

KICKSTARTER

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Product Design Chicago, IL

Achacha, by Ghana Mats – Luxury nap mat, hand-made in Ghana.

Naps, picnics, meditation, beach. The secret to comfort is air flow and staying cool. Hand-woven mats in the ancient and wise tradition

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30 days to go

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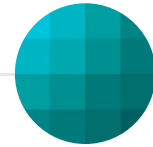
Community



Story

Achacha!

A great nap, or a quick picnic, or a little meditation time can turn your day around. It can make a bad day good, it can make a good day great! Beds are okay for night sleeping, because our body temperature falls, and that soft mattress and those blankets feel great in our nightly hibernation. But a nap is supposed to be fast, by the time your body temperature falls, you should wake up feeling awesome, not confused. An electronic gizmo that snaps to your face can't help you nap cool. The solution? Look to Africa!



Isaac Clayton Trawick

0 created · 2 backed

Am Isaac Clayton Trawick, Am a Pastor, a Business Man and a Community worker working to make life better for poor children. Am half... [See more](#)

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Achacha! Thin travel mat.

West Africans have used these expertly woven, natural reed 'Achacha' mats for tens of thousands of years, according to archeologists who have discovered mats similar to these, designed to give the users comfortable, cool sleep, with resistance to insects. ([Link AAAS Science](#)). When your body connects with an Achacha something incredible happens, and it will never happen with a hot foam or plastic mat. A nap, yoga, meditation, prayer or a relaxing day on the grass or at the beach, Achacha will help you connect with the Earth. The expert weaving of Ghana Mats' employee-owners will bring some of the most advanced reed mat technology to your doorstep.

Doesn't that sound better than a precision-made machine-built synthetic foam or fabric mat made in a factory on the outskirts of some hell-forsaker industrial wasteland? Doesn't that sound better than some electronic gizmo that you strap to your skull?

If you have a smart watch, try this ... check your body temperature next time you fall asleep. You might be surprised to see that your body cools off a bit, which is what makes those warm blankets and that insulating foam mattress feel so good.

([WebMD](#)) But for naps or when you sleep in warm climates, by the time your body temperature starts



to go down, you should then wake up energized and happy, rather than confused and miserable. For thousands of years, Africans have enjoyed quick afternoon naps on hand-woven mats made of reed. The mats allow the air to flow under the mat, wick away heat, and stay dry, whether its on the floor of your office, your bedroom, a grassy field, or a beach.



Ghana Mats Employee-Owner Ike on his Achacha Travel mat, in Golden, Colorado.

Africa has changed. But even in 2021, Africans know the value of high-quality, hand-woven mats, and they'll invest in a well-made mat over a machine-made mat made of mostly plastic. The Achacha reed mats are made in Ghana by people who value well-made, long-lasting designs. These mats are an affordable luxury on which many people in Ghana are willing to spend several days'

pay; the Achacha Mat, hand-woven in the Volta Region of Ghana, which stretches from the ocean, northward. Ghanese artists, writers, surfers and farmers choose the hand-made Achacha Mats to handle the stresses of life. They provide comfort, bug resistance and flexibility where cheaper mats and even cheap factory-made synthetic foam beds just end in miserable uncomfortable sleep



You want comfort, you want relaxation, instead of looking at a factory and technology for the solution, look at these gorgeous hand-woven Achacha mats from Ghana ...



Ghana Mats Employee-Owner Amamah Agbodugbe displays the thick-style Achacha Home mat that she just finished weaving.

Now you can relax the way West Africans relax, on the most luxurious, handmade reed mats available anywhere in the world, the Ghana Mats "Achacha." These mats are made each one with love, care and expertise, shipped to Colorado and then sent to your doorstep.

Two kinds of Achacha mats

...



Achacha Travel Mat - Thin

Achacha Home Mat - Thick


Achacha Travel Mats These are the super-lightweight mats with the beautiful hand-dyed Ghana reeds, and the luster and beauty of the hand-picked, sun-dried Volta River reeds. Great for a nap in the office, a picnic, time at the beach, meditation or yoga. The Achacha Travel Mat helps make your daily activities a respite from your busy day.


