

# P E R F E C T L I N E N S

## Company Facts

Thomas Danaher founded [Perfectlinens.com](https://perfectlinens.com) in July, 2016. "Everyone claimed their sheets were the best -- everyone still does. But who except Perfectlinens tests their sheets... and invests in science to select the best sheets?" Danaher asks. "Instead of subjective claims, we utilize objective evaluations based on [fabric tests with highly specialized instruments](#)."

Perfectlinens evaluated more than 200 sheets but offers just 10. "190 sheets are just average... like all the other sheets in the market." The sheets Perfectlinens selects are unique: exceptionally cool, soft, crisp, warm, etc." Instead of fluffy claims or threadcounts, "Isn't how your sheets FEEL most important?"

"We're so confident of our technology that we offer the industry's only returns policy allowing shoppers to use their sheets and return them after 45 days. Other retailers accept returns only for unused sheets." Perfectlinens pays shipping for return sheets (as well as free shipping on any purchase.)

[Perfectlinens.com](https://perfectlinens.com) does not offer comforters, blankets, pillows or even printed sheets. "My 20-years experience showed me that 80% of all sheets are solid colors -- and most of those are white." The sheets are sourced from Italy, Portugal, India and China (bamboo). [Perfectlinens.com](https://perfectlinens.com) sells direct to consumers on their website and not (yet) to other retailers. "We'll see," Danaher says.

Located in New York City, the company has five employees: three women and two men including the founder. Having served thousands of customers, "a very large percentage of our customers come back and buy second and third sets of sheets," says Danaher.

Perfectlinens sells sheets by how they feel to the touch. One of their slogans sums up the mission best: "Don't just change your sheets, change the way you buy your sheets!"

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