Inovelli Building with Thread:
When a Side Project Becomes Our Best Seller

Thread Adoption Journey

Inovelli's Zigbee and Z-Wave switches were constantly selling out amid soaring demand and chip shortages, but the team was hesitant to adopt a new protocol without proof it could handle their advanced feature set—or mesh with their power-user positioning. Meanwhile, Smart Home enthusiasts were clamoring for Thread, praising its "just works" reliability and the fact that it wouldn't flood their Wi-Fi.

Thread's low-power, self-healing mesh network with built-in Matter support unlocked seamless Smart Home integration and a thriving ecosystem. Adopting Thread let Inovelli expand into new markets, simplify installation, and uphold the premium experience their customers expect.

Although Matter over Thread was uncharted territory for them, a spontaneous demo from their firmware engineer proved its capabilities. And strong user feedback confirmed Thread as the superior, future-proof choice.
By embracing Thread, Inovelli stayed true to its high-end brand promise and delivered the dependable, frictionless experience its community demanded.

The team began experimentation in December 2021 and, after a breakthrough video demonstration on August 31, 2023, fast-tracked a commercial launch in early 2024.

Success Points

- Broke the barrier to Matter adoption while preserving premium brand value
- Opened Apple and Google home markets that weren't accessible via Zigbee or Z-Wave
- Enabled future-proofing for customers seeking long-term Matter support backed by major ecosystem players

Thread's Matter integration positioned Inovelli as the first brand to offer a high-end Matter switch, strengthening its premium market image and attracting Smart Home enthusiasts.

Thousands of new customers acquired, many first-time buyers

Expanded product roadmap: four Thread/Matter SKUs live, with more on the way

Pre-order break-even achieved within one week

Sold over $1M in sales on 1 SKU!

"At the end of the day, we're all building for the same person: the homeowner who just wants things to work. Let's stop thinking in terms of devices and protocols and start designing experiences that feel natural, seamless, and human."

Final Thoughts

Embracing Thread challenged Inovelli's assumptions and stretched the team, but it unlocked new revenue streams and transformed product strategy. Today, every new switch launches with Thread, reinforcing the company's community-first philosophy.

THREAD GROUP

Thread Group Member Success Story