Achacha Home Mattresses These are heavy mats -- actually mattresses -- prized and treasured by West Africans for years and even decades as their main sleep surfaces. They will help you sleep cool and dry, on their gentle, but firm surface, engineering thanks to ten million years of natural evolution in river grass. Each mat is made of thousands of these reeds, gathered by hand, bundled by hand into columns, and then woven into these beautiful mats. Even in Ghana, the

Achacha thick mats are a luxury item that Ghanese artists, poets, journalists and even high-ranking politicians treasure as their main bed. They smell of the Earth. The reeds exude natural phenols that repel bugs of all kinds, leaving you free to drift off to the kind of sleep that no synthetic or machine-made monstrosity can deliver. Achacha doesn't inflate itself when you cut open the hermetic seal, it doesn't require an electric pump or a computerized monitor. Achacha simply exploits the wisdom of Africa and the gift of nature to bring you the luxury of uncomplicated relaxation.




Achacha mats size charts





Travel Mats (Thin)

	<i>Size Inches</i>	<i>Size Centim.</i>	<i>Square Feet</i>	<i>Weight lbs.</i>
Meditation	32 x 40	81 x 102	9	1.5
Yoga	24 x 72	61 x 183	12	2.0
Nap Mat	38 x 75	96 x 191	20	3.5
Weekender	60 x 75	152 x 191	31	5.5



Home Mats (Thick)

	<i>Size Inches</i>	<i>Size Centim.</i>	<i>Square Feet</i>	<i>Weight lbs.</i>
Twin Bed	38 x 75	97 x 191	20	16
Full Bed	53 x 75	134 x 191	28	25



Get Achacha Yoga Mat with optional Crunchy Case Carry Box, made in USA by Ghana Mat employee-owners.

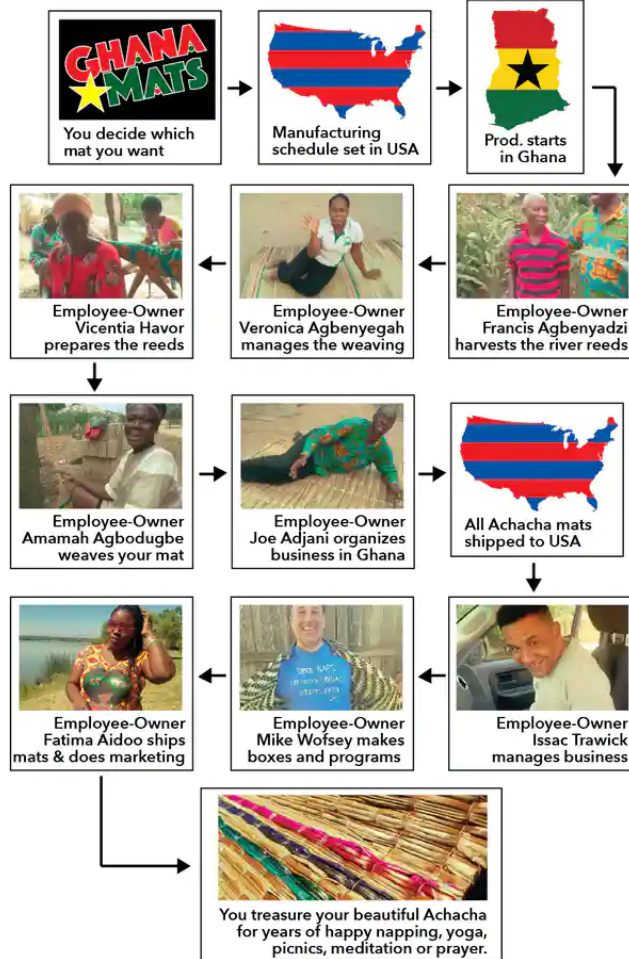
Unlike those synthetic polymer mats, Achacha are made simply, by hand, from dried organic native reeds, with natural phenols that resist the mites odors and bacteria that tend to interfere with a good nap. You'll stay cool, you'll nap well.

