



Michael Grasewicz <mgrasewicz@gmail.com>

Sample 1 synthesis + next steps

7 messages

Michael Grasewicz <mgrasewicz@gmail.com>

Mon, Jan 26, 2026 at 12:27 AM

To: Trevor Crotts <trevor@americanpetworks.com>, Rabia Dastgir <rabia@americanpetworks.com>, Special Projects <projects@americanpetworks.com>

Cc: Ben Lebovitz <benjaminlebovitz@gmail.com>

Hi team,

Thanks again for pushing through Sample 1. Living with the sample in a real home has been helpful in clarifying where we stand.

At this stage, there are several core build errors that need to be addressed.

- This isn't a padding or finish issue — it's construction and geometry. The two-piece build collapses when handled, the bolsters roll outward, and the interior footprint is overly open, which makes the bed feel oversized and uncontained in the room.
- As built, it behaves like a mass-market pet bed rather than a single, furniture-grade object. It feels like it's off the shelf at Petsmart with nicer fabric.

Looking back at the Spoils Bed presentation, this outcome aligns most closely with Design 1. That design should never have been considered a viable build path — that's on me for not formally removing it from the deck.

More importantly, the renders for Designs 2 and 3 imply structure and rigidity that aren't enforced in the current construction profile, which created misalignment between visual intent and what the factory could physically produce.

Before moving forward with another sample, we need to realign on construction first — specifically what structural and geometric changes are required to make the rendered silhouette real (upright walls, no outward sag, unified object behavior). Otherwise we risk continuing to refine a direction that can't deliver the intended outcome.

Let me know how you'd recommend we proceed from here — whether that's a revised construction proposal, a reset approach, or a working call to align on next steps.

Thanks,
Michael

PS - I've included photos showing the above as well as the construction for Design 1 which will probably not render like Design 2 or 3 with that build. I also bought an Orvis dog bed off FB marketplace before to have a reference and it feels much more like one complete piece of furniture (not that it's the direction I want to move in)

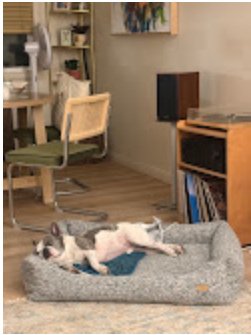
--

Michael Grasewicz
804-677-9040

5 attachments



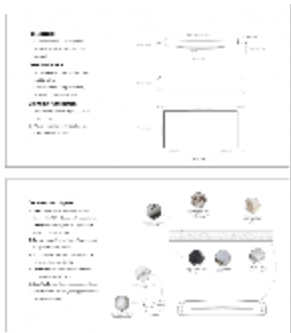
IMG_F6A373DB-2E25-4FD2-9468-5961DC049219.JPEG
1772K



IMG_2668.JPG
2768K



IMG_2F99E65C-0793-4F26-9945-B60006C002EE.JPEG
2402K



Screenshot 2026-01-26 at 12.23.16AM.png
181K



IMG_040DAFA1-D508-44CB-BCE0-B75D9D414B86.JPEG
2759K

Michael Grasewicz <mgrasewicz@gmail.com>

Mon, Jan 26, 2026 at 9:25 AM

To: Trevor Crotts <trevor@americanpetworks.com>, Rabia Dastgir <rabia@americanpetworks.com>, Special Projects <projects@americanpetworks.com>
Cc: Ben Lebovitz <benjaminlebovitz@gmail.com>

Also, sorry forgot to add, BUT I DO HAVE A CO-FOUNDER NOW.

His name is Ben, he's amazing. He's the new person CCed on emails but he'll be on all calls going forward as we tag team the future of spoils.

[Quoted text hidden]

--

Michael Grasewicz
804-677-9040

Rabia Dastgir <rabia@americanpetworks.com> Mon, Jan 26, 2026 at 10:49 AM
To: Michael Grasewicz <mgrasewicz@gmail.com>
Cc: Trevor Crotts <trevor@americanpetworks.com>, Special Projects <projects@americanpetworks.com>, Ben Lebovitz <benjaminlebovitz@gmail.com>

Hi Michael,
Nice to e-meet you, Ben.

