

CARILOHA



Media Kit 2026

MEDIA CONTACT

Scott Brady
O: 800.884.5815 ext.125
M: 801.573.9927
scott.brady@cariloha.com

CORPORATE HEADQUARTERS

Cariloha, Inc.
280 W. 10200 S.
Sandy, Utah 84070
CARILOHA.COM



@cariloha



Cariloha

THE ORIGINAL BAMBOO SHEETS

Cariloha is the original brand for 100% bamboo bed sheets derived from viscose – organically grown and responsibly made since 2007.

Cariloha has its roots in the islands, and our passion for luxury comfort and sustainability was born there, helping you Sleep, Live and Feel Every Day Like You Do on Vacation™ through our luxuriously soft, naturally cooling bed sheets, perfectly plush bath towels, and ultra-soft apparel.

We elevate one of the most fundamental elements of life: what touches our body. We maximize comfort, performance, and sustainability through our material intelligence. Our bamboo fabric innovations don't just feel better, they are better for people and the planet.

CARILOHA BAMBOO IS BETTER FOR YOU

100% Organically Grown,
Responsibly Made

Viscose Derived from Bamboo

SOFTEST BEDDING ON THE PLANET™

Cariloha bamboo sheets are the #1 sheets in America, as selected by Men's & Women's Health, Forbes, Esquire, and more.

CARILOHA'S MISSION

Soft & Sustainable Products – it's who we are and at the heart of what we do.

Making a positive difference for people and our planet has always been our way since we started.

Cariloha is more than a name or a brand – it's A COMFY WAY TO SAVE THE PLANET™, where we care about the earth today, so we have a better home for future generations tomorrow.

It's easy. We provide customers with soft, sustainable alternatives to harmful fabrics. Not hard – just soft on you and the planet.

CERTIFIED B CORPORATION

Caring for people and planet through our soft and sustainable products is at the heart of what we do. As a B Corp, we believe the future is in our hands, and life in bamboo is a better way to (B).

OEKO-TEX CERTIFIED

Certifies that Cariloha bamboo sheets are free from over 100 harmful substances, making them ideal for sensitive sleepers and everyone in your life.



The Facts

FOUNDED

2007

HEADQUARTERED

Salt Lake City, UT

EMPLOYEES

215¹

FLAGSHIP SHOWROOMS

43¹

CRUISE SHIP STORE-IN-STORE

13¹

RETAIL DOORS

367¹

PRODUCT CATEGORIES

Bedding, Bath, Apparel

CARILOHA HIGHLIGHTS

Cariloha is the original multi-showroom retailer in the world completely merchandised with products made from sustainable bamboo viscose.

EXCLUSIVE CRUISE LINE PARTNERSHIPS

20+ year partnership. 16M passengers visited Cariloha showroom ports-of-call in 2025.²

SHOWROOM SALES PER SQ. FT.

Cariloha's average sales per square foot is \$950, and Cariloha showrooms are, on average, 967 square feet.

WORLDWIDE LOCATIONS

30 Cruise-Port Showrooms and Growing!

Cozumel, St. Thomas, Jamaica, Grand Cayman, Nassau, Bahamas, Aruba, Key West, Barbados, Ketchikan and Juneau, AK, Puerto Rico, St. Lucia, Tortola, Curacao, Grand Bahamas, Cabo San Lucas, Roatan, St. Maarten, Dominican Republic, St. Kitts, etc.

25 Resort, Non-Cruise Showrooms and Growing!

Kauai, San Diego, Maui, Oahu, Huntington Beach, Las Vegas, Outer Banks, Panama City Beach, Wailea, Carmel, Sarasota, Houston, Myrtle Beach, Waikoloa, Bar Harbor, Naples, etc.

¹ As of 12/31/2025

² Based on 2025 passenger count per CLIA 2025 State of the Industry Report.



Awards & Accolades

2025 – Forbes (Best Cooling Sheets & Best Luxury Hotel Sheets), Esquire (Best Luxury Bamboo Sheets), TIME (Softest Bed Sheets), Business Insider (Best Sleepwear), Sleep Foundation (Best Bamboo Pillow), New York Post (Best Bamboo Sheets), NBC News (Best Bamboo Sheets), Cosmopolitan (Softest Sheets of 2024), InStyle (Best Bamboo Sleepwear for Comfort), Better Homes & Gardens (Best Cooling Bamboo Sheets), Travel + Leisure (Best Luxury Bathrobes)¹

2025 – 16-Time Best of State Medal & Statue Winner

2022-2023 – Men’s Health (Sleep Award), Better Homes & Gardens (Best Eco-Friendly Sheets), PureWow (Best Sleep Ever), Women’s Health (Healthy Sleep Award)²

2021 – Fast Company - World Changing Ideas Winner³

1 Based on awards officially publicized in listed media outlets for FY 2025.
 2 Based on awards officially publicized in listed media outlets in Sept. 2022, April 2023, and July 2023.
 3 World Changing Ideas finalist winner for Established Excellence, Fast Company, (May 2021).
 4 American Business Award winner, Consumer Products and Fastest Growing, (May 2021).
 5 Fastest-Growing Companies in America, Inc., inc.com/profile/cariloha, (2020).

