About Savvy Rest

Our Story

In 2003, Michael Penny opened a small mattress store near Charlottesville, Virginia. In 2006, Penny founded Savvy Rest and began to manufacture Savvy Rest natural mattresses. Savvy Rest products are now carried by a network of retailers across the country. Penny was profiled by Inc. magazine in 2010, and since then Savvy Rest has continued to rank in the "Inc. 500/5000" list of America's fastest-growing companies.

In 2011, the company renamed its flagship store Savvy Rest Natural Bedroom (SRNB), and opened another in Vienna, VA, outside Washington, D.C. In late 2012, Savvy Rest became employee owned. In 2013, SRNB stores opened in Rockville, Maryland and Berkeley, California. The dealer network of independent retailers continues to grow across the U.S. and now includes Canada.

In 2011-2012, Savvy Rest undertook an introspective dialogue, inspired by the book *Tribal Leadership*, to define the company's shared purpose and values. In 2013, Savvy Rest became a B Corporation, to further promote:

Our Values

Empathy. We value presence, practice openness, and respect vulnerability.

Health. We place well-being above profits. We contribute to better sleep, better health, and relief from pain and fear.

Empowerment. We offer accurate information to support conscious choices. What we don't know, we admit, and what we find out, we share.

Sustainability. We acknowledge our support from this beautiful earth, and we are accountable for our impact.

Our Purpose

- We create exceptional products, with consciously-sourced materials, that contribute to comfort, rest, and relief from pain.
- We believe that better sleep and trusting relationships inspire people, and that inspired people can change the world.