Students Tour Malouf, Industry Leader in Sleep Products

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During a tour of sleep products giant, Malouf, students from Utah State University’s Outdoor Product Design & Development program learned the details of product development from Kyle Robertson, director of product development for the company.

Students learned the humble beginnings of the company founded by entrepreneur couple Sam and Kacie Malouf, who started the company in their Logan apartment after graduating from Utah State University.

Robertson toured students through their Nibley, Utah headquarters and walked through the various departments needed to bring a product to market including product development, marketing, design, and logistics. Malouf designs and produces sleep products ranging from sheets and pillows to mattresses and bed stands.

Students gained an appreciation for the team required to design, produce, and sourcing materials and finished product from factories all over the world. Robertson described how the product team has expanded, growing from two to over ten employees in the last few years, emphasizing the opportunity for students graduating with an understanding of product design and development

Industry collaborations made possible through the Manufacturing and Outdoor Products Support Hub, a partnership between Utah Manufacturing Extension Service and Outdoor Product Design & Development.