

1. Company Introduction

Hello, I'm **Suhasi**, founder of **PurePose Yoga Mat Company**. At PurePose, we manufacture premium, eco-friendly yoga mats designed to support every level of practice, and anyone from beginner level to expert. Our mission is to blend sustainable materials with thoughtful, creative design and every product is hand-tested for comfort, grip, and longevity to elevate your practice while caring for the planet.

2. Our Product Lineup

I'm excited to share our three flagship mats:

1. **Essential Mat** – your everyday buddy
2. **Pro Alignment Mat** – for studio-quality precision
3. **Travel Lite Mat** – practice anywhere, anytime

2a. Design & Customization

All three mats come in 4 base colors or a rotating set of 3 art-inspired prints, so customers can pick the look that fits their style or studio décor.

3. Essential Mat

PurePose Essential Mat – 6 mm Eco-TPE Yoga Mat

Product Description:

Upgrade your daily practice with the PurePose Essential Mat, crafted from high-density Eco-TPE(Eco-friendly Thermoplastic Elastomers) foam for just the right balance of cushioning and stability. At 6 mm thick, it protects your joints during standing poses and provides comfortable support for floor work. The antimicrobial, sweat-resistant surface makes cleanup a breeze, so your mat stays fresh class after class.

Price: \$30

Key Features:

- **Premium Eco-TPE Construction:** 100% recyclable, latex-free foam delivers superior softness without harmful chemicals
- **Optimal Cushioning (6 mm):** Protects knees and wrists in low-impact sequences while still maintaining a stable connection to the floor
- **Micro-Textured Grip:** Engineered surface pattern resists slipping, even in heated or high-intensity workouts
- **Antimicrobial Coating:** Inhibits odor-causing bacteria for a cleaner, healthier practice
- **Lightweight & Portable:** Weighs just 1.5 lb and rolls up easily with the included carry strap
- **Available in Four Solid Colors:** Sage green, charcoal, blush pink, midnight blue
- **Plus Three Seasonal Print Patterns:** Botanical, geometric, ombré

Specifications:

- Dimensions: 72" × 24" × 0.24"
- Weight: 1.5 lb (0.68 kg)
- Material: Eco-TPE foam (phthalate- and latex-free)
- Care: Wipe clean with mild soap and water; air-dry flat

Why It Matters: Perfect for home practitioners and beginners who want comfort without bulk.

4. Pro Alignment Mat

PurePose Pro Alignment Mat – 8 mm Natural Rubber Yoga Mat

Product Description: Push your practice further with the PurePose Pro Alignment Mat. Crafted with an 8 mm natural rubber top layer for unmatched traction and a slip-resistant, phthalate-free PVC base that keeps you grounded. Subtle “T” and “H” alignment guides printed on the mat help you center your hands and feet for precise posture—perfect for power vinyasa, hot yoga, or Pilates.

Price: \$50

Key Features:

- **8 mm Total Thickness:** Superior cushioning for joints
- **Alignment Guides:** Printed “T” and “H” lines refine posture
- **Studio-Grade Grip:** Tear-resistant, non-slip traction even in hot classes
- **Premium Natural Rubber Top Layer:** Exceptional grip during sweaty flows
- **Phthalate-Free PVC Base:** Keeps the mat firmly anchored and eco-conscious
- **Available in Four Solid Colors:** Sage green, charcoal, blush pink, midnight blue
- **Plus Three Seasonal Print Patterns:** Botanical, geometric, ombré

Specifications:

- Dimensions: 72" × 26" × 0.31"
- Weight: 2.4 lb
- Material: Natural rubber (top) / PVC (base)
- Care: Wipe with a damp cloth; avoid direct sunlight

Why It Matters: Ideal for power vinyasa, hot yoga, and serious practitioners who need pinpoint accuracy.

5. Travel Lite Mat

PurePose Travel Lite Mat – 2 mm Microfiber Yoga Mat

Product Description:

Take your practice on the road with the ultra-compact PurePose Travel Lite Mat. At only 2 mm thick, it packs down to a 6" × 4" cylinder and slips into your carry-on or backpack. The soft microfiber top absorbs moisture for enhanced friction and sweat-activated grip, while the quick-dry natural rubber backing keeps everything locked in place. Ideal for studio drop-ins, outdoor flows, or hotel workouts.

Price: \$25

Key Features:

- **Ultra-Thin, Rollable Design:** 2 mm thickness for portability; rolls down to a 6" × 4" cylinder
- **Microfiber Top Layer:** Sweat-activated grip that gets tackier as you flow
- **Natural Rubber Backing:** Non-slip base keeps the mat secure on any surface
- **Machine-Washable Strap & Mat:** Toss in the washer on gentle cycle; hang to dry
- **Lightweight & Portable:** Weighs just 0.8 lb

Specifications:

- Dimensions: 68" × 24" × 0.08"
- Packed Size: 6" × 4" (15 × 10 cm)
- Weight: 0.8 lb (0.36 kg)
- Material: Microfiber (top) / Natural rubber (back)
- Care: Machine wash cold; air-dry

Why It Matters: Perfect for on-the-go yogis—take it to the studio, park, or hotel without missing a beat.

6. Customer Feedback

- **Average Rating:** 4.4 ★ out of 5 (1,200+ reviews)
 - **Top Praise:**
 - "Alignment lines on the Pro mat changed my practice."
 - "Essential mat cushions my knees perfectly."
 - "Travel Lite is the only mat that fits in my carry-on!"
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7. Discounts & Coupons

- **FIRST10:** 10% off your first mat
- **TWIN15:** Buy two mats, get 15% off the lower-priced item
- **SUMMER10:** 10% off the Travel Lite Mat during summer launch

8. Sales & Retail Channels

- **PurePose.com** — full product line + seasonal exclusives + subscription-style mat refresh programs.
- **Amazon Storefront**
- **Seasonal Pop-up Stores**

Order Processing

- Orders placed via our website, Amazon, or retail partners.
- **Standard Shipping:** 2–5 business days with UPS/FedEx; **Expedited** 1–2 days.
- **Free shipping** on U.S. orders over \$75; flat \$5 on smaller orders.

9. Customer Support & After-Sales

- **30-Day “Love It or Return It” Guarantee**—free return shipping label.
- **1-Year Limited Warranty** against manufacturing defects.
- **Care Guides & Video Tutorials:** best practices for cleaning, storage, and alignment drills.
- **Live Chat & Email** support (M–F, 9 am–6 pm CT) plus a growing FAQ/Knowledge Base.

10. Distribution & Product Flow

- **Raw materials** sourced from certified-eco suppliers in Vietnam (Eco-TPE) and Costa Rica (natural rubber).
- **Quality control:** incoming-inspection at partner facilities; every batch hand-tested in our Chicago HQ before shipping.
- **Warehouses Across USA:**
 - Chicago, IL (serving Midwest)
 - Dallas, TX (serving South)
 - Los Angeles, CA (serving West Coast & Pacific)
- **Third Party Logistics Partners:** For scalable, just-in-time restocking.

11. Inventory Management & Replenishment

- **Demand forecasting** utilizing seasonal sales data, Google Trends.
 - **Safety stock levels** maintained to avoid out-of-stock on best-sellers like Essential Mat Sage, Pro Alignment Charcoal.
 - **Vendor-Managed Inventory (VMI)** for large wholesale partners to streamline replenishment.
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