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bye bye mattress®

A Program of the Mattress Recycling Council®

CONNECTICUT ANNUAL REPORT

17

06/30/2017

SUBMITTED BY

Mattress Recycling Council
501 Wythe Street
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SUBMITTED TO

Connecticut Department of Energy
& Environmental Protection
79 Elm Street
Hartford, CT 06106

SUBMITTED ON

October 13, 2017

 **Mattress Recycling Council®**



This year, MRC's Connecticut Bye Bye Mattress Program collected more than **162,000** mattresses and diverted more than **2,300** tons of material from disposal.

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The mattress industry created the Mattress Recycling Council (MRC), a non-profit organization, to develop and administer the **Bye Bye Mattress** Program.

EXECUTIVE SUMMARY & DEFINITIONS

EXECUTIVE SUMMARY & DEFINITIONS

A: OVERVIEW OF MATTRESS RECYCLING COUNCIL

Connecticut Public Act 13-42, as amended (the Act), as codified at Sections 22a-905a, et seq. of the Connecticut General Statutes, created a statewide mattress stewardship program (the Program) that is funded through a visible fee collected from consumers on all mattress and box spring sales in the state. This legislation resulted from efforts by the mattress industry and various stakeholders. The mattress industry created the Mattress Recycling Council (MRC), a non-profit organization, to develop and administer the Program. Among consumers, MRC has branded the Program as “Bye Bye Mattress.”

MRC is currently administering mattress recycling programs in three states, each of which has the following similar goals:

- Develop an effective statewide network of mattress collection and recycling locations.
- Increase the number of mattresses recycled in each state.
- Reduce the impact of illegally dumped mattresses on local communities.
- Educate consumers, retailers, and other stakeholders about the Program.

- Minimize recycling costs for consumers and governments.

B: CONNECTICUT’S PROGRAM OBJECTIVES

Connecticut’s Act required the Program to meet the following objectives:

- Provide for MRC-financed end-of-life management of discarded mattresses.
- Minimize public sector involvement in the management of discarded mattresses.
- Provide for free, convenient, and accessible statewide opportunities for state residents to discard their used mattresses.
- Establish a financial incentive for consumers that deliver their mattresses to recyclers.
- Provide for free collection of discarded mattresses from municipal transfer stations.
- Provide transfer stations with suitable storage containers for discarded mattresses.
- Collect a mattress stewardship fee that funds the cost of operating and administering the Program.

In July 2014, MRC submitted a plan to DEEP outlining how the Program would meet each of these requirements and proposed initial performance goals. DEEP approved this Plan on December 31, 2014, and the Program officially began operating on May 1, 2015. Then in September 2016, MRC proposed revised performance goals based on the Program's performance during its initial year.

C: REPORT OVERVIEW

Pursuant to Section 2(j) of the Act, this Annual Report contains the following information:

1. The tonnage of mattresses collected pursuant to the Program from:
 - a. municipal transfer stations
 - b. retailers and
 - c. all other covered entities
2. The tonnage of mattresses diverted for recycling
3. The weight of mattress materials recycled, as indicated by the weight of each of the commodities sold to secondary markets
4. The weight of mattress materials sent for disposal at each of the following:
 - a. waste-to-energy facilities
 - b. landfills and
 - c. any other facilities
5. A summary of the public education that supports the program.
6. An evaluation of the effectiveness of methods and processes used to achieve performance goals of the Program.

7. Recommendations for any changes to the program.

As required by the Act, MRC must report the data requested in points 1-4 on a form provided by DEEP. The form requests data that corresponds to the state's fiscal year (which in this case would be July 1, 2016, to June 30, 2017) (the Fiscal Year).

The information requested in points 5-7 above is provided in Parts 1 through 3 of this report, respectively.

The following terms defined in section 1 of the Act are relevant to the Report.

“Foundation” means any ticking-covered structure that is used to support a mattress and that is composed of one or more of the following: A constructed frame, foam or a box spring. “Foundation” does not include any bed frame or base made of wood, metal or other material that rests upon the floor and that serves as a brace for a mattress.

“Mattress” means any resilient material or combination of materials that is enclosed by ticking, used alone or in combination with other products, and that is intended for or promoted for sleeping upon. “Mattress” includes any foundation and any renovated mattress.

“Mattress” does not include any mattress pad, mattress topper, sleeping bag, pillow, car bed, carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, crib bumper, liquid or gaseous filled ticking, including any water bed and any air mattress that does not contain upholstery material between the ticking and the mattress core, and any upholstered furniture that does not otherwise contain a detachable mattress.

In addition to the above statutory definitions, MRC for ease of reference has defined the term “unit” or “units” as used in this Report to be synonymous with the terms “mattress” or “mattresses” respectively.

“Mattress stewardship program” or “Program” means the statewide program described in section 2 of this act and implemented pursuant to the mattress stewardship plan.

“Recycling” means any process in which discarded mattresses, components and by-products may lose their original identity or form as they are transformed into new, usable or marketable materials. “Recycling” does not include the use of incineration for energy recovery.

“Renovate” or “renovation” means altering a mattress for the purpose of resale including any one, or a combination of, the following: Replacing the ticking or filling, adding additional filling, or replacing components with new or recycled materials.

“Renovate” or “renovation” does not include:

(A) the stripping of a mattress of its ticking or filling without adding new material,

(B) the sanitization or sterilization of a mattress without otherwise altering the mattress, or

(C) the altering of a mattress by a renovator when a person retains the altered mattress for personal use, in accordance with regulations of the Department of Consumer Protection.

“Renovator” means any person who renovates discarded mattresses for the purpose of reselling such mattresses to consumers.

“Retailer” means any person who sells mattresses in this state or offers mattresses in this state to a consumer.

The Program now averages
recycling **14,000** mattresses
a month.



MRC's education and outreach efforts are designed to inform consumers, mattress retailers, and other stakeholders about the **Bye Bye Mattress Program**, that the fee is mandated by state law, why the fee is needed, what the fee funds, how to recycle through the Program, and that some parties have obligations.

EDUCATION & OUTREACH

EDUCATION AND OUTREACH

INTRODUCTION

MRC's education and outreach efforts are designed to inform consumers, mattress retailers, and other stakeholders:

- about the Program
- that the fee is mandated by state law
- why the fee is needed and what it funds
- about opportunities for recycling discarded mattresses through the Program
- that some parties have obligations under the Program

To reach these audiences, MRC uses a wide array of communications and marketing methods, including: targeted direct mail and printed collateral, advertising and media relations, websites and social media, site visits, and community and industry events. It has trademarked the names "Mattress Recycling Council" and "MRC" for use with industry and non-consumer stakeholder audiences, and "Bye Bye Mattress" as its consumer-facing identity.

This approach aligns with MRC's performance goals for education and outreach:

- Distribute point-of-sale materials that explain the purpose of the recycling fee to consumers.
- Identify non-compliant Connecticut

mattress retailers, and require them to register with MRC, and collect and remit the fee.

- Continue to conduct stakeholder meetings for each covered entity subgroup and other interested parties.
- Contact and visit stakeholders to educate them about the benefits and obligations of Program participation.

An evaluation of MRC's achievement of these goals is discussed in further detail in the **Goals & Methods Evaluation** section. Meanwhile, the purpose of this section is to provide a full description of all the methods MRC uses to communicate to consumers and the industry.

CONSUMER EDUCATION

To build the Bye Bye Mattress brand, MRC developed a website (ByeByeMattress.com) with corresponding customer education materials and a Public Service Announcement (PSA) campaign. Our branding strategy also uses online advertising, community events, media relations, and social media to increase Program awareness.

This strategy is replicated successfully in other MRC Program states and MRC is intentionally building awareness gradually in order to not outpace the recycling network's capacity. During this Reporting Period, MRC scaled the use of certain tactics as necessary.

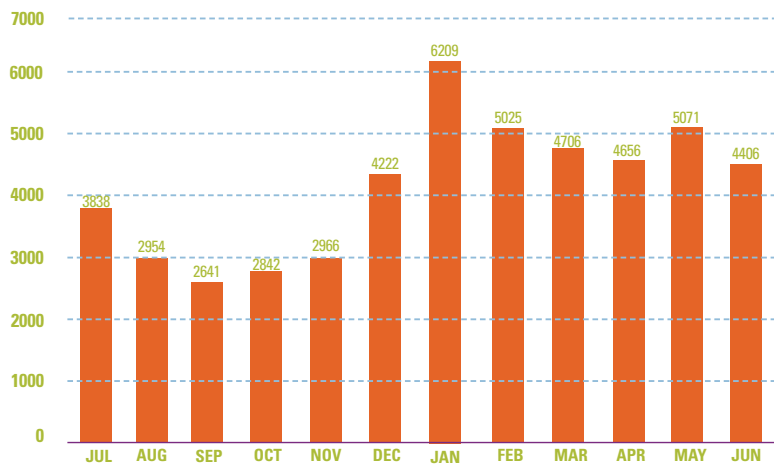
BYEBYEMATTRESS.COM

ByeByeMattress.com helps consumers find recycling locations in Connecticut. Although the locator is the primary reason people visit the site, ByeByeMattress.com also contains information about the recycling fee and provides updates about the Program's performance and MRC's expansion efforts in the state. It is also a platform for educating the public about the mattress recycling process and its benefits.

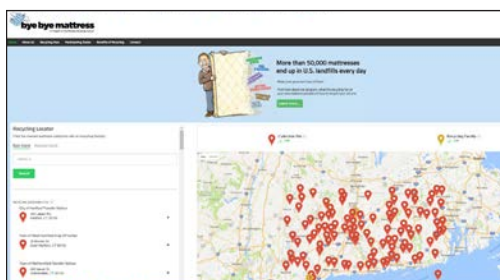
Customer education materials, PSAs, online advertising, community events, media relations, and social media all mention ByeByeMattress.com and drive visitors to the website.

In July 2016, MRC completed a redesign of the locator to improve the user experience. These changes included reprogramming the search algorithm, improving how the results are displayed, and enhancing the locator's prominence on the site. Then in April 2017, MRC launched a redesign of the site to improve mobile responsiveness, integrate the consumer awareness advertising, and showcase Program milestones. In comparison to the previous Reporting Period, the site's overall traffic increased by nearly 150,000 users.

