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**KEN YO**  
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**Ken Yo Co., Ltd.**

# Yoga Mat White Paper

How to Pick the Perfect Yoga Mat  
for Your Market.

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## ■ Executive Summary

Busy purchasing teams don't have hours to compare arcane material specs. This white paper condenses three decades of KenYo's field experience into a single playbook. It walks you through the six most common usage scenes—from high-traffic gyms to pop-up exhibitions—and shows exactly which mat thickness, material, and compliance benchmarks remove risk and maximise ROI.

Two quick-scan tables and a printable checklist turn subjective "feel" into measurable criteria, while case studies prove that choosing the right spec can cut returns by  $\geq 40\%$  and lift customer satisfaction. By the end, you'll have a concrete, vendor-agnostic yardstick—and know when KenYo's tailored, low-MOQ service is the fastest route to market.





# Market-Scenario Map

This matrix summarizes six common yoga-mat use cases—Commercial Gym, Yoga Studio & Teacher Training, Early-Learning/Day-Care, Home Fitness (Families), and OEM/Private-Label Retail.



For each, it lists the typical end-user profile, the primary stressors they impose, and the key procurement risks buyers must guard against.

Scene	End-User Profile	Primary Stressors	Procurement Risk
<b>Commercial Gym</b>	18–50+ y fitness members, high footfall	Sweat, repeated compression, cleaning chemicals	Edge curl, loosely interlocks, odor retention
<b>Yoga Studio &amp; Teacher Training</b>	Frequent Vinyasa/Hot-yoga practitioners	Heat, moisture, grip loss	Slippage injuries, poor cushioning
<b>Early-Learning / Day-Care</b>	2–6 y children	Drool, toys, hygiene audits	Toxicity non-compliance, tear hazards
<b>Home Fitness (Families)</b>	Parents + kids	Multipurpose use, aesthetic fit	Brand-mismatch, poor designed
<b>OEM / Private-Label Retail</b>	Brand owners	SKU differentiation, margin pressure	Inconsistent color lots, delayed launch



# Material Rundown & Total Cost of Ownership (TCO)

This matrix evaluates seven common yoga-mat materials (TPE, PER, NBR, Natural Rubber, Non-PVC Blends, EVA, PVC) across six dimensions—sustainability, grip & feel, durability, odor profile, unit cost, and best-fit application scenarios.

The “Best Fit” column guides buyers toward the ideal material for each target market.

Material	Sustainability	Grip & Feel	Durability	Odor Profile	Unit Cost	Best Fit
TPE	Recyclable blend	Soft-elastic, dry & wet grip	Moderate	Low	\$\$\$\$	Mid-tier studio, retail
PER	Recyclable blend	Smooth, fast rebound	Good	Low	\$\$	OEM special
NBR	Synthetic rubber, non-PVC	Cushiony, camping-mat plush	Fair	Low	\$\$\$	Camping, Children
Natural Rubber	Biodegradable	Textured, superior wet grip	Excellent	Very Low	\$\$\$\$\$	Hot yoga, pro-grade
Non-PVC Blends	Eco- PVC	Tunable	Tunable	Low	\$	Budget retail, events
EVA	Recyclable foam	Lightweight, firm	Good	Low	\$	Picnic, events
PVC	Toxic	Slick until broken-in	High	High	\$	Entry-level, promo

💡 Take-away: Cheapest purchase price rarely equals lowest TCO.  
Factor in lifespan, cleaning labour, and return rate when comparing quotes.



# Quality & Compliance



## Certifications

- **OEKO-TEX® Class 1** – Baby-grade skin contact
- **RoHS / EC** – Heavy-metal-free
- **"FDA" USA standard requirements** – US market
- **ISO/ASTM US standard**

## Odor-Free Protocol

- **Five-person olfactory panel, score  $\leq 2$  (sniff scale 0–5)**
- **Ready-to-use straight out of the box—no airing or off-gassing period required**

# Application Guide

This table summarizes four key usage scenarios—detailing the minimum spec required to meet basic performance needs, an upgrade path for enhanced durability or comfort, and KenYo’s recommended option for rapid fulfillment.

Scene	Min Spec	Upgrade Path	KenYo Rec. Option
Gym Floor	6 mm PER	6 mm Rubber	6 mm TPE, optional colors & patterns
Hot Yoga	4 mm PER + yoga towel	6 mm TPE + yoga towel	5 mm TPE + yoga towel, optional colors & patterns
Kids’ Play, Camping	8 mm Non-PVC or EVA	10 mm NBR	10 mm NBR
Home Fitness	3 mm PER	4 mm Rubber	5 mm TPE, optional colors & patterns



## ■ Mini Case Snaps

### **Case 1 – Nordic Retail Chain**

Pain: Returns from mat odor and no cushioning > 5 %.

Fix: Switched to KenYo TPE, odorless.

Result: Return rate 1.2 %, saved €12k yearly.

### **Case 2 – Boutique Hot-Yoga Studio**

Pain: Slippage during Bikram classes.

Fix: 5 mm TPE + Yoga towel bundle.

Result: Instructor injury claims down to zero, membership renewal increase.

## ■ Procurement Checklist

- ☐ **Material matches target scene & margin plan**
- ☐ **Thickness within TCO matrix**
- ☐ **Certified OEKO-TEX Class 1 (child-safe)**
- ☐ **RoHS & REACH compliant (heavy-metal-free)**
- ☐ **MOQ aligns with forecast**
- ☐ **Lead-time**
- ☐ **Packaging supports**
- ☐ **Quality Control SOP**
- ☐ **Warranty & return terms agreed**



# Frequently Asked Questions

## **1. How do I verify a mat is truly odor-free?**

- Request Sample & sniff-panel data.

## **2. Should I use a towel on my yoga mat?**

- Recommended for those who frequently practise hot yoga. A mat towel can absorb the extra moisture and enhance your grip. For standard yoga practices, you should only use a mat towel if you feel more comfortable doing so. Some people also prefer to place a mat towel over shared yoga mats, as they're easier to clean and can help protect both the mat and the user from dirt.

## **3. What do you need for hot yoga? –**

- 3–5 mm yoga mat, towel overlay, plenty of water, breathable attire.

## **4. Is a yoga towel the same as a mat?**

- No, a yoga towel is not the same as a yoga mat. A yoga towel is designed to be placed on top of your yoga mat. They are used to stop your mat from slipping around and to absorb any excess moisture so that you can retain your grip during intense yoga sessions.





# ■ Frequently Asked Questions

## **5. Do thicker mats always mean better cushioning?**

- Density & Material matters; a 5 mm high-quality mat can outperform an 8 mm foamed.

## **6. Can I private-label small MOQs?**

- Yes, KenYo supports Flexible MOQ — Different SKUs have different flexibility. We help you test the market with minimal inventory and reduce capital occupation.

## **7. How do I clean non-PVC mats?**

- Mild soap, pH 7, microfiber cloth; avoid alcohol wipes.

## **8. How long before mats need replacing?**

- Depends on the use of the end customers, typically lasts for over 2 years or more, with proper care



# Bibliography

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- <sup>[3]</sup> OEKO-TEX Standard 100, Class I, “Textile product safety certification,” 2023.
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- <sup>[5]</sup> FDA Title 21 CFR 177.2600, “Rubber articles intended for repeated use

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