Totally aligned on nailing the construction first. I do think we may need to revisit the bed size, building in the right stability will naturally push this toward a heavier product, so it's worth thinking through holistically.

To that end, I suggest we jump on a working session. I've created a tentative meeting invite and sent it to everyone's calendars (details copied below). If this time doesn't work, just let me know and I'll adjust accordingly.

Separately, per the factory's notes, they've completed the next sample with a slightly raised height and base and a different shell fabric. I'll ask them to hold off on shipping for now and instead share a short video after running through specific test requirements. That way, we can review everything together during the meeting and align on next steps.

Looking forward to connecting.

Tentative: Sample 1 synthesis + next steps
Friday, January 30 · 10:15 – 10:45am
Time zone: America/Vancouver
Google Meet joining info
Video call link: <https://meet.google.com/gnf-qgxb-hwt>
Or dial: (CA) +1 647-735-1952 PIN: 616 634 423#
More phone numbers: <https://tel.meet/gnf-qgxb-hwt?pin=7832551695732>

[Quoted text hidden]

--

Best Regards,

Rabia Dastgir
Global Sourcing Director

**AMERICAN
PET WORKS**

[Schedule your meeting here](#)

Ben Lebovitz <benjaminlebovitz@gmail.com> Mon, Jan 26, 2026 at 5:44 PM
To: Rabia Dastgir <rabia@americanpetworks.com>
Cc: Michael Grasewicz <mgrasewicz@gmail.com>, Trevor Crotts <trevor@americanpetworks.com>, Special Projects <projects@americanpetworks.com>

Thank you Rabia,

Great to e-meet you as well.

This working session sounds like a great approach to setting the ship right, and looking forward to the conversation together! Above all else, nailing the design, the form and the materials are what we want to lock in.

I can confirm that time works for me.

Thank you!

—
Ben

[Quoted text hidden]

Michael Grasewicz <mgrasewicz@gmail.com>

Mon, Jan 26, 2026 at 6:01 PM

To: Rabia Dastgir <rabia@americanpetworks.com>

Cc: Trevor Crotts <trevor@americanpetworks.com>, Special Projects <projects@americanpetworks.com>, Ben Lebovitz <benjaminlebovitz@gmail.com>

Hi Rabia – That time works for me - looking forward to connecting.

Best,
Michael

On Mon, Jan 26, 2026 at 10:50AM Rabia Dastgir <rabia@americanpetworks.com> wrote:

[Quoted text hidden]

--

Michael Grasewicz
804-677-9040

Rabia Dastgir <rabia@americanpetworks.com>

Fri, Jan 30, 2026 at 1:12 PM

To: Michael Grasewicz <mgrasewicz@gmail.com>

Cc: Trevor Crotts <trevor@americanpetworks.com>, Special Projects <projects@americanpetworks.com>, Ben Lebovitz <benjaminlebovitz@gmail.com>

Hi Michael and Ben,

Thank you all for the thoughtful discussion and hands-on feedback during our review. Below is a concise recap of key observations along with clear recommendations to strengthen the product's structure, comfort, and premium feel.

Key Observations

- The current bed structure feels too soft and visually oversized due to low base foam height and bolsters sitting outside the base.
- While dogs are gravitating toward the bed, excess flat space and sidewall collapse reduce perceived quality.
- Sample 2 showed improvement with increased base foam height, but the bed still lacks the desired rigidity and furniture-like presence.
- The absence of TPU backing is negatively impacting both structure and durability.
- Current fill choices contribute to a looser, pillow-like feel rather than a supportive, premium one.

Recommended Product Improvements

To address the above without a full redesign, we recommend the following targeted adjustments:

1. Increase Base Foam Height

- Increase base foam to **up to 4 inches** total height. 3/4 cooling layer and 3 1/4" of memory foam.
- This will significantly improve weight, support, and overall structure, helping the bed feel more substantial and premium.

