

Sourcing solutions

CALETA sources institutional, medical, disaster relief and facility products for government buyers through established wholesale distributors. Each order is screened for compliance before it ships directly to the designated delivery site.

Sourcing & procurement

Requirements review, supplier qualification, quote development, lead-time control and vendor follow-up before commitment.

Product verification & compliance

Full-quantity availability confirmed before quoting, country-of-origin and TAA screening, specification matching and documented sourcing.

Kitting & direct fulfillment

Bundling, labeling, inventory accountability, freight coordination and direct shipment to one or many destinations.

PRODUCT FOCUS

- **Institutional textiles:** sheets, blankets, towels, pillows, mattress protection and laundry bags.
- **Emergency & disaster relief:** cots, sleeping mats, emergency blankets, first aid kits, lighting, tarps and water containers.
- **Medical & staff apparel:** scrubs, patient gowns, lab coats, robes and everyday apparel.
- **Healthcare textiles:** privacy curtains, bed linens, mattress pads and non-slip socks.
- **Commercial textiles:** upholstery, vinyl and privacy curtain fabrics.
- **Personal care & hygiene:** soap, shampoo, oral care, deodorant and lotion.
- **Configured kits:** intake, resident, hygiene and barracks kits built to the buyer's list.
- **Storage & handling:** utility and laundry carts, bins, totes, shelving and cabinets.

LEADERSHIP

Over two decades U.S. Army logistics	\$2.8B+* Property accountability	\$380M+* Equipment requisitioned	\$115M* New-equipment fieldings (48)
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Kelly Orth, Founder & CEO, brings extensive U.S. Army logistics and operational leadership experience spanning acquisition planning, procurement coordination, budget management, supply chain management, inventory control, property accountability and equipment fielding.

Credentials: M.B.A. in Logistics (Magna Cum Laude), Demonstrated Master Logistician, Certified Six Sigma Green Belt, Certified Logistics Technician, COR training, SBA Boots to Business.

* Dollar values are from one documented Army rating period, not career totals.

WHY CALETA

- Responsive quotes with a defined product, supplier, lead time, freight plan and compliance check.
- Multi-item requirements bundled into one order, one invoice and one point of contact.
- Documentation discipline and an accountability mindset suited to federal delivery and inspection.



SBA-certified SDVOSB

Certified September 22, 2026

COMPANY DATA

UEI

VJFAEV813CZ9

CAGE

24SM2

SAM.gov

Active, all awards

DIBBS (DLA)

Registered vendor

MyFloridaMarketPlace

Registered vendor

Location

DeLand, Florida

Payment

Government purchase cards accepted

NAICS CODES

423220 Home Furnishings Wholesale (primary)

423450 Medical & Hospital Supplies Wholesale

424350 Clothing & Accessories Wholesale

449129 Home Furnishings Retail

456199 Health & Personal Care Retail

458110 Clothing & Accessories Retail

459910 Pet & Pet Supplies Retail

REPRESENTATIVE PSCS

7210 Household Furnishings

6532 Hospital & Surgical Clothing

8415 Clothing, Special Purpose

8530 Toiletry Articles

6545 Field Medical Sets & Kits

7125 Cabinets, Lockers & Shelving

PRIORITY AGENCIES

VA · DoD · DLA · DOJ / BOP · DHS / CBP · Department of State