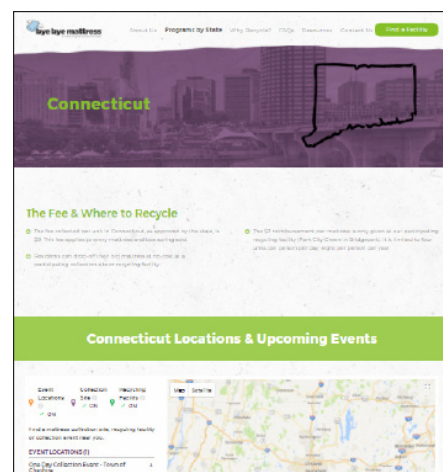
BYE BYE MATTRESS CONNECTICUT WEB TRAFFIC FOR REPORTING PERIOD



SOURCE: GOOGLE ANALYTICS



PREVIOUS BYE BYE MATTRESS WEBSITE



BYEBYEMATTRESS.COM, APRIL 2017

CONSUMER EDUCATION MATERIALS

To assist retailers with explaining the fee at point-of-sale, MRC developed an informational card, in-store posters, and a Frequently Asked Questions (FAQ) document. MRC provides these materials at no cost to any retailer that is registered with MRC and is collecting the fee. MRC uses a monthly e-newsletter, e-mail notifications, industry publications and events to regularly inform retailers that these materials are available from MRC and reorders are free.

Since the start of the Program, MRC has distributed more than 27,000 cards and 600 posters to hundreds of retailers ranging from major brands to regional stores to smaller independent shops. Retailers also have real-time access to the artwork files so that they can download and print them on-demand.

INFORMATIONAL CARD: The informational card is designed to accompany the consumer invoice or receipt and explain the purpose of the Program and the fee. A Spanish translation is on the reverse side.

IN-STORE POSTERS: MRC makes the posters available in three sizes to provide flexibility in how a retailer may use them in the store.

CUSTOMER FAQs: The customer FAQs are provided in English and Spanish to assist retailers with sales associate training. These are also available to the public on ByeByeMattress.com on the “Recycling Fees” page.

MRC recently concluded an industry survey and an extensive review of customer service calls and emails. It's currently implementing changes to the cards and posters and anticipates debuting updated materials in 2018.



INFORMATIONAL CARD



IN-STORE POSTER



CUSTOMER FAQs

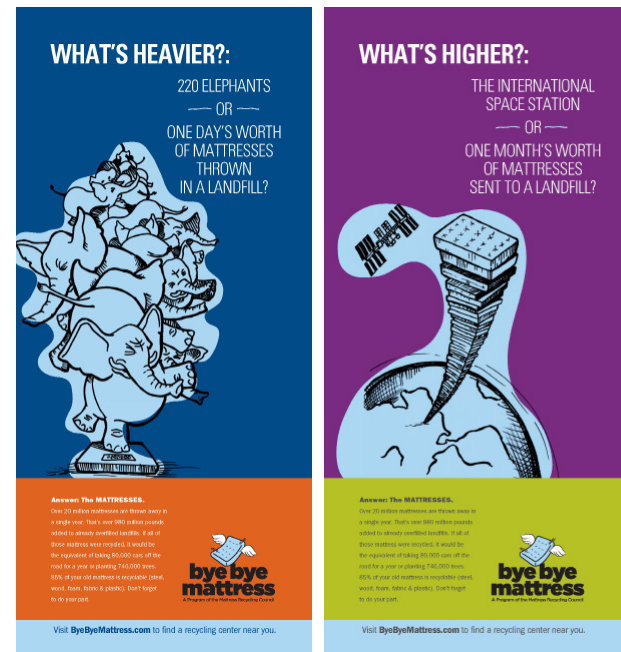
PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

The PSA campaign consists of radio, print and outdoor ads, and an online video. MRC launched each of these PSA elements over a two-year period.

Previously, MRC focused on radio PSAs and publishing the online video. This Reporting Period, MRC launched a new radio spot, and also distributed print and outdoor artwork to PSA directors. MRC is currently monitoring media outlets for placements and will continue to encourage use of the PSA throughout 2017. After evaluating this year's results, MRC may consider including paid advertising.

RADIO: MRC developed a new radio spot (Sandman) for use throughout 2017. The pre-recorded :30 and :60 spots are available in English and Spanish. It was distributed to 88 PSA Directors in June 2017.

PRINT: MRC developed print ads in seven standard sizes for newspapers and regional magazines and sent these materials to 416 contacts in June 2017.



PRINT ADS

Hear "Sandman" Click Below To Listen



:60 PSA ENGLISH

<https://dl.orangedox.com/sandmanenglish60>



:30 PSA ENGLISH

<https://dl.orangedox.com/sandmanenglish30>



:60 PSA SPANISH

<https://dl.orangedox.com/bbmsandmanspanish60>



:30 PSA SPANISH

<https://dl.orangedox.com/bbmsandmanspanish30>

OUTDOOR: In June 2017, MRC distributed artwork intended for billboards, bus shelters, and other types of outdoor signage to media companies. MRC will monitor placements through 2017 before determining if buying outdoor ad space is necessary.



OUTDOOR BILLBOARD

ONLINE VIDEOS: In March 2016, MRC created an online video. It was published on MRC's YouTube channel and shared on Bye Bye Mattress' social media. In March 2017, a video version of Sandman was added to the library. Collectively these videos have nearly 800 views.

Click Below To View:

"I am Done With my Mattress" PSA
Click to watch:



:60 PSA

<https://www.youtube.com/watch?v=ptDAJNp4CSk>



:30 PSA

<https://www.youtube.com/watch?v=ptDAJNp4CSk>



"Sandman" PSA Click to watch:



:60 PSA

https://www.youtube.com/watch?v=L9QMPy4VT_Y



:30 PSA

<https://www.youtube.com/watch?>



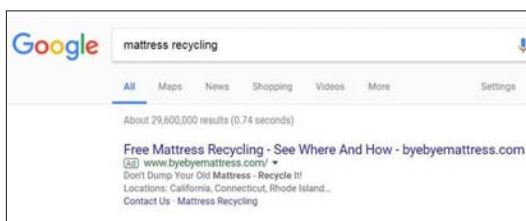
ONLINE ADVERTISING

MRC received a grant from Google for free AdWords services to drive traffic to ByeByeMattress.com. These ads geographically target web searches for mattress recycling, disposal, and junk removal in all of the states where MRC operates a Bye Bye Mattress program and direct visitors to the recycling locator. The ad appears within the top three results.

Connecticut's ad garnered 5,195 impressions that led to 451 clicks on the recycling locator. This equates to a 9% click-through-rate, which is well above the industry standard of 2%. Ads for MRC's other state programs were showing a similar powerful performance, so MRC decided to renew the AdWords grant for 2017 and expand into paid online advertising. Paying for AdWords allows MRC to take full advantage of Google's advertising service and have more flexibility in ad design, targeting, and keyword choices (the ads under the grant program come with restrictions and limitations).

By the end of the Reporting Period, paid ads had been running for nearly three full months. During this time, they received 7,738 impressions and nearly 1,000 clicks to the locator resulting in a 12.73% click-through-rate.

MRC will continue to monitor the AdWords grant and paid ads through 2017 and continue to improve its online advertisements.



COMMUNITY EVENTS

MRC engages with the public through collection events and public appearances. Collection events provide a way for MRC to service an area that might not have a facility capable of or willing to be a permanent collection site, or targets a specific need (such as neighborhood cleanup, move out day at a university, etc.). Meanwhile, public appearances help MRC boost awareness of the Program and educate residents about the benefits of mattress recycling and how to access sites in their area.

COLLECTION EVENTS: This Reporting Period, five communities held annual or bi-annual collection events, one of which worked with Farmington's curbside collection service. Meanwhile, Cheshire's annual event collected nearly 100 additional mattresses from the previous year.

PUBLIC APPEARANCES: With the Program still in its formative years, MRC remains selective about public appearances. MRC continues to monitor how Connecticut communities participate in annual events such as Earth Day (April 22), as well as Keep America Beautiful's Great American Clean-Up (First day of Spring) and America Recycles Day (November 15). Other events MRC is considering include family-friendly festivals or home and garden shows.

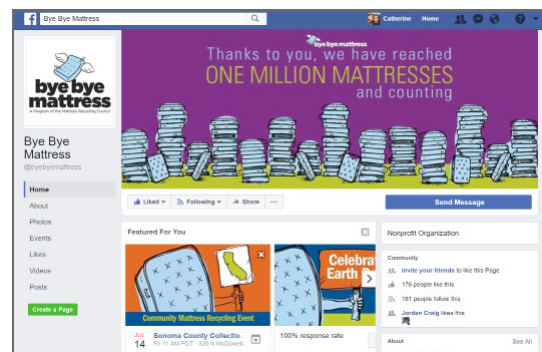
MEDIA RELATIONS

ANNUAL REPORT RESULTS: In October 2016, MRC announced the highlights from its first Annual Report. The news release received favorable local and industry press coverage spanning broadcast, print, and online media. This publicity received more than 283,000 impressions and equated to \$18,700 in advertising value.



MILLIONTH MATTRESS MILESTONE:

MRC recycled its one millionth mattress in January 2017. It announced the news across all of MRC's program states which generated more than 47 million impressions from print, online, and social media audiences.



COLLECTION SITE AND EVENT TOOLKITS

To help collection sites promote their activities, MRC prepared a template news release and suggested content that they may use for online and social media. The release allows municipalities to customize information for their residents, including hours of operations, access, and residency restrictions. They may also use the suggested content on their city websites, community newsletters, and social media. MRC provides collection event hosts with similar materials, including a media alert template, flyer template, event day signage kit, and suggested social/online content. Those that chose to use these provided items helped generate a dozen local stories that received more than 105,000 impressions.



Eric Thompson / Impact Connecticut Media
Jacklin Thompson and Andre Williams accept a mattress from Pete Bursky, left, during the free Mattress Recycling Council's Bye Bye Mattress Program Saturday at the Norwalk Public Works Center.

Recycle Your Mattress This Saturday

The Town of Cheshire is hosting a Community Free Mattress Recycling Event this Saturday, April 29, from 9 a.m. to 1 p.m. at Darcey School, 1686 Waterbury Rd. Cheshire residents only may drop off their mattresses, box springs and crib mattresses at no charge. Items that will not be accepted include: Mattresses from futons, sofa beds, water beds, car beds; mattresses infested with bed bugs; mattresses that are wet, damaged, or excessively soiled; sleeping bags; mattress pads, toppers, pillows, bedding; and furniture, other household items, or garbage.

NORWALK

» MATTRESS, BOX SPRING RECYCLING APRIL 1

On Saturday, April 1, the City of Norwalk will be accepting mattresses and box springs for free. The free collection program will recycle the mattresses and box springs through the Mattress Recycling Council's Connecticut "Bye Bye Mattress Program." For additional information regarding this program, please visit www.ByeByeMattress.com or call 855-700-9973.

