

# *silk&snow*

Media Kit  
*January, 2022*



# Our Story

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At Silk & Snow, we believe that creating quality sleep and lifestyle products shouldn't come at the cost of the planet. When you partner with us, you can rest easy knowing that our curated line of products not only looks good but are produced sustainably.





# Our Highlights

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**In 2020 we made Canadian Business' top 10 Startup List Ranking of Canada's Fastest Growing Companies**



**We made Globe and Mail's Top Growing Businesses List 2021**



# *Meet the founder,* **Albert Chow**

Albert Chow, along with his two partners, founded Silk & Snow in 2017. Their dream was to create the perfect mattress - made locally, ethically, and delivered to your door in a box.

With innovation at the forefront of our operations, Silk & Snow has grown into a one-stop bedding company offering a curated line of high-quality sleep essentials.





# Press and Awards

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THE MARILYN DENIS SHOW  
**MARILYN**

NP

THE  
GLOBE  
AND  
MAIL

— 2021 —  
**REPORT ON BUSINESS**  
CANADA'S TOP GROWING  
COMPANIES

THE VANCOUVER SUN



**Global**  
NEWS

HOUSE & HOME

**CANADIAN BUSINESS**

**THE KIT**

Reader's  
Digest

# Our Products

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1.

# Mattresses

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# S&S Mattress

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Made using only the highest quality materials, our S&S mattress promotes conscious manufacturing and transparency while delivering the dreamiest sleep experience possible.

Premium 4lb luxury memory foam and an innovative cover design come together to create a perfect sleep environment.

When it comes to foam, weight means quality, and our foam mattress is one of the heaviest on the market. Our ultra-dense 4lb memory foam will give you the plushness and pressure relief you've been looking for and keep that feel for 15 years or more.



## *Benefits:*

- Made in Canada
- Consistently cool
- Pressure relief
- Zero motion transfer
- Easily washable antimicrobial cover
- Certi-Pur US certified



# Hybrid Mattress

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Our plush and supportive Hybrid Mattress is the best of both worlds. 1000+ pocketed coils offer a cool, bouncy, and responsive sleep surface, while the memory foam layer provides the contouring and pressure-point relief that memory foam is known for.

Constructed entirely by experienced Canadian craftsman, our Hybrid Mattress strictly uses quality materials all sourced locally from conscious manufacturers in Canada. With double-tempered Canadian steel and CertiPUR-US certified memory foam, you can rest easy knowing this spring mattress is built sensibly and sustainably.

Our S&S Hybrid Mattress presents a winning combination in sleep.



## *Benefits:*

- Made in Canada
- Anti-sag edge support
- Pressure relief
- Cool sleep surface
- Zoned lumbar support
- Easily washable antimicrobial cover
- Absorbs motion transfer
- Certi-Pur US certified



# Organic Mattress

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Our Organic Mattress makes going green a breeze. This mattress combines GOLS certified organic latex, GOTS certified organic cotton, naturally fire retardant New Zealand Joma wool, and innovative pocketed spring coils for a supportive sleep, completely crafted by nature.

Free from polyurethane foam, polyester, and any toxic fire retardants, our Organic Mattress is crafted by nature, for nature. Unlike other online mattress options, our Organic Mattress is built using ethically sourced organic materials that are built to last. Sleep well, sleep sustainably.



## *Benefits:*

- Made in Canada
- Non-toxic, chemical free
- 100% organic cotton cover
- 100% organic latex layer
- Firm edge support
- Zoned support
- Certi-Pur US certified
- OEKO-Tex certified
- GOLS certified
- GOTS certified
- eco-INSTITUT certified



2.

# Bedding



# *Handwoven* **Weighted Blankets**

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We wanted to reinvent the weighted blanket. That's why Silk & Snow's weighted blanket is made with a beautiful knitted construction and is naturally breathable.

That means you get all of the beneficial stress free comforts of a traditional weighted blanket without pesky glass pellets. Plus, we offer multiple weight choices so you can get the perfect sleep!

Our Weighted Blanket ensures you de-stress comfortably by allowing greater breathability when compared to conventional weighted blankets.





# Flax Linen

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Experience an easy-breezy, comfortable sleep with our pristine linen bedding, made with 100% European Flax.

Manufactured in the historical textile city of Guimarães in Portugal our Flax Linen Sheets are fabricated with centuries of heritage and expertise behind every stitch.

Nobody likes to wake up feeling sweaty. With a lightweight and unbelievably breathable feel, our linen bedding is the epitome of carefree comfort. Toss in fantastic moisture-wicking and anti-static properties, and you have a recipe for a relaxing night's rest, every single night.







# Egyptian Cotton

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Smooth, lustrous, and oh-so-soft, our 100% certified long-staple Egyptian Cotton sateen is the key to luxuriously comfortable sleep.

Egyptian Cotton is the softest and most durable variety of cotton on the planet, due to its extra long staple length. Manufactured in the historical textile city of Guimarães in Portugal, these Egyptian Cotton sateen sheets are woven with centuries of expert craftsmanship behind every stitch.



# Muslin

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Made from 100% cotton, our gentle, lightweight muslin is satisfyingly textured for a soft, soothing sleep.

Muslin bedding is perfect for sleepers who sleep hot, as the unique weave of the fabric allows for a cool sleep.

Muslin bedding is among the softest available, which is why it's the preferred bedding material for babies. Additionally, muslin gets softer and softer with each wash, making this bedding oh-so-cozy. Get sheets soft enough for a newborn, with a little extra style.





# Silk Pillowcases

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Made from 100% silk, our perfect silk pillowcases ensure you take care of your hair and skin while enjoying a soft, luxurious sleep.

Our silk pillowcases are free of toxic dyes and are manufactured consciously.

Perfect for anyone with sensitive skin!



# Alpaca Throws

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Made completely from 100% pure alpaca wool sourced from generational breeders in the Peruvian Andes, our Alpaca Throw Blankets are lighter, warmer, and softer than merino wool, and provide the perfect touch of colour to any home.

Unlike other popular throw materials such as merino or cashmere, alpaca fibre grows naturally in 22 beautiful colours, allowing us to completely avoid the use of harsh dyes. Enjoy the simple beauty of mother nature's palette.

All of the alpaca fibre used in our throw blankets come from storied Alpaca breeders in the Peruvian Andes.





# What our customers are saying

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“

I went on vacation 2000 miles  
away and 'had' to take my  
blanket along...



This is a great mattress, it was  
immediately the best and most  
comfortable one I've ever  
owned.



Your weighted blanket is  
far superior compared to all  
weighted blankets I have  
ever seen or felt.



I love my duvet cover and shams.  
Material is so light and super soft.



I can't sleep without it anymore!



Love this bed! Have recommended  
to so many!



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# Brand Guidelines

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[High Resolution Images](#) >

[Logo](#) >

[More Reviews](#) >

[Brand Guidelines](#) >





If you are a member of the press and cannot find something you need or would like to speak with someone from Silk & Snow please contact:

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