



**manduka**



# INSPIRE THE PRACTICE

## our story

Manduka was founded in 1997 by Peter Sterios, a yoga instructor and architect, who began selling yoga mats out of his garage at his home in California. The mat that he sold came to be known as the Black Mat PRO, which is a German-made, high-performance yoga mat, and to this day the Black Mat PRO continues to be the foundation of our brand.

The Manduka brand and business grew, and our products are now used by over 2 million customers and 4 thousand yoga studios worldwide.

## our brand

For 25 years, Manduka has built a reputation as the world's most respected yoga brand. Known for its legendary PRO Mat, Manduka creates high performance yoga mats, yoga towels, bags, props, and men's and women's fitness apparel.

Designed by yogis and trusted by teachers worldwide, carefully selected and sustainable materials are paired with thoughtful design to create innovative products that allow a community across the globe to deepen their practice.

## our team

We now operate out of two offices:  
Our Americas headquarters based in Los Angeles.  
Our EMEA & APAC headquarters based out of Amsterdam.

Manduka B.V. is the entity based in Amsterdam, and we opened our doors in 2019. We are a small team of 7, and we try our best to do yoga as a team once a week – yoga is a part of all of our lives!

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## our mission

Inspire the practice

## our vision

A world uplifted  
by the power of  
yoga and meditation.

## our purpose

To create the world's  
most thoughtfully  
designed products  
for experiencing  
the joy of yoga  
on and off the mat.

## our values

Service the Community  
Driven by Quality  
Honor Mother Earth  
Foster Inclusivity