The mattress collection is from 9 a.m. to 1 p.m. at the Norwalk Public Works Center, 15 South Smith St., in the parking area next to the gas pumps.

It is open only to Norwalk residents. Mattresses and boxsprings must be dry and intact. For information, go to www.norwalk.ct.gov or call the Customer Service Center at 203-854-3200.

— www.norwalk.ct.gov

Click Below To View



COLLECTION SITE PROMOTION TOOLKIT

<https://dl.orangedox.com/Downloads>



SOCIAL MEDIA

Bye Bye Mattress uses Twitter and Facebook with content shared on MRC's social media channels.

Having a daily news feed of engaging and relevant information is important for maintaining a presence on both Twitter and Facebook. To date, we have found social media useful in announcing community collection events and pointing visitors to ByeByeMattress.com for additional information.

In 2017, MRC began paying to boost certain content such as collection event listings, new site announcements, and major Program milestones. More than 2,000 people are engaging with the page each month by sharing, linking, or commenting on posts. Meanwhile, Bye Bye Mattress earned over 41,400 impressions on Twitter during this Reporting Period.

MRC will continue to monitor the effectiveness of social media to build awareness of the Program and drive visits to the website.

More than **2,000** people are engaging with Bye Bye Mattress each month by sharing, liking, or commenting on posts. Meanwhile, Bye Bye Mattress earned over **41,000** impressions on Twitter during the Reporting Period.



FOLLOW & LIKE
@BYEBYEMATTRESS



INDUSTRY COMMUNICATION

The primary goal of the MRC brand is to inform retailers, manufacturers, renovators, and other industry stakeholders about the law and their obligations. To accomplish this, MRC uses direct mail, websites (MattressRecyclingCouncil.org and MRCreporting.org), industry events, industry media relations, and social media.

See the **Goals & Methods** section for further details on MRC's efforts to communicate with industry and stakeholders about recycling with the Program and its benefits.

DIRECT MAIL & PHONE OUTREACH

MRC continues to follow up with mattress retailers and producers to remind them of their obligations via mail, phone, and in-person visits. It monitors a variety of sources for non-compliant parties and new mattress retailers, including holders of Connecticut Bedding & Upholstered Furniture Licenses, Connecticut Secretary of the State's business filing system (CONCORD), industry publications, Yellow Pages, the Better Business Bureau, online searches, industry event attendees, and exhibitors, and other sources.

MRC's customer service specialist assists the mattress industry with their registration, reporting, and payment questions received through email, online forms, social media, and a hotline. Additionally, the customer service specialist visited various retailers throughout the state in March 2017.

Appendix D contains a complete list of registered producers as of Sept. 1, 2017.



Since the start of Connecticut's Program MRC has collected more than **53,000** mattresses from retailers for recycling.

WEBSITES

MattressRecyclingCouncil.org:

Designed for use by the mattress industry, regulators, and non-consumer stakeholders, this website attracted over 60,000 visitors during the Reporting Period. Approximately 7.5% of those visitors accessed the site from Connecticut. Based on the relative population of Connecticut to the other participating states, Connecticut represents 8% of MRC's total target audience. Therefore, the Connecticut based web traffic aligns with MRC's expectations.

All official news from MRC is posted on the homepage and archived in the news area. This includes the approved Plan, Annual Reports, recycling fee amount, and start date of the Program.

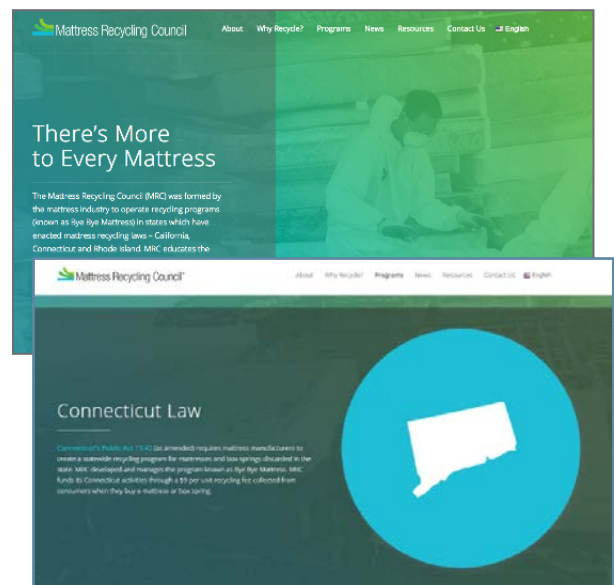
The Connecticut state page is specific to Connecticut's Act and the progress of its Program. By clicking on links from this page:

- All stakeholders may read the Act and information about the Program.
- Solid waste facilities may request to become collection sites.
- Retailers and other entities may request to participate in the Program's recycling services.
- Retailers, manufacturers, and renovators may link to MRCreporting.org (where they may register with MRC and remit the recycling fees that they collect.)
- Stakeholders may view information sheets and applicable notices that discuss various aspects of the Program.
- Collection sites may view collection site guidelines.

Furthermore, a resources library features important links and information about MRC's reporting and payment portal, customer education materials, and information sheets about recycling options that are tailored to specific categories of discarded mattress collectors (e.g., transfer stations, retailers, lodging establishments, etc.).



PREVIOUS MATTRESSRECYCLINGCOUNCIL.ORG



MATTRESSRECYCLINGCOUNCIL.ORG AS OF JAN. 24, 2017

MRCReporting.org: This website contains the portal through which parties may register online and retailers may report and remit the recycling fees that they have collected. In addition, MRC cross-posts on this site notices and information that also appear on MattressRecyclingCouncil.org. It also has a notification function for emailing automatic reporting and payment reminders as well as Program or policy updates to all registrants.

The screenshot shows the MRC Reporting website interface. At the top, there's a navigation bar with links: Home, Reporting, My Account, Make a Payment, Program Updates, Resources, and Help. The main heading is "MRC REGISTRATION & REPORTING" followed by "Welcome to the MRC Online Registration and Reporting System". The content is organized into sections for different states: Connecticut, Rhode Island, and California, each detailing registration requirements and fees. A sidebar on the right titled "News and Notifications" lists various notices and determinations from 2015 and 2016.

MRC REGISTRATION & REPORTING
Welcome to the MRC Online Registration and Reporting System

California, Connecticut and Rhode Island have enacted laws requiring the mattress industry to establish a mattress recycling program in each of these states. You may be required to register with MRC, depending on where you conduct business. Companies selling mattresses and box springs to consumers in these states must collect recycling fees on all mattress sales and remit the fees to MRC monthly.

Each state has different registration requirements:

Connecticut
Each company that produces, imports or distributes mattresses for sale in the state must join MRC. To join, you must register online with MRC through this system.
As of May 1, 2015, businesses selling mattresses must collect a \$9 recycling fee on each mattress or box spring sold to Connecticut consumers.

Rhode Island
Each company that produces, imports or distributes mattresses for sale in the state must join MRC. To join, you must register online with MRC through this system.
The Rhode Island program began on May 1, 2016. As of May 1, 2016, businesses selling mattresses must collect a \$10 recycling fee on each mattress or box spring sold to Rhode Island consumers.

California
Each company that produces, imports, distributes, or renovates mattresses for sale in the state must register online with MRC through this system.
Businesses selling mattresses must collect an \$11 recycling fee on each mattress or box spring sold to California consumers as of December 30, 2015. Businesses that do not register by December 30, 2015 will be unable to sell their products in California and may result in financial and/or civil penalties.
After December 30, 2015, a producer, renovator or retailer may not sell, distribute, or offer for sale a mattress in California unless it has registered with MRC and is in compliance with the law.

News and Notifications

- CT, CA & RI Mattress Recycling Programs: Notice to Online Sellers - 3rd Notice (April 2016)
- RI Mattress Recycling Program: Notice to Mattress Producers & Importers - 4th Notice (April 2016)
- RI Mattress Recycling Program: Notice to Mattress Retailers - 2nd Notice (April 2016)
- CA Mattress Recycling Program: CA State Board of Equalization Sales Tax Determination (Feb 2016)
- CA Mattress Recycling Program: Notice to Mattress Retailers - 4th Notice (December 2015)
- CA Mattress Recycling Program: Notice to Mattress Renovators - 4th Notice (December 2015)
- CA Mattress Recycling Program: Notice to Mattress Producers - 4th Notice (December 2015)
- CT Mattress Recycling Program: Notice to Mattress Producers - 3rd Notice (February 2015)
- CT Mattress Recycling Program: Notice to Mattress Retailers - 3rd Notice (February 2015)

VIDEO SERIES

MRC created the following short online videos to educate target audiences about the Program:

- **About the Mattress Recycling Council:** This video provides an overview of state recycling laws, the fee, what it pays for and encourages stakeholders to recycle with MRC. The video received the Academy of Interactive & Visual Arts' Communicator Award in the Online Video category in 2016.
- **How to Register on MRCReporting.org:** Registering with MRC requires a basic understanding of the manufacturer's or retailer's legal obligations. This video provides a step-by-step guide to completing the registration process.
- **Reporting & Remitting Your Recycling Fees:** This video explains how mattress manufacturers and retailers report and remit collected fees through the online portal.

Each of these videos are available on MattressRecyclingCouncil.org and on MRC's YouTube channel. MRC uses them in presentations to industry groups and in MRC's tradeshow booths. During the Reporting Period, these videos garnered over 1,200 views.



Click Below To View



VIDEO SERIES

<https://youtu.be/ptDAJNp4CSk>

PROGRAM UPDATE MONTHLY E-NEWSLETTER

MRC emails this monthly newsletter free of charge to over 2,600 recipients, including all registered retailers and manufacturers, collection site hosts, and other stakeholders who subscribed to the newsletter. MRC's newsletter averages a 50% open rate, which, according to research conducted by Constant Contact, is more than double the 21% average open rate for emails originating from non-profit sources.

Content every month includes upcoming reporting deadlines, the availability of consumer education materials, and where to recycle mattresses. Other content focuses on Program results, MRC announcements, and other developments.



INDUSTRY EVENTS

The mattress industry and MRC participate in the following industry events each year:

- ISPA EXPO (March of even years)
- ISPA Industry Conference (March of odd years)
- Home Furnishings Association Networking Conference (each May)
- Las Vegas Market (each winter and summer)

In March 2017, MRC met with over 250 bedding industry professionals at the ISPA Industry Conference. ISPA promoted MRC's participation both before and during the event. Visitors to MRC's booth had an opportunity to ask about the Program registration process, how to educate retailers and consumers about the fee and its collection, used mattress recycling options, and how retailers and consumers could benefit from MRC.

