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September 19, 2019: MASON, OH – DOWNLITE, a leader in top of bed comfort solutions and innovations, is continuing to revamp operations as its board names Joe Crawford CEO. Crawford, previously of Pacific Coast Feather, will assume the role of Chief Executive Officer effective Monday, September 23, 2019.

“We continue to make improvements in our business, services, and product lines that match our core values and customer demands,” said Marvin Werthaiser, Owner. “Bringing Joe onboard will provide industry-leading experience and leadership as we turn to the next phase of business growth.”

Before joining DOWNLITE, Crawford held the position of CEO at Pacific Coast Feather. Prior to that he was the SVP of Finance and Procurement at P.C.F., amongst other key positions since he joined in 1992.

“I’m excited to join DOWNLITE; and look forward to being part of a team where product quality, customer service, honesty and integrity are not just words, but part of the culture,” said Joe Crawford.

DOWNLITE will be continuing to focus on developing new product lines, sustainability, advance product and packaging innovation, amongst other key initiatives to continue to grow the company as a global leader in comfort solutions. The company will continue to support its long-standing mission to be sustainable, traceable, and provide consumers with high quality products at a great value.

Partnerships

Downlite has a long-standing and passionate commitment to our prestigious brand partners, which include: PrimaLoft®, Pendleton® Woolen Mills, Stearns & Foster®, Tommy Bahama®, Eddie Bauer®, Jennifer Adams®, 37.5®, Allergy & Asthma Association of America®, Nikwax®, among others.

About DOWNLITE

DOWNLITE is a leading consumer products company focused on *Inspiring and Enhancing Lives Through Superior Comfort*, with products ranging from premiere filling materials to comfort bedding solutions designed to help you sleep well at night. Its products – comforters, pillows, mattress pads, feather and fiber beds, sheets, protectors, and encasements – are sold under private label, national brands, and owned brands in department stores, specialty stores, catalogs, and e-commerce outlets, as well as to the Hospitality Industry. DOWNLITE also supplies high-quality fill to furniture, outerwear and sleeping bag manufacturers around the

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globe. DOWNLITE is a bluesign® system partner, TDS and RDS certified, a member of the Sustainable Apparel Coalition, a member of the American Down & Feather Council (ADFC), Outdoor Industry Association (OIA), Conservation Alliance, and 1% for the Planet.

we help you sleep well at night™
Comfort To The Core™

#DOWNLITE

#SleepWithDOWNLITE