



The Bear Factory Named Wholesale Supplier of the Year in Detroit

The Consumer Ratings Institute recognizes the Michigan-based "Conscious Plush Company" for 25 years of quality, eco-friendly plush products.

DETROIT, MI, UNITED STATES, September 17, 2026 /EINPresswire.com/ -- [The Bear Factory](#) has been named Wholesale Supplier of the Year for Detroit by the [Consumer Ratings Institute](#), recognizing the family-owned Michigan company's 25 years of building a premium, sustainably-minded plush toy business.

Known as "The Conscious Plush Company," The Bear Factory manufactures 8-inch and 16-inch stuffed animals across categories including bears, cats, dogs, fantasy creatures, farm animals, dinosaurs, sea life, and wildlife, crafted from recycled fabrics using sustainable practices. The company supplies retailers with its Vortex line of stuffing machines, along with accessories such as birth certificates, sound modules, and carry bags, and offers custom design and print services along with immersive retail experiences, including its Roam travel trailer display. The Bear Factory is also expanding its offerings with a new athleisure apparel line and a limited-edition Spookley the Pumpkin collaboration launching this fall.

Beyond its product line, The Bear Factory has built community and environmental initiatives into its business through its "Our Pawprint" activism program and Conservation Corner, reflecting its commitment to recycled materials and compostable packaging. Now marking 25 years in business and recently expanded into the UK market, the company has built a 4.8-star rating across 111 reviews.

"We've always believed a stuffed animal should be more than a toy — it should be something a family feels good about bringing home," said a representative for The Bear Factory. "This recognition from the Consumer Ratings Institute is a reflection of 25 years of that commitment."

The Wholesale Supplier of the Year distinction adds to The Bear Factory's growing reputation as a trusted supplier for retailers in the Detroit area, underscoring the company's quarter-century of quality and sustainability-focused plush manufacturing.

About The Bear Factory

The Bear Factory is a family-owned, Michigan-based plush toy manufacturer celebrating 25 years

in business. Known as "The Conscious Plush Company," it produces eco-friendly stuffed animals, retail stuffing machines, and accessories for wholesale partners, with a growing footprint in the UK market.

About the Consumer Ratings Institute

The Consumer Ratings Institute is a national business recognition registry based in New York, evaluating businesses across all sectors using aggregated public review data. The Institute issues recognitions across multiple categories based on publicly accessible consumer reviews.

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