2. Upgrade Fabric Backing

- Change to a **high-quality laminated TPU backing**.
- This will improve waterproofing, durability, and add additional rigidity to the overall construction while maintaining washability.

3. Adjust Back Bolster Height

- Increase the back bolster height slightly to create a subtle headrest curve. 1.5" in the centre back and taper down so it doesn't make a visual bump.
- This will visually enclose the bed, reduce the splitting outward appearance, and enhance perceived comfort and structure.

4. Change Bolster Fill

- Switch to a **compact green recycled fiber fill**.
- This will provide better shape retention and support while maintaining a cozy, soft hand feel—avoiding an overly firm or pillow-like result.

Next Step

If possible, we recommend applying these adjustments directly to **Sample 2** for the next iteration. This approach allows us to test whether these targeted changes sufficiently resolve the structural and aesthetic concerns while preserving current patterns, materials, and manufacturing efficiencies.

We believe these updates will bring the bed much closer to the intended positioning: soft and inviting, yet weighted, supportive, and furniture-like.

Looking forward to your feedback and confirmation before I send out to the factory.

On Mon, Jan 26, 2026 at 12:27 AM Michael Grasewicz <mgrasewicz@gmail.com> wrote:

[Quoted text hidden]

[Quoted text hidden]

Michael Grasewicz <mgrasewicz@gmail.com>

Fri, Jan 30, 2026 at 3:43 PM

To: Rabia Dastgir <rabia@americannetworks.com>

Cc: Trevor Crotts <trevor@americannetworks.com>, Special Projects <projects@americannetworks.com>, Ben Lebovitz <benjaminlebovitz@gmail.com>

Hi Rabia –

Thanks for laying this out – we're aligned with the observations and agree that the broader structural and material upgrades you outlined are best evaluated as Sample 2.

Before we pause and wait for that next round, we'd like to make sure Sample 1b addresses a few critical execution issues, especially where we saw outright failure. In particular, we'd strongly like to fix the **zipper construction on 1b** (tape width, seam allowance, corner reinforcement), along with any tightening that can be done around zipper corners and load points using the existing materials and patterns. Given the zipper failure we experienced, this feels important to resolve even in a diagnostic sample.

- I've linked all images in our shared folder under Design > [Sample 1a Feedback](#)

We're not looking to pull forward the larger changes (TPU backing, base height increases, new bolster fill, or silhouette shifts) into 1b – those make sense to evaluate cleanly in **Sample 2**, as you suggested since we'll have a better baseline.

A few additional questions so we can plan clearly on our end:

1. With the Sample 2 changes you outlined (base foam increase, TPU backing, bolster fill change, silhouette refinement), can you share a rough, directional BOM impact versus the current construction?
 - High-level is totally fine – we're just trying to understand order of magnitude.
2. I've attached the fabric swatch PDF the factory previously shared. Now that we've been through this process and have more clarity on our design intent, only the first ~3 pages feel directionally right for us and the X237 family on page 4 in the deck reads as too busy for the brand.
 - Do you believe this represents the full set of upholstery-grade fabrics the factory has access to, or is there a broader fabric universe we could be reviewing?
 - Also, just for Ben's and I knowledge, what's your take on how the SY302 350gsm plain weavchenille? It appears to [render well](#) when I visualize it but not sure how it would hold up over time.
3. From a timing standpoint, what zipper and seam reinforcements can realistically be implemented on Sample 1b, and what's the expected turnaround?
4. Given CNY, what's a realistic window to kick off and deliver Sample 2 once the factory is fully back online?

We're aligned on the end goal – just want to be deliberate about sequencing so we close obvious failure points now and make the bigger structural calls with clean signal post-holiday. [@Ben Lebovitz](#) let me know if I missed anything

Thanks as always,
Michael

[Quoted text hidden]

--

Michael Grasewicz
804-677-9040

 **Fabric Swatches (2).pdf**
588K