a local San Franciscan artist, David Collins. Dave has a dog, too—so we knew he would share our passion, and be just as crazy and obsessive as we are. We bounced ideas off one another, and he created a series of designs specifically with pet beds in mind. Every design was individually sketched and comped, with each top and side graphic individually produced; this was a painstaking process compared to the traditional way of making pet beds, but suddenly, our pet beds were starting to look like artistic masterpieces.

That's when we knew we were onto something special. All the pieces were in place: Better beds. Higher quality manufacturing. Great designs. Planet-friendly materials. All at a reasonable price.

It might sound like a lot of work, but to us, quite honestly, it felt like P.L.A.Y.