

REVOLUTIONIZING LUXURY BEDDINGS WITH ACCESSIBILITY AND INNOVATION

ABOUT RR DISTINCTIVE BEDDINGS LLC. RR Distinctive Beddings is a forward-thinking luxury bedding company based in Reno, Nevada. Founded by Ruby Russell, the company specializes in high-quality, accessibility-focused bedding solutions. With a dedicated team and a commitment to inclusivity, RR Distinctive Beddings offers premium products, including Stayput Beddings®—an innovative self-centering top sheet designed for ease of use, especially for individuals with mobility challenges. Their offerings include percale and sateen bedding, blending comfort with functionality. The company is woman-owned and recognized for its social impact and design excellence.

THE CHALLENGE. Despite its groundbreaking designs and strong commitment to inclusivity, RR Distinctive Beddings faced challenges in scaling its business. Specifically:

Community Partnerships: Their accessibility-focused brand, Befitted Beddings®, struggled to secure key partnerships to advance their mission.

Sales Growth Strategy: The company lacked a clear plan to expand, particularly to secure B2B relationships with the hotel sector.

Resource Limitations: Without the right connections and guidance, expanding their reach and securing large-scale clients remained difficult.

MEP CENTER'S ROLE. To address these challenges, **Manufacture Nevada** played a pivotal role by:

Establishing key community partnerships with the Chamber of Commerce, the Governor's Office of Economic Development, and the Economic Development Authority of Western Nevada to strengthen the company's local presence and expand networking opportunities.

Serving as a central hub, connecting RR Distinctive Beddings with potential manufacturing resources and saving 80% of their outreach time.

Providing business strategy guidance to help them explore the hotel and hospitality sector and position themselves for long-term B2B growth.

Results

Saved 80% of the time previously spent on resource and partnership development outreach.

Added 3 new community partnerships, strengthening the local presence.

Increased brand recognition, earning awards from the American Council of the Blind, CREA, and inclusion on *Entrepreneur's* Top 100 Entrepreneurs list.

Positioned for long-term success by combining innovation with community-driven growth.

"We need all the help we can get! Manufacture Nevada was instrumental in helping RR Distinctive Beddings overcome key growth challenges, saving us valuable time and helping us connect with the right partnerships. Their strategic guidance allowed us to further explore the hotel and hospitality sector and strengthen our presence in the community. Thanks to their support, we are now positioned for long-term success while continuing to champion accessibility and luxury in the bedding industry."

-Ruby Russell, Founder, RR Distinctive Beddings

RESULTS



Save **80%** of time previously committed to partnership development outreach



3 awards: American Council of the Blind, CREA, and *Entrepreneur's* Top 100 Entrepreneurs list



Reached new markets in the hotel and hospitality sector



Added **3** new community partnerships, strengthening local presence.



Brand positioning for long-term success, combining innovation with community-driven growth.

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