

Designer and producer of fully washable high-end comfort cushions for pets is looking for a production partner for their designs;

Summary

Profile type	Company's country	POD reference
Business request	Belgium	BRBE20240719027
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement Commercial agreement	• World
Contact Person	Term of validity	Last update
JACOPO CONTAVALLI	19 Jul 2024 19 Jul 2025	19 Jul 2024

General Information

Short summary

A small Flemish family company is successfully bringing fully washable high-end comfort cushions on the market. They work now exclusively through their website for sales. Plans have been made to start distributing through other retail channels and to diversify the product portfolio. In order to assure a correct supply chain process they are looking for a reliable production partner that may in future be involved in the design process.

Full description

A small Flemish family business has successfully launched a line of high-end, fully washable comfort cushions. These premium cushions consist of six layers of diverse textiles. Their design features pressure buttons that allow for the combination of different cushions, adjusting the firmness and softness as desired. Made from upholstery fabric, these cushions are hair-free and can be easily washed at home. They come in a wide range of appealing colors, which can be mixed and matched to create a thicker, custom-designed cushion. Currently, the company operates exclusively through their website, catering to customers in Belgium and the Netherlands. They have plans to distribute through additional retail outlets, broaden their product range, and explore new markets. To ensure a smooth supply chain, they are seeking a dependable production partner who might later contribute to the design process. Once production and supply are optimized, they will proceed with their expansion strategy.

Regarding the production partnership, the company's owners are adamant about including an NDA clause as soon

as technical sheets are exchanged with potential partners, due to past negative experiences. Two patents are pending for the products, and the commercial name of the series has been registered.

Currently, they handle production batches of 1,500 units at a time, but this number could vary based on sales. The production partner is expected to contribute process expertise to establish a dynamic ordering system.

The partner will be responsible for procuring the upholstery fabric and other components needed to manufacture the cushions. Presently, there are eight distinct cushion designs, with the possibility of more in the future. The production partner is welcome to suggest new designs and fabrics, although the final decision rests with the company owners. The fabric needs to have a high Martindale-score to assure durability and allow 40° washing.

Advantages and innovations

The cushions are made of high quality upholstery fabric so it is durable and long lasting. Because of the pressure buttons, everyone can customize their cushions to get something unique. The ease of washing also is an advantage compared to other pet cushions.

Technical specification or expertise sought

The production partner has to be able to ensure the correct production and supply chain process.

Stage of development

Already on the market

IPR Status

IPR granted

Sustainable Development goals

• **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

The partner has to be able to source the fabrics and other necessary items for the production of the cushions. They have to create the models based on the designs to produce the cushions and insert the pressure buttons. Together with the owners the partner can suggest in the future new fabrics and designs. The partner needs to be able to scale with the expansion that is foreseen by the company in the coming years and have the flexibility in the production of different batches of different products.

Type of partnership

Type and size of the partner

Supplier agreement

• **SME 50 - 249**

Commercial agreement

• **SME 11-49**

Dissemination

Technology keywords

Market keywords

- **07001007 - Other leisure and recreational products and services**
- **07004003 - Home furnishing and housewares**
- **07004008 - Other consumer products**

Targeted countries

- **World**

Sector groups involved

- **Textiles**

Media

Images



[Donker grijs Ecu.jpg](#)



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