In May 2017, The Home Furnishings Association's Annual Networking Conference provided valuable facetime with regional and national furniture retailers. In addition to exhibiting at these conferences, MRC contributes content to HFA's Legislative Update email, *RetailerNOW* magazine and meets with its members when they visit Washington, DC, to see their federal representatives. MRC will continue to work with HFA to connect with furniture retailers that are either not registered with the Program and should be, or are not participating in the Program as a collector of discarded mattresses for recycling.

At 2016 and 2017 Las Vegas Markets, MRC exhibited in the Home Furnishing Association's Retailer Resource Center and answered retailers' registration, reporting, payment, and recycling



ISPA EXPO 2016

questions. Las Vegas Market is the largest bedding show in the United States. It attracts retailers from all 50 states and over 80 countries, and new companies entering the country or bedding market debut their products.

In 2018, MRC will continue to participate in the aforementioned events, but it will also attend the Northeast Furniture & Accessories Market (January 7-8) to determine if this industry event is effective at reaching bedding retailers and warrants becoming a regular exhibitor.

MEDIA RELATIONS

MRC issued two press releases to mattress industry media announcing the release of Connecticut's first Annual Report and the MRC's Millionth Mattress Milestone. Strong relationships with *Furniture Today* and ISPA's publications (*Sleep Savvy* and *BedTimes*) helped these announcements reach over 48,000 retailers and manufacturers in the bedding and home furnishings industries.

MRC also contributes content to every issue of *Sleep Savvy* and *BedTimes*. This coverage appears in each publication's sustainability section, and ranges from information about the fee and its collection, to updates about the Program or other recycling trends.

MRC news has also been published in other industry media, including *Home Furnishings Business*, *RetailerNOW*, and *Sleep Retailer*.



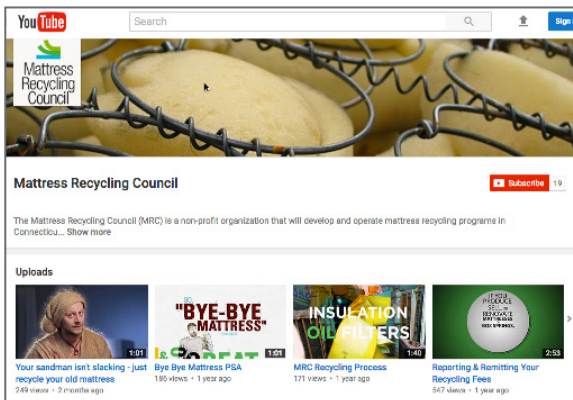
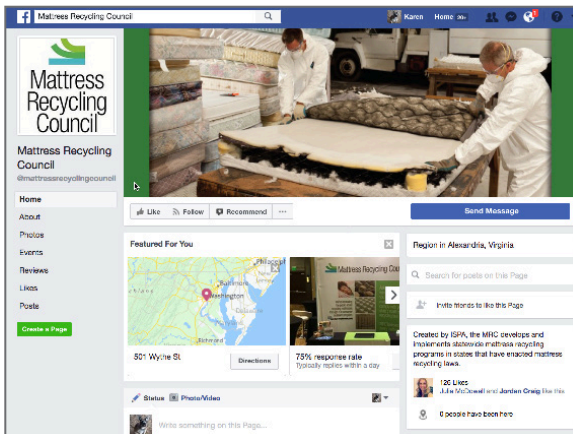
SOCIAL MEDIA

MRC uses Twitter, Facebook, YouTube, and Google+. Collectively, MRC has more than 400 followers on social media, comprised of a mix of individuals, civic and environmental groups, retailers, local and state government, waste haulers, and recyclers.

Having a regular feed of news is important to remain relevant on social media. In addition to sharing Bye Bye Mattress content, MRC uses its social media accounts to announce Program developments, promote MRC's presence

at industry events, distribute marketing collateral, interact with industry stakeholders, and monitor industry news. #FAQFriday also draws attention to frequently asked questions about recycling and registration, as well as fee collection, reporting, and remitting.

MRC will continue to use social media and will evaluate its effectiveness in driving traffic to MRCreporting.org, MattressRecyclingCouncil.org, and the recycling locator.



FOLLOW & LIKE
@MATTRECYCOUNCIL





MRC collects mattresses from **125** communities and **169** public and private entities that dispose of large volumes of discarded mattresses.

PERFORMANCE GOALS & EVALUATION

PERFORMANCE GOALS & EVALUATION

CONNECTICUT'S MATTRESS COLLECTION NETWORK

The Program's success hinges largely on working with the existing statewide infrastructure of "Covered Entities" that receive or handle discarded mattresses as part of their ongoing operations. As defined by the Act, Covered Entities include municipal transfer stations, municipal bulky waste or curbside collection, private transfer stations, mattress retailers, lodging establishments, prisons and other incarceration facilities, health care facilities, educational facilities, military bases, waste-to-energy facilities, and other entities that may be eligible to participate in the Program. Of these entities, town municipal transfer stations handle the largest volume of discarded mattresses.

Throughout this Reporting Period (MRC's second year of operations)

residents in 125 towns had a free drop-off option (collection site, curbside collection, collection event, or recycler) in their community. While many of the collection sites limited access to their city or town residents, all state residents could use Park City Green in Bridgeport or the Salvation Army in Newington.

In addition to these municipal partnerships, 169 other public and private entities that dispose of large volumes of discarded mattresses are also recycling their used units through the Program.

MRC continues to bring new municipalities and other entities into the Program. They must contact MRC if they desire to host a collection site or one-day event, drop-off at a recycling facility, or have collected the minimum number of units to qualify for no-cost transportation services.



EVALUATION OF PERFORMANCE GOALS & METHODS

As required by the Act, in September 2016, MRC submitted updated performance goals based on its experience administering the Program from May 1, 2015, to June 30, 2016. These updated goals reflect MRC's experiences during the initial implementation of the Program, and set targets that will both increase the number of mattresses collected and access to no-cost recycling for residents and Covered Entities in Connecticut that wish to recycle discarded mattresses.

Below is an evaluation of the education, outreach, and other methods MRC used to achieve these revised goals.

Appendix C contains a list of industry and stakeholder events in which MRC participated.

MUNICIPAL TRANSFER STATIONS AND VOLUME REDUCTION PLANTS

GOAL: To have at least 75% of municipal transfer stations participating in the Program by the end of the first two years of operation. MRC will also increase access for Connecticut residents through special collection events and other programs.



ACHIEVED: – As of June 30, 2017, MRC established collection sites at 107 municipal sites, giving 120 communities direct access to the Program. In addition, 5 public works departments held annual or bi-annual collection events. Therefore, within the first two years of the Program's operation, 75% of municipal

*transfer stations were participating. See **Appendix B** for a complete list of participating communities.*

GOAL: MRC will work with Volume Reduction Plants not in the Program to evaluate their mattresses for recycling and work with upstream sources to divert them for recycling before they become contaminated.



ACHIEVED: 32 Volume Reduction Plants operate in Connecticut. During the Reporting Period, 11 Volume Reduction Plants sent discarded mattresses to MRC-contracted recyclers. MRC continues to reach out to the remaining facilities.

METHODS: MRC actively recruited various entities that collect discarded mattresses. Specifically, MRC contacted:

- Connecticut municipal transfer stations to promote the Program and encourage their participation
- municipalities with bulky waste or curbside collection programs to discuss their logistical processes and options
- private transfer stations that the state has categorized as Volume Reduction Plants

These efforts, led by MRC's Northeast Program Coordinator, involve outreach through emails, phone calls, and personal visits. As a result, 125 communities were participating in the Program by the close of the Reporting Period.

Municipalities often cite limited labor resources (required to stack and handle mattresses), space constraints, and bed bug concerns as reasons for declining to participate in the Program. MRC has attempted to address these obstacles to participation.

For municipalities lacking resources to participate as fixed drop-off locations, MRC offers one-day community collection events staffed by MRC-contracted recyclers. For the host location, MRC provides a container, labor, transportation, and recycling of collected mattresses. MRC will also assist with event publicity and signage (as previously described in the **Education & Outreach** section).

To alleviate bed bug concerns, MRC worked with DEEP, Dr. Gale Ridge of the Connecticut Agricultural Experiment Station, and the Connecticut Coalition Against Bed Bugs (CCABB) to develop relevant training and handouts for recyclers and municipal transfer stations. Key messages included dispelling health-related myths, bed bug identification tactics, and best practices for protecting staff. Trainings were held in September and November of 2016 and May of 2017 for current and prospective Program participants. MRC promoted the events to the entire Connecticut collection network through targeted emails, and invited municipalities not participating due to bed bug management concerns to attend one of the training sessions. MRC has integrated CCABB's information into the Program collection site guidelines and the resources section of MattressRecyclingCouncil.org.

MRC continues to contact all municipalities through individual site visits and a presence at industry events including the Connecticut Conference of Municipalities, Connecticut Recyclers Coalition, and Northeast Recycling Council. MRC also attends meetings hosted by the DEEP Solid Waste Advisory Committee and Council of Governments in order to meet with recycling coordinators and city leaders to discuss Program progress and encourage participation. MRC's municipal information sheet and Program guidelines (also available on MRC's website) are useful informational tools as MRC interacts with these stakeholders.

bye bye mattress
A Program of the Mattress Recycling Council

Connecticut Mattress Recycling Program for Municipalities

In 2013, Connecticut enacted Public Act 13-42, which required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law does not require solid waste facilities that collect used mattresses to recycle them. Facilities may voluntarily participate in the program.

Contact MRC to find out how your municipality can receive no-cost recycling services for the mattresses you collect from your residents.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Connecticut mattress recycling program.

As of May 1, 2015, retailers and other businesses selling mattresses began collecting a \$9 recycling fee on each mattress and box spring that is sold to a Connecticut consumer. These fees are remitted to MRC and used to recycle mattresses.

Participant Eligibility

Participating municipalities no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for the transportation and recycling of the mattresses.

What MRC Provides

- Collection containers at your site
- Transportation from your site to the contracted recycler
- Mattress recycling services

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from waste-to-energy facilities and landfills and allow materials like fiber, foam, steel and wood to be reused.