2021 – Cariloha Wins three American Business Awards (ABAs) – two gold and one bronze⁴

2020 – Recognized 10 times on the Inc. 5000 list of fastest-growing companies in America⁵

2020 – Sustainable Green Business Award Winner⁶

2020 – Honored on the Utah 100 Hundred list of top-revenue generating companies (1 of 10 companies on the list of 100 to be recognized 9 times)⁷

2020 – Eco-Excellence Award winner for Eco-Friendly Fashion⁸

2018 – Cariloha won the Ernst & Young Entrepreneur Of The Year® Award and was recognized as a National EY Entrepreneur Of The Year® Finalist⁹

6 Green Business Award for Innovation, Utah Business Magazine, (Oct. 2020).
 7 Top-Revenue Generating Company, MountainWest Capital Network, (2020).
 8 Eco-Friendly Fashion Winner for Men & Women, Eco-Excellence Awards, (2020).
 9 Ernst & Young Entrepreneur Of The Year, ey.com/us/eoy/utah_region, (June 2018).



DREW

In the News

Featured in, to name a few: Forbes, Architectural Digest, Travel + Leisure, Oprah Daily, InStyle, Better Homes & Gardens, Esquire, Cosmopolitan, Glamour, TIME, NBC News, Men's Health, and more!

Grew email list by over 75K new emails in 2025, with a total subscriber list approaching 1M subscribers. Increased new social media followers by over 100K in 2025, now exceeding 415K total followers on Instagram alone.¹

Over 50 billion media, news, and online impressions since 2023.²

AS SEEN ON:

Forbes

CNN

GQ

BUSINESS INSIDER

TODAY

Inc.

THE WALL STREET JOURNAL

USA TODAY

GLAMOUR

The New York Times

Esquire

Oprah Daily

¹ Source: Based on combined numbers acquired from Facebook, Instagram, X, Pinterest, YouTube, and our internal email subscriber list for FY 2025.

² Source: Cliffhanger PR Annual Reports FY 2023 - FY 2025.



Customer Reviews



"...This bed was highly recommended to me and since they have a decent trial period/return policy, I decided to try it out. I am so happy I did. My boyfriend and I both love it. Not only is it comfortable, it sleeps cool which is a must for us since my boyfriend is always hot. It is a plus that it is sustainably made!"

- BRE



"We just got our mattress on Friday. OMG!! We've purchased clothes and sheets previously. But, This!! I have been telling EVERYONE about it!"

- LINDA

**35,000
REVIEWS
AVERAGE 4.4
STARS¹**



"This mattress is amazing. My wife and I have been looking for a mattress that is soft but on the firmer side and this is absolutely perfect. We can feel the pressure that is taken off of our backs compared to our old bed. I would absolutely recommend to anyone who is in the market for a new memory foam bed!"

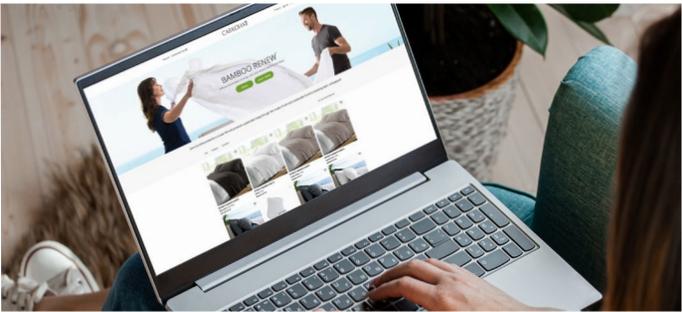
- ANONYMOUS



"I have a bad back and aches and pains every morning, sweats and hot flashes. We use bamboo sheets for the sweats and hot flashes. We went to Maui and went into the Cariloaha Store. Got back home and ordered the Cariloaha - Resort Bamboo Mattress-Cal-King. Our 1st night we slept thru the night. In the morning I didn't have any aches or pains."

- FRAN

¹ As of 12/31/2025.



Cariloha Cares

Cariloha believes in making a positive difference for the planet and its people and continues striving to make impacts in the following ways:

Mattress Recycling – Diverting 90% of older mattresses from landfills through donation and recycling.

Renewable Materials – Replacing non-bamboo blends with post-consumer recycled materials.

Bamboo Renew™ – Official place for customers to shop, sell, and renew Cariloha bamboo, giving products a circular life and keeping them out of landfills.

One Tree Planted – Contributed to planting over 106 thousand hectares of forest across six global regions 2024 - 2025.¹

Packaging – Shipping bags transitioned to 100% recycled materials.

- 100% compostable shipping bags
- 100% bamboo paper shopping bags
- 50% recycled content in SFI-certified shipper boxes
- 100% recycled packaging fill (no plastic bubbles)
- 100% recycled materials in hang tags

Cariloha Sustainable Saturdays

(global Cariloha retail showroom and headquarter teams participate monthly in sustainable activities in their local and regional communities).

