

About our Company



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Founded by strategic vision business consultant Barbara Bacigalupi in 1997, UMANO Inc was established in San Francisco as the vehicle for both product development and the publishing of Bacigalupi's writings. The company oversees the design, manufacture and distribution of value-added lifestyle products across the US. It is the parent of the newly released websites www.BarbaraBacigalupi.com and www.TrulyHuman.com. Unlike many companies that are organized around a particular industry, UMANO is a conceptually driven-corporation which adheres to the following vision:

UMANO is inspired and guided by a vision of our world in which we become ever more human, humane and compassionate. We are dedicated to participate in this vision by combining works of nature with the work of the human hand to create products, as well as, published teachings, that bring consumers closer to their personal humanity and individual gifts and talents within a framework that affirms positive and worthy human values.

For Company Philosophies, please refer to:
http://www.barbarabacigalupi.com/about_our_company.php

UMANO published Bacigalupi's book entitled ***Truly Human - An invitation to think in new and powerful ways***, and serves as the center for training and publications related to this project that focuses on building humanity by first building conceptual thinking. Mindfulness and compassion are at the heart of UMANO's teaching programs.

As a product manufacturer, UMANO oversees Bacigalupi's hallmark product line called TRULYHUMANmedallions – "Jewelry for the Home to Inspire the Spirit," (<http://store.barbarabacigalupi.com/trulyhumanmedallions.html>). These objet d'art are made from natural minerals and feature hand carved medallions of symbols that represent essential human values from Eastern or Western cultures. Each carries a special message from Bacigalupi describing the importance of the specific sentiment, such as prosperity, love, creativity, peace or wisdom, for the pursuit of personal best self through heightened consciousness.

The company is distinguished for being accepted on first application to the following trade shows: JCK Show - our country's largest fine jewelry show in Las Vegas, the Architectural Digest Home Show in New York City, and the International gift shows and fairs in New York, San Francisco, Dallas, Atlanta and Los Angeles. Steady growth in sales was achieved and a wholesale

showroom was maintained in San Francisco. However, the high cost of doing business with a single product line, while maintaining reasonable pricing, demanded a new marketing model.

In 2007, the company was moved to the beautiful and serene Napa Valley wine country so that more emphasis could be placed on diversifying designs and shifting to a new marketing strategy. Soon the difficulties of maintaining an active market presence during times of global financial crisis, signaled the company to enter even more completely into a state of design hibernation in order to prepare for a giant leap forward in the expansion of the TRULYHUMAN*medallion* line and the creation of several new products.

New lines focus directly on the needs and desires of Boomer women, as experience taught the company that Boomers were its primary consumers. New lines include:

....A multi-faceted **jewelry** (<http://store.barbarabacigalupi.com/jewelry-to-wear.html>) collection providing semi-precious statement creations that make women wearing these designs stand out for their attention to quality, substance and style.

....A celebration of **silk** (<http://store.barbarabacigalupi.com/luxe-life-silk-pillows.html>), into luxurious pillows and throws, as a remembrance of one of the first merchandising innovations made by a woman, that is, the discovery of silk by an ancient Chinese Princess.

....Further fascinated by the transmission of a woman's legacy from one culture to another, Bacigalupi has devoted much energy to collecting and **re-purposing Japanese Obi** (<http://store.barbarabacigalupi.com/luxe-life-silk-pillows.html>), the 14 foot long sash that holds a kimono in place. These obi represent the experiences and legacies of women as royals, courtesans, and Geisha during another time and place, now being made available to modern US women, re-designed as wall art, pillows, belts and other soon to be released products.

The launch of a comprehensive on-line store 2013 at www.barbarabacigalupi.com marks the company's re-entrance into the active marketplace. The site architecture is designed to emphasize Bacigalupi's design lines in terms of learning to better appeal to the research-based shopping orientation of Boomer women. It is believed that through the Internet, UMANO can communicate its values and products directly to so many more of those who want to enjoy the benefits of an acultured, humane and compassionate lifestyle. That is why this on-line store functions equally well as an extensive learning center (<http://www.barbarabacigalupi.com/learning.php>) that offers visitors the stories, historical backgrounds and applications of product for living a more relaxed and well-envisioned life.

In the near future, UMANO looks to secure Stage A funding to expand its web-based reach and open select signature retail stores under the Barbara Bacigalupi brand.

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