Participation Requirements

- Must register with MRC Program Coordinator for no-cost recycling services
- Provide a secure site for the collection container
- Keep mattresses dry and segregated
- Pack mattresses efficiently to maximize container capacity
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Connecticut residents or collected in curbside bulky waste pickup are eligible for the program.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

- Juvenile products such as cribs, bassinets, changing tables, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping-style air mattresses
- Fold-out sofa beds
- Futons and furniture

Justine Fallon
Northeast Program Coordinator
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www.mattressrecyclingcouncil.org
Date this document: March 2016



Mattress Recycling Council

Connecticut Mattress Recycling Program COLLECTION GUIDELINES

Produced April 2015

COLLECTION GUIDELINES

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About the Mattress Recycling Council

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to develop and operate the Connecticut mattress recycling program. MRC submitted an implementation plan to the Connecticut Department of Energy and Environmental Protection (CT DEEP) on July 1, 2014. The plan was approved on December 31, 2014. The Connecticut mattress recycling program will begin on May 1, 2015.

MRC has contracted with service providers to transport mattresses for recycling from collection sites throughout the state. This Program is funded by recycling fees collected when Connecticut consumers buy a mattress or box-spring (aka foundations). For simplicity, we will refer to both mattresses and box-springs as just mattresses. These Guidelines describe the Program and what your facility needs to do to participate. These Guidelines may also be subject to change.

Public Law

In 2013, Connecticut enacted Public Act 13-42, later amended by Public Act 14-170, which requires mattress manufacturers to create a recycling program for mattresses discarded in the state. The mattress industry created MRC to fulfill these requirements.

What MRC Provides

Staff at all participating collection sites must be knowledgeable regarding these Guidelines before accepting mattresses.

The MRC program will provide the following to participating municipalities:

- A collection container to store mattresses that is appropriate for the number of mattresses that the collection site expects to generate and the site's available space.
- Transportation from the municipal collection site to a contracted recycler
- No-cost mattress recycling services

Page 1

PROGRAM MATERIALS

ACCEPTABLE

Only mattresses used and discarded in Connecticut can be accepted by the Program. Below are mattresses acceptable by the program.



A participating collection site may not charge for mattresses that are dropped and recycled through the Program, but may charge for the service of collecting curbside or through other means that is then taken to a collection site for recycling.

Page 2

MATERIALS COLLECTION & HANDLING

Each collection site will have unique operational considerations. Participating facilities must make their own decisions about how to best manage their operations in the safest manner possible in accordance with applicable laws. At a minimum, each participating site must meet these requirements:

	MINIMUM PROGRAM REQUIREMENTS
SITE	Each collection site must be secure with adequate space and staffing to handle and store acceptable mattresses.
PERMITS	Each collection site must have knowledge of, and comply with all applicable federal, state and local laws. These may include, but are not limited to, zoning requirements, state permit requirements, and OSHA or other workplace requirements. Please contact CT DEEP's general permitting information line at 860-424-3366 to confirm whether your site is in compliance with all applicable notifications or requirements for accepting mattresses for recycling at your site.
INSURANCE	Each collection site must maintain general liability insurance of at least \$1,000,000 per occurrence.
TRAINING	Staff at each collection site must be trained and knowledgeable regarding these Guidelines before accepting mattresses for recycling.
STORING & LOADING MATTRESSES <i>See page 6 for photos and guidelines</i>	<p>A collection site that has a CT DEEP General Permit for Municipal Transfer Stations must store program materials in weather proof containers, or under cover, to maximize their recyclability. In addition, all collection sites must:</p> <ul style="list-style-type: none"> • Make every effort to place mattresses in MRC-designated storage containers immediately upon acceptance • Keep mattresses intact and not intentionally crush or puncture them • Efficiently stack mattresses to maximize the number of units loaded in each storage container • Provide oversight to keep unacceptable items out of MRC-designated storage containers • Remove any non-program materials from MRC-designated storage containers before transport to MRC recyclers • Practice good housekeeping standards, and keep storage containers and program materials in a neat and orderly condition
SITE ACCESS	Collection sites must allow MRC access to confirm compliance with these Guidelines.

Page 5

CONNECTICUT RETAILERS

GOAL: To recycle approximately 30,000 mattresses from retail sources annually.



***PARTIALLY ACHIEVED:** Since the Program started in May 2015, MRC has collected more than 53,000 units from retail sources. During this Reporting Period, MRC collected 28,737 units, which represents a 17% increase over the quantity collected during the prior 12-month period (24,514 units). MRC continues to communicate with the industry about how to participate in recycling and adds retailer sourced discards to the Program on an ongoing basis.*

METHODS: MRC provides no-cost recycling to retailers that comply with the Program and make delivery and scheduling arrangements with MRC's Northeast Program Coordinator. The retailer may self-haul or use a third-party to deliver discarded mattresses directly to an MRC-contracted recycling facility. MRC provides no-cost transportation to retailers that collect a minimum of 50 units.

MRC promotes recycling to the mattress industry through its website (MattressRecyclingCouncil.org), online portal (MRCreporting.org), notifications, a monthly e-newsletter (The Program Update), articles and advertisements in industry publications, and presentations at industry conferences and bedding retailer and manufacturer sales meetings. MRC staff also visit regional and national retailers' warehouses to

to discuss recycling solutions tailored to meet their logistical and operational concerns.

A retailer information sheet and a brochure explain the benefits of recycling, what MRC will provide and how the retailer can contact the Northeast Program Coordinator.

MRC will continue to focus on reaching mattress retailers through industry events, stakeholder meetings, and other forms of advertising and communication described in **Education & Outreach**, and assist those interested in participating.

bye bye mattress
A Program of the Mattress Recycling Council

Connecticut Mattress Recycling Program for Mattress Retailers

In 2013, Connecticut enacted Public Act 13-42, which required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law only requires retailers to charge the recycling fee, taking advantage of MRC's no-cost recycling services is voluntary.

Contact MRC to find out how your store can receive no-cost recycling services for the mattresses you collect from your customers.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Connecticut mattress recycling program.

As of May 3, 2015, retailers and other businesses selling mattresses began collecting a \$9 recycling fee on each mattress and box spring that is sold to a Connecticut consumer. These fees are remitted to MRC and used to recycle mattresses.

Benefits of Participating

- Participating retailers no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for recycling mattresses.
- Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from landfill and allow materials like fiber, foam, steel and wood to be made into other useful products.

What MRC Provides

- Recycling of mattresses at no cost to you
- No-cost mattress drop off at an MRC contracted recycling facility
- Transportation for large quantity generators
- Program promotional materials

Participation Requirements

- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck or container
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Connecticut retailers are eligible for the recycling program. Mattresses from out of state stores are ineligible.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

- Juvenile products such as cribs, bassinets, dressers, tables, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping style air mattresses
- Fold-out sofa beds
- Pottery and furniture

Julie Fallon
Mattress Recycling Council
Northeast Program Coordinator
Phone: (860) 354-7053
www.mattressrecyclingcouncil.org
May 2015

Connecticut Law

Connecticut Public Act 13-111 has amended existing mattress manufacturers to create a statewide recycling program for mattresses and box springs discarded in the state. MRC developed and manages the program known as Bed Bye Mattress, LLC. Thanks to Connecticut residents through a \$2 per unit recycling fee collected from consumers when they buy a mattress or box spring.

How to Recycle

Businesses and other entities that have used mattresses (such as hotels, universities, hospitals, and waste facilities, etc.) may drop off mattresses and box springs at an MRC contracted recycling facility. At no cost to the business, MRC's Large Volume Pick-Up Service. Residents of Connecticut may drop off discarded mattresses and box springs at Park City Green, a collection point or a collection event. Residents that drop off units at Park City Green will receive a \$2 receipt and the units will be sent to a recycling facility. Residents that drop off units at a collection event will receive a receipt and the units will be sent to a recycling facility.

BedTimes

The Business Journal for the Green Products Industry, January 2017

**Growing greener
Statewide
mattress-recycling
programs
take root
and flourish**

BSC research:
Consumer interest
in the rise
Mattress
25 years

Leaders in the industry for a century.

Leigh's processed cotton and synthetic blends are ideal for mattresses. They provide comfort at a low cost, while meeting manufacturers' high standards of quality.

And Leigh Fibers, like ISPA, has been producing quality products for 100 years.

Congratulations ISPA from all of us at Leigh Fibers.

LEIGH FIBERS INC.

1101 Sylvan Road | Wallford, SC 29385 | (864) 439-4111 | www.leighfibers.com

RECYCLING

bye bye mattress

The new laws only require retailers to collect and remit the recycling fee to MRC. Recycling your mattress through the program is voluntary.

How to Participate

California retailers must contact recyclers directly to participate. In Connecticut or Rhode Island, retailers must enroll with MRC's Northeast Program Coordinator.

Benefits of participating

Participating retailers no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for mattress recycling.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from waste to energy facilities and landfills and allow materials like steel, foam, fiber and wood to be reused.

What MRC provides

- No-cost recycling of mattresses and box springs.
- Program promotional materials.
- Transportation of collected units or no-cost drop-off at an MRC contracted recycler.

*Transportation only available in CA, IL, IA, IN and minimum 16 requests.

For a full list of recyclers visit www.ByeByeMattress.com

Mattress Recycling Council

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E-mail: info@mattressrecyclingcouncil.org
www.mattressrecyclingcouncil.org

Mattress Recycling

What you should know about your state's mattress recycling law

Mattress Recycling Council

Mattress Recycling Laws Apply to Manufacturers, Importers & Distributors

We're here to help you comply with each state's mattress recycling law. Visit www.mattressrecyclingcouncil.org/resources for:

- Registration and reporting guidelines
- Step-by-step videos for how to use MRC's reporting tool
- Frequently asked questions
- Customer education materials
- & so much more!



MATTRESS RECYCLING: A success story

THREE YEARS AFTER CALIFORNIA, CONNECTICUT AND RHODE ISLAND PASSED MATTRESS-RECYCLING LAWS, STATEWIDE PROGRAMS ARE FLOURISHING UNDER THE MANAGEMENT OF THE MATTRESS RECYCLING COUNCIL. BY JULIE A. PALM

COLLECTIVELY, NEW STATEWIDE RECYCLING PROGRAMS in California, Connecticut and Rhode Island have recycled 1 million mattresses and box springs since the first program in Connecticut got underway just 18 months ago. It's a remarkable achievement for the mattress industry, but it's also a big win for consumers, who now have a no-cost way of disposing of their old mattresses; a relief to

states and municipalities that are keeping the bulky items out of their landfills; and helpful to companies that use the recycled components and materials to make entirely new products. All that's according to officials with the Mattress Recycling Council, a nonprofit organization that developed and now manages all three recycling programs in accordance with the laws in those states.