Achacha come in two styles; the thin, super-portable mats, and thick bed-like mats that you can keep in your home as an extra bed, or just a great place to nap, ready when you want it. Both the thin and thick mats are hand-woven with an ancient strain of Ghanese river reeds, prized for their strength, durability, long-length and delightful smell. You'll have years of comfort and use with your Ghana Mats Achacha mat. Take it to the beach, give your living room, office or bedroom a bit of African culture, use it to meditate, do yoga, pray, relax and nap. You can refresh the luster of your Achacha mat by rubbing in a little coco butter. The all-natural fibers of your new Achacha feel great on

your skin. Unlike a synthetic mat, your new Achacha is as natural as you.



Your new Achacha, from Ghana Mats' Employee-Owners to you, with Love!



But Achacha are more than just great mats, they are made by good people, who both work for and own a great new company, Ghana Mats. The people who gather the grass, prepare the grass, weave the grass, make the mats, ship the mats and manage this Kickstarter, are all employee-owners of GhanaMats. And if you ever had a cup of African coffee or chocolate, and wondered if the workers who made the product were given a fair deal, then

you are not alone, we also struggled to find a way to bring these awesome mats to you in a way that wouldn't exploit anyone. The workers in Ghana got together with the workers in the USA, and we had a crazy idea ... what if the employee-owners in Ghana made the exact same weekly salaries as the employee-owners in the USA? And everyone, from the employees who make the mats, to the employees who code the website, manage the money, handle the accounting and pack up the mats, all make the same salary and receive the same Employee Stock Ownership Plan? Yeah, it's weird, but why not?



My name is Isaac Trawick, and my goal with Ghana Mats is to bring Achacha to people in Asia, America and Europe, and also to bring some of our wealth to hard-working villages in Ghana. We found that it is much simpler to just pay everyone in the company, including ourselves, the same salary, regardless of country. And every employee is an owner of this new American-Ghana employee stock ownership plan company, where the both Ghana and the USA share the same common pool of stock, so that the resources in Ghana cannot be decapitalized by exploitive business techniques



Ghana Mats new headquarters in Accra, Ghana.

History of Ghana Mats

Ghana Mats started in the USA when longtime friends and new friends Fatima Aidoo, Issac Trawick, Joseph Adjani and Mike Wofsey came together to build a new kind of company, the world's first E=C Granite Employee Equity Company, where every employee is an owner, and every owner works hard to bring wealth and prosperity to their fellow employee-owners. We started with the standard Employee Stock Ownership Plan (ESOP) for an American company, and then we did what everyone told us would be impossible; we fixed every employee salary to the same standard. So if this Kickstarter is successful, every Ghana Mats employee will make the same salary. The Ghanese employees have their Dollars converted to Ghana Cedis through the mobile-money system, and with each paycheck, every employee receives the same number of company

shares, in compliance with U.S. ESOP standards, they can also buy additional shares in compliance with the same standards.



Why did we do this?

Isaac, Fatima, Mike and Joseph have deep ties to social activism. It's the way we live. And Ghana is home to one of the world's last pristine, virgin wildernesses. Unfortunately, Ghana is currently experiencing a rush of exploitation from foreign developers who want to pull the valuable minerals from Ghana's ground, and the valuable coffee and cacao beans from on top of the ground. Some developers are ethical, but many are not. In many cases, these developers extract the wealth of the Ghanese people and leave them with polluted rivers, denuded forests, and broken people. Children who deserve healthy, happy lives, are instead left as orphans, or sick and in poverty.



Ghana, Volta Region



Ghana, Ashanti Region

The people, the land, the animals and the plants of Ghana need protection from the industrialization that would extract the wealth from above and below the soil, and leave little for future generations. Ghana's future isn't just in coffee beans, and cacao, and minerals, but it's in the unspoiled wilderness that can become a global destination and a potential protected global heritage site, for the future use of all people, to see both the cradle of human civilization and the destiny of human hope. And the best way to protect that, is by building a company from within Ghana, with deep ties into the United States, Europe, Asia and Australia.



Virgin wilderness in Ghana's Ashanti Region.

