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LETTER OF RECOMMENDATION FOR PDATLAS

To Whom It May Concern,

My name is Haley Hoover, and I am the founder of Winnie & Lu, a luxury baby and home essentials brand. Bringing our flagship product to life has been both rewarding and challenging, particularly when it came to manufacturing.

My first production run was completed by a different manufacturer, and it was, unfortunately, a difficult experience. The timeline was delayed by seven months, and the final product did not meet the quality standards required for a premium brand. It was a costly and discouraging setback, both financially and emotionally.

Gratefully, I was referred to Think for my second production run, and the experience was completely different.

From the start, Think approached the project with a level of precision and care that immediately stood out. He is meticulous, truly hyper-focused on the details that most would overlook, and that shows in every stage of the process. Beyond his expertise in manufacturing and negotiation, he brings something far more valuable: innovative design thinking and true collaboration. He actively looks for ways to improve the product, not just produce it.

What makes Think especially unique is that he is an inventor himself and has self-funded his own products. He understands this process through the lens of a business owner - the emotional investment, the financial risk, and the weight of getting it right. That perspective changes everything. He doesn't treat your product like just another project, he treats it like something that truly matters.

Throughout our work together, communication has been frequent, clear, and honest. There is no ambiguity, you always know where things stand. At the same time, he moves quickly, and you have to be ready to do the same. That pace, paired with his attention to detail, creates a highly efficient and productive working relationship.

We also navigated a particularly challenging moment together when my production lot shipped during the height of the tariff tensions with China. Think was instrumental in helping me make strategic decisions in real time—keeping my budget front of mind while still protecting the integrity of my product. His ability to balance cost, quality, and long-term brand considerations under pressure is something I deeply value.

An additional strength worth noting is how well Think and his team in China collaborate with outside manufacturing vendors. In my experience—and echoed by the vendors themselves—the communication, coordination, and mutual respect across teams has been seamless. This level of cross-functional collaboration is not always easy to achieve, and it has played a meaningful role in the success of my product.

The end result was a product that not only met but exceeded my expectations in quality, finish, and overall execution (something I did not achieve in my first manufacturing experience.)

I have since referred four other product owners to Think, and each one has shared overwhelmingly positive feedback about their experience. That consistency speaks volumes. It's also worth noting that Think does not take on every project presented to him. From my perspective, that's because he becomes deeply invested in the products he works on, he is all-in, and that level of commitment requires selectivity.

This is not a transactional relationship, it is a true partnership built on trust, shared goals, and a commitment to excellence.

Over time, this relationship has grown beyond just work, we have developed a genuine friendship. That level of trust and alignment is rare, and it speaks to the kind of person and partner Think is.

I would absolutely recommend Think to other product owners, especially those who are navigating the complexities of manufacturing for the first time or recovering from a challenging experience like I was. He has earned my trust, and I look forward to continuing to grow my business alongside him.

Sincerely,

Haley Hoover

Founder, Winnie & Lu