12 November/December 2016

[Bedtimesmagazine.com](http://bedtimesmagazine.com)

Mattress Recycling Council

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- * America Recycles Day
- * MRC in the News
- * Meet Us at Industry Events
- * New Collection Sites

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- * CA: Bedding License Fee Increases
- * CA: Last Chance for Reimbursement Claims
- * CA: Free Retail Drop-off Sites
- * Customer Materials Survey

For Collection Sites:

- * Verify Your Locator
- * CA: Illegal Dumping Program

In Every Issue

- Customer Education Reporting & Payment Deadlines
- Publicity Toolkits
- Recyclers in Your Area

IN THE COMMUNITY: America Recycles Day

Join America Recycles Day by Hosting a Collection Event

Keep America Beautiful's America Recycles Day is right around the corner on November 15 and MRC can provide you a turn-key mattress recycling collection event just in time for your community to take part in this great initiative.

MRC provides the container, labor to screen and handle mattresses, transportation of the collected mattresses to the recycling - all at no cost to you! We can even assist with the event promotion and signage. All you must do is contact MRC and we handle the rest.

Get Your No Cost Collection Event Started

I want to host a [California Collection Event](#)

I want to host a [Connecticut or Rhode Island Collection Event](#)

Make Your Event Part of the America Recycles Day Activities

Register your event with Keep America Beautiful [here](#). In addition to MRC's event assistance, you may also want to use Keep America Beautiful's [resources](#) to help you plan and promote your event.

#BeRecycled Pledge

Once you've organized your event, challenge your community to take the #BeRecycled Pledge, which is a promise to actively choose to live a recycled lifestyle by committing to "Reduce, Reuse, Recycle." Help your community think out of the bin by raising awareness that even bulky waste like mattresses can be recycled.

OFFICIAL NEWS: Connecticut Annual Report Released; 150,000 Mattresses Diverted

Last week MRC presented its inaugural Annual Report of the Connecticut Bye Bye Mattress Program to Connecticut municipal

LODGING ESTABLISHMENTS

GOAL: Continue to promote the benefits of the Program among Connecticut lodging establishments and recycle approximately 4,500 mattresses annually from these sources.



ACHIEVED: Lodging establishments tend to replace all or a substantial portion of their existing mattresses at one time. Given the relatively few establishments that replace their mattresses each year, and the relatively large quantities that an establishment will discard at one time, MRC expects that annual units collected from this sector will tend to fluctuate from one year to the next. As a result, a rolling multi-year average is the best metric for measuring whether MRC has achieved this goal. Although MRC collected only 3,518 units from this sector during the Reporting Period, its annual average collection rate since the Program began is 4,925, which exceeds the goal. In addition, MRC developed other outreach materials to raise awareness among the lodging industry.

METHODS: MRC provides no-cost recycling to lodging establishments that make delivery and scheduling arrangements with MRC's Northeast Program Coordinator. The lodging establishment may self-haul or use a third-party to deliver discarded mattresses directly to an MRC-contracted recycling facility. MRC provides no-cost transportation to lodging establishments that collect a minimum of 50 units.

To reach the lodging industry, MRC sends information to area properties via direct mail and maintains an allied membership with the Connecticut Lodging Association (CLA). CLA represents all segments of the lodging industry, including hotels, motels, inns, bed & breakfasts, attractions, and service providers. MRC continues to communicate with those that have received Connecticut's Green Lodging certification from DEEP and maintains mattress recycling information in the Green Lodging certification program resources library.

MRC also has ongoing communications with sustainability directors of major hotel brands and companies that help lodging establishments refresh and renovate their properties.

bye bye mattress
A Program of the Mattress Recycling Council

Connecticut Mattress Recycling Program for the Lodging Industry

In 2013, Connecticut enacted Public Act 13-42, which required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law does not require hotels that dispose of used mattresses in Connecticut to recycle them. Hotels located in the state may voluntarily participate in the program.

MRC will provide no-cost transportation and recycling services to hotels discarding 50 or more mattresses at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage a statewide mattress recycling program in Connecticut known as Bye Bye Mattress.

As of May 1, 2025, retailers and other businesses selling mattresses collect a \$9 recycling fee on each mattress and box spring that is sold to a Connecticut consumer or end user (such as a hotel). These fees are remitted to MRC and used to recycle mattresses.

Participant Eligibility
Participating hotels no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for the transportation and recycling of the mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from waste-to-energy facilities and landfills and allow materials like fiber, foam, steel and wood to be reused.

What MRC Provides

- Transportation from your collection site to the contracted recycler
- No-cost recycling services

Participation Requirements

- Must accumulate a minimum of 50 units prior to MRC providing transportation services
- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon arrival
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Rhode Island residents or collected in outside bulky waste pickup are eligible for the program. We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds
- Juvenile products such as cribs, bassinets, strollers, or playpens
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping air mattresses
- Fold-out sofa beds
- Futons and furniture

Key Contacts:
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www.mattressrecyclingcouncil.org
October 2017

bye bye mattress
A Program of the Mattress Recycling Council

Connecticut Mattress Recycling Program for the Lodging Industry

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What MRC Provides

- Transportation from your collection site to the contracted recycler
- No-cost recycling services

Participation Requirements

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- Futons and furniture

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Kathleen@connecticutmrc.org
Phone: 860.293.0344
www.mattressrecyclingcouncil.org
October 2017

PRISONS AND OTHER INCARCERATION FACILITIES

GOAL: MRC will evaluate prison mattresses on a case-by-case basis for recycling.



***FUTURE FOCUS:** During the Reporting Period, no prisons showed interest in participating in the Program. However, MRC is researching alternative end markets and uses for mattress commodities to increase the recyclability of products from all sources.*

METHODS: Previously, MRC met with staff from Connecticut's Department of Corrections and MRC's contracted recyclers analyzed samples of prison mattresses. Based on that information, MRC concluded that the Program could not recycle prison mattresses at this time. MRC continues to explore recycling options for these products through alternative end uses. It's actively communicating with companies that buy recycled fiber or textiles.

HEALTHCARE FACILITIES

GOAL: MRC will work with industry associations to disseminate Program information and has a goal of recycling acceptable discarded mattresses from 30 healthcare facilities in the first two years of the Program.



***NEEDS REVISION:** Throughout the Program's first two years, MRC disseminated Program information through four healthcare industry groups and recruited seven healthcare facilities to use the Program. It found that healthcare facilities are not recycling mattresses for*

two primary reasons: biological contamination and residual mattress value. A strong secondary market exists for specialty hospital mattresses, so these units are not typically available for recycling. Therefore, MRC recommends that this goal be revised because it is largely impractical for healthcare facilities to use the Program.

METHODS: MRC provides no-cost recycling to healthcare facilities that make delivery and scheduling arrangements with MRC's Northeast Program Coordinator. The healthcare facility may self-haul or use a third-party to deliver discarded mattresses directly to an MRC-contracted recycling facility. MRC provides no-cost transportation to healthcare facilities that collect a minimum of 50 units.

Prior to the Program launch, MRC identified a wide array of healthcare facilities (acute care, nursing homes, hospitals, and clinics) as potential sources for discarded mattresses. To reach these organizations, MRC staff:

- Promoted the Program at a meeting of The Connecticut Hospital Association.
- Distributed MRC's healthcare information sheet to facilities involved with EPA Region 1's Healthcare & Social Assistance Sector (whose jurisdiction includes Connecticut), DEEP's Hospital Roundtable, and Leading Age (an association representing 130 nursing homes).

Healthcare facilities have been hesitant to participate in the Program because

of concerns about how to store contaminated discarded mattresses, and whether a healthcare facility's attempt to recycle non-contaminated discarded mattresses may conflict with medical waste disposal regulations.

Furthermore, non-contaminated units are seldom discarded for dismantling and recycling. For example, MRC understands from discussions with the industry and contracted recyclers that articulating hospital mattresses retain a high residual value in secondary markets, and therefore are rarely dismantled for recycling. Likewise, worn parts and materials on hospital beds are often repaired or replaced, and are seldom discarded for full dismantling and recycling.

Mattresses used in ambulances and hospital emergency rooms may in some cases be recycled. These products tend to have a solid foam core and are surrounded by a thick vinyl cover. If the cover has not been breached and the interior is uncontaminated, the unit can be recycled.

MRC will continue to focus on reaching the healthcare industry through association meetings and targeted messaging to their members and assist those interested in participating.



Connecticut Mattress Recycling Program for Health Care Facilities

In 2015, Connecticut enacted Public Act 15-42, which required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law does not require health care facilities that dispose of used mattresses in Connecticut to recycle them. Facilities located in the state may voluntarily participate in the program.

MRC will provide no-cost transportation and recycling services to facilities discarding 50 or more mattresses at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Connecticut mattress recycling program.

As of May 2, 2015, retailers and other businesses selling mattresses began collecting a \$9 recycling fee on each mattress and box spring that is sold to a Connecticut consumer. These fees will be remitted to MRC and used to recycle mattresses.

Benefits of Participating

Participating health care facilities no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for recycling mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from landfills and allow materials like fiber, foam, steel and wood to be made into other useful products.

What MRC Provides

- Recycling of mattresses at no cost to you
- No-cost mattress drop off at an MRC contracted recycling facility
- Transportation for large quantity generators

Participation Requirements

- Register with the MRC Program Coordinator
- Accumulate a minimum of 50 units prior to MRC providing transportation services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Connecticut facilities are eligible for the recycling program. Mattresses from out of state facilities are ineligible.

We are **unable** to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Rooms infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

- Juvenile products such as cribs, carriages, bassinets, dividers, tables, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping-style air mattresses
- Fold-out sofa beds
- Futons and furniture



Justine Fallon
MRC Program Coordinator
Phone: (860) 594-0283
www.mattressrecyclingcouncil.org

March 2016

EDUCATIONAL FACILITIES

GOAL: MRC will recycle discarded mattresses from 20 different educational facilities in the first two years of the Program.



ACHIEVED: MRC contacted all educational facilities in the state and 20 facilities have used the Program to recycle mattresses.

METHODS: MRC provides no-cost recycling to educational facilities that make delivery and scheduling arrangements with MRC's Northeast Program Coordinator. The educational facility may self-haul or use a third-party to deliver discarded mattresses directly to an MRC-contracted recycling facility. MRC provides no-cost transportation to educational facilities that collect a minimum of 50 units.