The Birth of the E=C Employee Equity Company

*Given all of this, we decided on a radical approach
... what if it's not the people who are acting
irresponsibly, but the corporate structures that
end up rewarding employees to act
irresponsibly?*

What if the company itself was formed in such a concrete way that it made it impossible to extract wealth from Ghana unless even more wealth was delivered back to the Ghanese people? The answer is the E=C system. E=C is more than just Employee

Ownership, it's Employee *Equity!* In an Employee Equity company, not only is every employee an owner, but every employee is paid the same amount. In doing this, we prevent the danger of pulling wealth out of Ghana and into the USA. Employee Equity avoids the means of exploitation by working as a team, where every employee-owner, regardless of nationality has an equal and fair chance to control their company and make a fair wage. This system blows "Fair Trade" and similar systems out of the water, because the actual company is controlled and owned by the people who make the product, rather than entrepreneurs in the USA and Europe.



Some of the details are hard to organize, but not impossible. For instance, while it's easy to pay the employee-owners in USA, it's not as easy to pay the employee-owners in Ghana, some of whom don't have bank accounts yet. But Joseph has organized a way to provide each Ghana Mats employee-owners with a mobile phone that is Mobile Money capable, so they can safely use their salaries to buy the things they need for their families, and store the rest in their own bank accounts in Accra for when they need it. Voting on corporate business is hard too, when the majority of Ghana Mats employee-owners live in the remote Volta region of Ghana. But we have developed a simple way for each employee to use their Ghana Mats mobile phone for that, and verify their corporate votes with a mail-in coded-ballot using

the 4bySeven decentralized system. And as each employee-owner works, they gain shares, and can buy additional shares through the Employee Stock Ownership Plan. We'll undoubtedly have lots of challenges in this new kind of business, but we'll also have a lot of fun, and we'll work our way through the difficulties. No pain, no gain, right?



If you can help make this Kickstarter a success, we hope to expand the E=C Granite model to mining and agriculture in Ghana and West Africa, so that West Africans can own their future, instead of being milked like dairy cows at the hands of the Client-State economy, with the waste and pollution dumped onto their children's futures.

If you decide to back this Kickstarter you'll receive an affordable and luxurious Achacha, you will make yourself part of this small bit of history, an employee-equity company that fights poverty and brings relaxation and relief to people everywhere with the best nap mats on Planet Earth.

And if you have a company, and do business with an E=C Employee-Equity company like Ghana Mats, your company can obtain certified E=C Employee-Equity status too! Contact Mike or Isaac and we'll supply you with your E=C certification.

Shipping Info

All of these mats are hand-made to what you pick

in your reward, and then they are shipped from Ghana to the USA. We will try to ship on the first-to-back, first-to-ship priority. Depending where the Kickstarter ends, we will ship either one, two or three total containers from Ghana, with a delay of about two to three weeks between each shipment. So if you want your Achacha sooner rather than later, please back early.



You may notice that shipping costs in the USA are reasonable and somewhat high outside of the USA. Apologies, but these high international shipping costs are out of our control. Though if we have sufficient quantities for a certain area, we may be able to ship in quantity to that area. If we do that and it allows us to lower our shipping costs to you, we will upgrade your order with some extra Ghana Mats goodies.

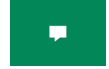
Risks and challenges

All Ghana Mats are made in Ghana, by hand. These mats will then be shipped to the USA for order distribution. In order to keep the shipping price reasonable, we will ship these mats to the USA in bulk, and then ship them to you by ground. Due to this complexity in logistics, we may see some unexpected shipping delays by up to a few weeks.

[Learn about accountability on Kickstarter](#)

Environmental commitments

Visit our [Environmental Resources Centeto](#) learn how
Kickstarter encourages sustainable practices



Long-lasting design

Made of all-natural, unprocessed organic reeds, far more rugged than cheap plastic mats, these will last you for years, properly cared.

Sustainable materials

All natural, organic, unprocessed native reed from Ghana.

Environmentally friendly factories

Made by hand in Ghana, all with human power and inventive weaving techniques

Questions about this project? [Check out the FAQ](#)