Cariloha participated in even more humanitarian aid efforts this past year, involving product, monetary and time donations to the following charities in 2025:

- Ronald McDonald House Charity
- Korah Kids Ethiopia Project
- Children of Ethiopia Orphanage Education Fund
- Maui Ola Foundation
- Cariloha Apparel Donation through LDS Humanitarian (Vanuatu Earthquakes, Flooding Relief, Refugees, etc.)
- Various U.S. School District Fundraisers
- Multiple Youth Fundraising Programs
- RODS Heroes

¹ Source: One Tree Planted Annual Donor Reports FY 2024, FY 2025.



Why Bamboo? Soft & Sustainable

A COMFY WAY TO SAVE THE PLANET™

Bamboo is highly eco-friendly, saving soils, preserving oceans and cleaning the atmosphere

Grows organically without pesticides and renews itself almost immediately without replanting

Prevents soil erosion

Reduces waste and indirectly replaces consumption of critically scarce resources

PROBLEM

Non-biodegradable post consumer textile waste
 Marine non-point source pollution from runoff
 Air pollution
 Erosion
 Harmful pesticides to consumers
 Deforestation and forest degradation

THE SOLUTION: BAMBOO

Naturally dissolves back into the earth
 Fertilizer, pesticide, chemical free
 Can consume more CO2 than equivalent stand of trees
 Roots remain after harvesting preventing runoff
 Grows organically
 Naturally renews itself



SOFT
Softer than Cotton



COOL
Cooler than Cotton



CLEAN
Odor Resistant



GREEN
Renewable Resource

The Process

How do bamboo fields become Cariloha Bamboo™ products?
Follow the process of harvesting this truly green resource.



HARVESTING

The harvesting process consists of cutting seasoned stalks into smaller pieces of raw bamboo.



PROCESSING

The raw bamboo is then processed, extracting the bamboo pulp that is then dried into parchment-like sheets.



MILLING

Once thoroughly dried, these sheets are milled into a soft, fluffy Bamboo material.



SPINNING

The Bamboo material is then separated and spun into yarn for knitting or weaving.



CREATING

The fabric is then cut and sewn into our finished Bamboo bedding, apparel and bath goods.



17+ Years Dedicated to Sustainable, Eco-Comfort Products

Cariloha is Born
2007



Pivoted to All Sustainable Bamboo Products
2009



Opened 47,000 Sq. Ft. Distribution Center
2012



Launched Cariloha's Bedding Suite
2016



CEO, Jeff Pedersen, wins EY Entrepreneur of the Year
2018



Carbon Footprint Reduction Initiative
2021



2008
Opened our First Three Showrooms



2010
Created Scalable Showroom Model



2014
Expanded into Wholesale Distribution Channels



2017
Mattresses Become CertiPur-US Certified



2019
Spotlighted by Print and Broadcast Media



2023
Certified B Corporation

Safety & Sustainability Standards

Comfort with a Conscience. Our commitment to bamboo sustainability starts at the source – right out of the ground – and extends all the way to your home and back again. It's a respectful, synergetic relationship that requires constant care and nurturing. We never take what we can't replenish.



FAIR TRADE

Helping support environmental stewardship, fair wages and safe working conditions for farmers and working communities involved in production of thousands of products, further improving millions of lives, and protecting land and waterways in 45 countries and counting. Cariloha is making a concerted effort to increase its usage of Fair Trade factories, as is evidenced in select Bamboo Style™, Bamboo Fit™ and sleepwear products.



CERTIFIED B CORPORATION

Cariloha has joined the B Corp community, a group of companies focused on using the power of business as a force for social, environmental, and economic good. The B Corp model provides best-in-class standards and processes that help us ensure we're always fulfilling our mission and elevating our work.



OEKO-TEX STANDARD 100

Ensuring that no harmful chemicals were used during production of our bamboo products and are certified to be chemical free. Cariloha products have been tested for harmful substances according to the criteria applicable to them under the Oeko-Tex Standard 100.



CERTIPUR-US

Tested to meet CertiPUR-US® rigorous standards for emissions, content, performance and durability. Approved foams are low emissions for indoor air quality, made without ozone depleters, PBDEs, heavy metals, formaldehyde, and prohibited phthalates. Cariloha mattresses and foam pillows have been certified through the CertiPur-US® program. For more information, visit the CertiPur Site.



MADE IN GREEN

This certification ensures that not only are our products tested for harmful substances, but they're also produced sustainably in accordance with OEKO-TEX Standard 100 guidelines. All Cariloha bath towels are Made in Green.



SUSTAINABLE FORESTRY INITIATIVE

We partner with box suppliers that use materials that adhere to the SFI Fiber Sourcing Standards. These fiber sourcing requirements include measures to ensure responsible forestry practices, broaden the practice of biodiversity, and use forestry management best practices to protect water quality.



FOREST STEWARDSHIP COUNCIL

At Cariloha, we strive to use FCS certified materials in our paper-based product packaging. FSC chain of custody certification provides a credible assurance that products which are sold with an FSC claim originate from well-managed forests, controlled sources, or reclaimed materials.



BORN IN THE ISLANDS,
WHERE THE STYLE OF THE
CARIBBEAN MEETS THE
SPIRIT OF ALOHA.