To reach educational facilities, MRC participates in SustainU (Connecticut's annual campus sustainability conference), the Connecticut Alliance for Campus Sustainability listserv and maintains relationships with Keep America Beautiful and the College and University Recycling Coalition.

MRC continues to participate in university focused sustainability events, present Program information to interested facilities, and build stronger relationships with these stakeholders.



Connecticut Mattress Recycling Program for Educational Institutions

In 2013, Connecticut enacted Public Act 13-442, which required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law does not require universities that dispose of used mattresses in Connecticut to recycle them. Educational institutions located in the state may voluntarily participate in the program.

MRC will provide no-cost transportation and recycling services to educational institutions discarding 50 or more mattresses at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Connecticut mattress recycling program.

As of May 1, 2013, retailers and other businesses selling mattresses began collecting a \$9 recycling fee on each mattress and box spring that is sold to a Connecticut consumer. These fees are remitted to MRC and used to recycle mattresses.

Participant Eligibility

Participating educational institutions no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for recycling of the mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from landfills and allow materials like fiber, foam, steel and wood to be reused.

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Connecticut educational institutions are eligible for the recycling program. Mattresses from out of state facilities are ineligible.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

- Juvenile products such as cribs, bassinets, bassinets, dressing tables, cribs, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping style air mattresses
- Fold-out sofa beds
- Tuftons and furniture

What MRC Provides

- Recycling of mattresses at no cost to you
- No-cost mattress drop off at an MRC contracted recycling facility
- Transportation for large quantity generators

Participation Requirements

- Register with the MRC Program Coordinator
- Accumulate a minimum of 50 units prior to MRC providing transportation services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

Join the MRC Northeast Program

Join the MRC Northeast Program Coordinator

For more information, visit www.mattressrecyclingcouncil.org

March 2016

MILITARY BASES

GOAL: MRC will continue to serve the Naval Submarine Base in New London.



ACHIEVED: MRC collected mattresses from the Naval Submarine Base in New London three times during the Reporting Period.

METHODS: The Base used the Program to assist with the recycling and transportation of 692 mattresses from barracks, submarines, and Navy hotel lodging facilities connected to the Base.

MRC will continue to maintain a relationship with the Base and assist it with recycling its discarded mattresses on an as-needed basis.

WASTE-TO-ENERGY FACILITIES

GOAL: MRC will work with non-participating facilities to evaluate their mattresses for recycling and work with upstream sources to divert them for recycling.



ACHIEVED: During the Reporting Period, no WTE facilities contacted MRC about mattress recycling and MRC increased upstream diversion by adding 9 more municipal participants.

METHODS: Over the course of the Program's development and launch, MRC learned that mattresses received by WTE facilities are not in a recyclable condition because the vehicles that collect the discarded mattresses delivered to these facilities also collect putrescible solid waste that contaminates the discarded mattresses.

In order to divert mattresses from a WTE facility, MRC is focused on upstream diversion from municipal sources.

OTHER ENTITIES

GOAL: MRC will document discussions with other entities and encourage their participation in the Program. MRC will develop sector-specific outreach to other entities to increase the number of mattresses recycled in the Program.



ACHIEVED – MRC is now providing no-cost recycling to 72 other entities. This is more than double the amount of other entities receiving service in the previous year. During the Reporting Period, MRC collected 6,417 units from these sources.

METHODS: Other entities not specifically named in the Plan may have discarded mattresses that are eligible for recycling. During the Reporting Period, MRC's Northeast Program Coordinator fielded requests from non-profit organizations, apartment complex property managers, moving and storage companies, small/independent junk haulers, clean out services, and real estate agents that wanted to recycle discarded mattresses through the Program.

MRC created a direct mail postcard for moving and storage facilities and distributed it in the Bridgeport area to test responsiveness. It will continue to collect information from other entities that desire to use the Program and develop other sector-specific outreach.

A Connecticut law required the mattress industry to create and manage a statewide mattress recycling program. Under this law, storage facilities are provided with no-cost recycling services.

The mattress industry created the Mattress Recycling Council (MRC) to develop and manage the program known as Bye Bye Mattress.

How MRC's Bye Bye Mattress Helps Storage Facilities:

- Provides transportation of collected mattresses and box springs to a recycler (50 unit minimum required)
- Allows no-cost drop off at a participating recycling facility (no unit minimum required)

Get Started Today!
Contact MRC to discuss your mattress volume and logistical needs. Email us or go online. Look for the Large Volume Pick Up request form on the Connecticut Program page.

To Receive No-Cost Transportation:

- Contact MRC to schedule pick up
- Complete an online agreement
- Accumulate a minimum of 50 units
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

No-Cost Drop Off Requirements:

- Contact MRC to receive location assignment
- Complete an online agreement

Eligible Items:
Mattresses and box springs used and discarded from Connecticut locations are eligible for the recycling program. Those from out of state storage facilities or other locations are ineligible.

Info@mattressrecyclingcouncil.org or www.MattressRecyclingCouncil.org

STAKEHOLDER OUTREACH

GOAL: Distribute point-of-sale materials that explain the purpose of the recycling fee to consumers.



*ACHIEVED: MRC offers free informational cards and posters to all Connecticut retailers. The artwork is also available from MRC's website for on-demand downloading and printing. See **Education & Outreach** for more information.*

GOAL: Identify non-compliant Connecticut mattress retailers, and require them to register with MRC, and collect and remit the fee.



*ACHIEVED: MRC uses direct mail, phone calls, in-person visits, industry media, and conferences and events to communicate with the industry. See **Education & Outreach** for more information.*

GOAL: Continue to conduct stakeholder meetings for each covered entity subgroup and other interested parties.



*ACHIEVED: MRC's Northeast Program Coordinator was dedicated to meeting with all stakeholders. See a full list of meetings, site visits, and other stakeholder interactions in **Appendix C**.*

GOAL: Contact and visit stakeholders to educate them about the benefits and obligations of Program participation



*ACHIEVED: A full list of meetings, site visits, and other stakeholder interactions is included in **Appendix C**.*

METHODS: As described in the previous **Education & Outreach** section, MRC uses a wide array of communications and marketing methods, including: targeted direct mail and printed collateral, advertising and media relations, websites and social media, site visits, and community and industry events. Considering MRC has achieved its Plan goals, expanded the collection network, and increased recycling from stakeholder groups, MRC concludes its outreach efforts to be effective. It will continue to use the same methods to build stronger awareness of the Program among consumers and increase industry compliance and participation.



MRC remains committed to creating a Program that is convenient and accessible for all Connecticut residents and businesses.

RECOMMENDATIONS FOR CHANGE

RECOMMENDATIONS FOR CHANGE

Based on MRC's experience throughout the Program's two years of operations, we have learned that the healthcare facility goal has proven to be impractical. Mattresses discarded by healthcare facilities are not recycled for two primary reasons: biological contamination and mattress residual value. Strong secondary markets exist for specialty hospital mattresses discarded by healthcare facilities. As a result, discarded units are frequently resold domestically or exported. Therefore, those units are not being landfilled or incinerated in Connecticut and are not available for recycling. Furthermore, healthcare mattresses with breached outer ticking or physical contamination may pose health risks, and are instead disposed of as solid or biological waste due to liability concerns.

Since recycling of mattresses discarded by healthcare facilities through the Program is largely impractical for the reasons discussed above, MRC recommends that this goal be changed to continue our education and outreach efforts while evaluating the recyclability of units discarded by Connecticut healthcare facilities on a case-by-case basis.



MRC has achieved or exceeded many goals from the Program Plan and is making progress towards updated performance goals.

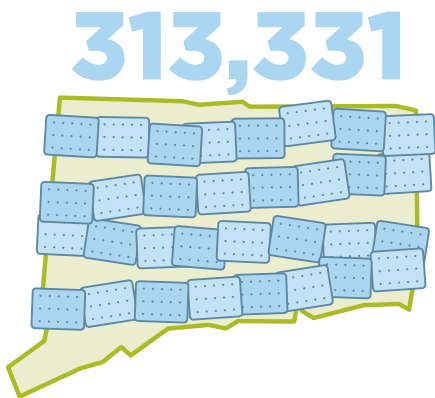
CONCLUSION

CONCLUSION

Since its launch on May 1, 2015, MRC has actively promoted the Program and its consumer-oriented brand – Bye Bye Mattress – to Connecticut residents, businesses and other institutions using a variety of traditional and social media, as well as industry and consumer educational tools. MRC appreciates greatly the strong support that DEEP, consumers, businesses, the media, and other stakeholders in Connecticut and elsewhere have provided as we developed, publicized and launched the Program. As a result, MRC accomplished many of the initial performance goals approved in its Plan and is now seeking to expand the number of collection sites, increase the volume of discarded units recycled, and improve the overall efficiency of the services that the Program provides.

In two years (from the Program's inception through the end of this Reporting Period), the Program has achieved the following:

Collected 313,661 mattresses for recycling. If each unit was placed end to end, those mattresses would span 371 miles – enough to make nearly 4 trips across Connecticut.



If those recycled units were compressed and buried in a landfill, they would be occupying more than 10.4 million cubic feet of space. That would fill up 118 Olympic-sized swimming pools.



Established 114 collection locations. That's a total of 107 municipal transfer stations, 2 statewide accessible sites, and 5 recurring collection events.



Coordinated with 169 other public and private entities to recycle through the Program. A few examples of these are mattress retailers, hotels, universities, junk haulers, and apartment complexes.



Recycled, on average, 70% of a mattress, and MRC is working to increase that to 75%.

Over this time, MRC also encountered challenges that proved the initial goals for healthcare facilities, prisons, and waste-to-energy facilities to be impractical. Instead of focusing on how many of these entities will participate, MRC proposed updated goals to address the barriers that have made recycling mattresses from these sources difficult. And progress is already underway.

MRC remains committed to creating a Program that is convenient and accessible for all Connecticut residents and businesses. In the upcoming year, MRC will continue to focus on growing participation from transfer stations, as well as increasing the amount of mattresses collected from retailers, hotels, and universities. We also look forward to strengthening the relationship with the naval submarine base and furthering our research and exploration of end markets.



