

## OUR STORY

In 1978, young and starving college student Thomas Danaher traveled to England for a junior year abroad. While staying in a dirt-cheap pension on a visit with friends to Scotland, he discovered flannel sheets. The feel was like nothing they had experienced before. There was no chill when they climbed into bed. Cozy all night, it was the only thing they could talk about the next day.

Thomas picked up a set at a local store and kept them until he returned to his studies in the USA. When he put them back on his bed, he felt the same revelation he had in Scotland. It was pure cozy comfort — and with a senior project ahead, why not share these spectacular sheets and start a new business?

Setting out to find a supplier, he contacted the company named on the sew-in label of the sheets he'd purchased in Scotland. He placed mail-order ads in the local paper, earning about \$125 per week, but it wasn't nearly enough to cover his college bills.

He spoke with department store buyers but they weren't impressed with the new product. He combed through all the retailer catalogs (this was before websites) and was amazed to discover that nothing like flannel sheets existed in America.

He had just about given up the quest when LL Bean finally called his college phone. They would try a test order to see if the product would catch on. They placed the flannel sheets in their Christmas circular.

After more than six months of trying, the experiment with his newly-discovered product was finally here at last.

LL Bean contacted Thomas just a few days later. The test was indicating huge success-- flannel sheets were their new #1 product! But now they needed \$50,000 worth by Christmas. Thomas spent the entire Thanks-giving holiday on the phone, hunting down inventory. He had 20 days to deliver.

His supplier had some sheets but not enough. After searching every mill in England, they found more, but the new sources required payment in advance!! Seeing how popular the product had become, Thomas couldn't just let it go. He was upfront with LL Bean, whom he had never met. After a 2-hour phone call with the president, they agreed to prepay for the inventory. Happily, Thomas chartered a plane full of fluffy flannel sheets and delivered them to LL Bean in time for Christmas gifting.

SHEETS.COM

## OUR STORY cont.

In 1980, Thomas launched his sheet company. Mail-order companies like Eddie Bauer, Orvis, Land's End had overwhelming success as well. People loved the cozy feel of climbing into bed with flannel sheets, and they could lower their thermostats to save on energy bills!

Eventually, Thomas expanded the business, supplying the nation's largest retailers with private-label flannel sheets. His factory became the largest flannel sheet mill in the world, with everyone from Amazon to Walmart as loyal buyers. Over the years, more than 10 million sets of flannel sheets were delivered to US customers.

While working with the top retailers, Thomas saw million-dollar sheet purchases often decided by a buyer's quick impression of a few swatches. This explained a long-standing mystery — why did so many people complain about their sheets? They felt great at first, but after a few washes, they became rough and scratchy. Thomas established Sheets.com to do something about it.

Technology started to power everything. Working with an innovative team, Sheets.com algorithmically scrutinized more than 300 top sheets with unbiased tests and genius Instruments.

The algorithms weren't just programs, they were archaeology tools, excavating decades of fabric specifications hidden by the sheet industry. Uncovering the hidden techniques in sheet enabled them to expand their offerings.

Because softness and temperature are customers' top priorities, Sheets.com laser-focused on finding the softest cool sheets to complement their softest warm sheets.

They soon introduced the world's lightest sheets, utilizing a rare, old-world weave that delivers superior softness, weightlessness and cooling.

Understanding that couples have different sleep temperatures, Thomas also patented a seamless "all-in-one" sheet with dual sleep temperatures: one half warm flannel, the other cool percale.

Every sheet from Sheets.com is made from the finest 100% cotton and produced in state-of-the-art factories, ensuring you get spectacular sheets while minimizing environmental impact.

[www.Sheets.com](http://www.Sheets.com)

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