APPENDICES

APPENDIX A: 2016 - 2017 FISCAL YEAR



Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**

Connecticut Mattress Stewardship Program - Annual Report

Appendix A – Tonnages of CT Mattresses Managed through the CT Mattress Stewardship Program

Report Submitted by: [Mattress Recycling Council \(MRC\)](#)

Reporting Period: *Fiscal Year (FY) 2017 July 1 2016 thru June 30 2017*

Table 1 Summary of CT Mattresses Management through the MRC CT Program

	FY Tonnage
MRC CT Mattresses <i>Delivered to an MRC Contracted Mattress Recycling Facility</i> for Processing	3989.3
MRC CT Mattress Material Recovered (from MRC mattresses processed) & <i>Sent Out for Recycling</i> by MRC Contracted Recycling Facilities	2382.5
MRC CT Mattress Processing Residue (from MRC mattresses processed) <i>Sent Out for Disposal</i> by MRC Contracted Recycling Facilities	1496.9

Table 2 - Sources of CT Mattresses Managed through the MRC CT Program

Source or Aggregation Site	FY Tonnages Collected & Managed through the MRC CT Program
CT Municipal Transfer Stations (report details in Table 6)	2574.1
CT Regional Solid Waste Facilities (e.g. Resource Recovery Facilities, Volume Reduction Plants, Regional Transfer Stations, Recycling Facilities, etc.)	330.0
CT Correctional Facilities	0.0
CT Hospitals	5.4
CT Hotels	86.2
CT Military Base	17.0
CT Retailers	704.1
CT Schools/Universities	88.9
CT Other: Consumer Incentive Mattresses	26.5
CT Other: Other-	157.2
TOTAL	3989.3

Table 3 - Recycling Facilities which Received & Processed CT Mattresses Managed through the MRC CT Program

Facility- Name and Address	Fiscal Year Tonnage MRC CT Mattresses Received	FY Tonnage MRC CT Mattresses Processed
Recyc-Mattresses, 12 Eastern Park Road, East Hartford, CT	741.0	744.8
Park City Green, 459 Iranistan Avenue, Bridgeport, CT	1331.8	1341.9
Willimantic Waste, 185 Recycling Way, Willimantic, CT	1175.3	1175.3
Willimantic Waste, 1590 Main Street, Willimantic, CT	741.2	728.5
TOTAL	3989.3	3990.4

Table 4 - Tonnages & Types of CT Mattress Material Managed and *Recycled* through the MRC CT Program (**Please note: material, other than waste oil, incinerated with or without energy production is not considered recycled**)

Type of Material Recycled	Type of Recycling Destination	FY Tonnage Recycled
Scrap Metal	Recycling Processing Facility Other –Specify:	1592.2
Foam	Manufacturer-End User Other –Specify:	184.0
Cotton	Manufacturer-End User	76.5

APPENDIX A: 2016 - 2017 FISCAL YEAR

Type of Material Recycled	Type of Recycling Destination	FY Tonnage Recycled
	Other –Specify:	
Wood	Manufacturer-End User	361.1
	Other –Specify:	
Other – Specify type: Quilts & Toppers	Manufacturer-End User	70.4
	Other –Specify:	
Other – Specify type: Felt/Shoddy	Recycling Processing Facility	10.7
	Other –Specify:	
Other – Specify type: Cardboard	Recycling Processing Facility	38.3
	Other –Specify:	
Other – Specify type: Plastic	Recycling Processing Facility	49.3
	Other –Specify:	
Other – Specify type:	Other-Specify	
	Other –Specify:	
Other – Specify type:	Other-Specify	
	Other –Specify:	
Other – Specify type:	Other-Specify	
	Other –Specify:	
TOTAL CT Mattress Material Managed and RECYCLED through the MRC CT Program		2382.5

Table 5 - Tonnages & Types of CT Mattress Material Managed and *Disposed* through the MRC CT Program

Type of Material Disposed	Disposal Management	FY Tonnage
Residue	Incineration with Energy Production	594.4
Residue	Buried in a Landfill	617.3
Biomass (wood)	Other	285.2
	Choose from Dropdown	
	Choose from Dropdown	
	Choose from Dropdown	
TOTAL CT Mattress Material Managed and <i>DISPOSED</i> through the MRC CT Program		1496.9

Table 6 - Detail Regarding Mattress Tonnage Aggregated at CT Municipal TSs or Other CT Municipally Owned and/or Operated Site and Managed through the CT MRC Program

[illegible]

APPENDIX A: 2016 - 2017 FISCAL YEAR

Municipal Transfer Station or Other Municipal Property where Mattresses were Aggregated through the CT MRC Program	Fiscal Year Tonnage

Add additional lines if needed

Part 2 - CERTIFICATION and SIGNATURE

This document, which is required to be submitted by the Mattress Recycling Council (pursuant to CGS Sec 22a-905a(j)), to the Commissioner of the Department of Energy Environmental Protection, shall be signed by the chief executive officer or a duly authorized representative of such officer as those terms are defined in §22a-430-3(b)(2) of the Regulations of Connecticut State Agencies, and by the individual(s) responsible for actually preparing such document, and each such individual shall certify in writing as follows:

"I have personally examined and am familiar with the information submitted in this document and all attachments thereto, and I certify, based on reasonable investigation, including my inquiry of those individuals responsible for obtaining the information, that the submitted information is true, accurate and complete to the best of my knowledge and belief. I understand that any false statement made in the submitted information may be punishable as a criminal offense under §53a-157b of the Connecticut General Statutes and any other applicable law."

Signature of the CEO or *duly authorized representative of CEO*:  Date: 10/12/2017

Printed name: Ryan Trainer, President

Signature of *person responsible for preparing report*:  Date: 10/12/2017

Printed name: Justine Fallon Phone: 860-904-0981

E:mail Address: jfallon@mattressrecyclingcouncil.org

Rev May 23, 2016

APPENDIX A: NOTES

MRC provides the following notes to clarify its interpretation of certain terms used on the form provided by the Connecticut Department of Energy and Environmental Protection (DEEP and to elaborate on certain other information MRC has provided on that form. These notes are to be considered an integral part of the information MRC has provided on the DEEP form that is included in this Appendix.

1. “Mattresses” refers collectively to mattresses and foundations (also called box springs). Together, mattresses and foundations are also referred to as **“units”**.

2. Tonnage: All tonnage figures reported on this form are based on data provided to MRC by unrelated third parties under contract with MRC. To estimate the weight of units the third parties reported to MRC for purposes of this Annual Report as having been received and processed, MRC (with DEEP’s approval) has converted the number of units into tonnage using an average weight of 49 lbs. per unit. Most MRC-contracted recyclers provide to MRC actual weights for the amount of recyclable material, biomass and residue that their operations generate. Therefore, tonnage figures reported elsewhere on the form are based on actual (or estimated, in one case) weight data provided by those parties.

3. In Table 1:

a. “Delivered to an MRC Contracted Mattress Recycling Facility for Processing” refers to discarded mattresses and foundations received by MRC-contracted recyclers for dismantling and recycling.

b. Material “Sent Out for Recycling” refers to recyclable commodities obtained from dismantled mattresses and foundations that MRC-contracted recyclers sell or transfer to third parties for

use in manufacturing new products.

c. “Sent Out for Disposal” refers to the weight of mattresses and foundations (in whole or in part) that are not recyclable (e.g., because the material is too soiled or contaminated, or there are no viable secondary markets, etc.) and has been transferred for disposal at a waste-to-energy facility or landfilled as municipal solid waste. It also includes the weight of wood from foundations that has been sent to a biomass generation facility.

4. In Table 2: “Other: Other” refers to miscellaneous sources not specifically defined in the law, i.e. property managers, junk haulers or storage facilities.

5. In Table 5:

a. “Residue” refers to non-recyclable material removed from discarded mattresses and foundations processed by MRC-contracted recyclers that is sent for disposal at a waste to energy facility or landfill. Residual material includes contaminated or unrecyclable mattress components for which there are no viable secondary markets.

b. “Biomass” refers to wood reclaimed from dismantled foundations cannot be recycled, due to nails and staples used when fabricating mattress foundations. The next best use for this material is for the wood to be converted into biomass for use in generating electric power. Although this activity would appear not to qualify for DEEP’s definition of recycled material, MRC and its contracted recyclers have used this material in this manner because (1) it results in a socially and economically positive use of the material, and (2) it is preferable to disposing of the material as municipal solid waste.

APPENDIX A: TABLE 6

2017 MUNICIPAL DETAIL

COLLECTION LOCATION	FY2017 TONS	COLLECTION LOCATION	FY2017 TONS
City of Bridgeport Transfer Station	197.4	Town of Guilford Transfer Station	46.0
City of Bristol Transfer Station	70.3	Town of Haddam Transfer Station	17.0
City of Danbury Mom & Pop Transfer Station	8.1	Town of Hamden Transfer Station	28.7
City of Hartford	336.9	Town of Hampton Transfer Station	7.0
City of Harwinton Colleciton Event	1.3	Town of Hebron Transfer Station	12.6
City of Middletown Recycling Center	55.8	Town of Kent Transfer Station	2.9
City of Milford Transfer Station	8.6	Town of Killingly Transfer Station	12.6
City of New Britain Transfer Station	56.3	Town of Lebanon	8.8
City of New Haven Transfer Station	43.8	Town of Ledyard Transfer Station	15.9
City of New London Transfer Station	62.5	Town of Litchfield Recycling Center	13.8
City of Norwalk Collection Event	1.2	Town of Lyme Bulky Waste Transfer Station	2.1
City of Norwich Transfer Station	44.7	Town of Manchester Transfer Station	138.4
City of Shelton Transfer Station	25.0	Town of Mansfield Transfer Station	14.3
Regional Refuse District #1	50.0	Town of Marlborough Transfer Station	12.3
Town of Andover Transfer Station	6.1	Town of Montville Transfer Station	34.0
Town of Ashford Transfer Station	13.1	Town of Morris Transfer Station	4.4
Town of Avon Landfill Transfer Station	12.7	Town of Naugatuck Transfer Station	25.9
Town of Beacon Falls Public Works	4.7	Town of New Fairfield Drop Off Center	6.7
Town of Bethany Recycling Center	6.8	Town of New Milford Transfer Station	16.2
Town of Bethel Transfer Station	4.4	Town of Newtown Transfer Station	29.4
Town of Bethlehem Transfer Station	5.3	Town of Norfolk Transfer Station	5.7
Town of Bozrah Transfer Station	1.0	Town of North Canaan Transfer Station	5.4
Town of Branford Transfer Station	33.0	Town of North Stonington	8.7
Town of Bridgewater Transfer Station	1.3	Town of Old Lyme Transfer Station	20.6
Town of Brooklyn Resource & Recovery Station	12.1	Town of Old Saybrook Transfer Station	36.3
Town of Burlington Transfer Station	13.0	Town of Orange Collection Event	1.2
Town of Canaan Transfer Station	4.7	Town of Oxford Transfer Station	14.5
Town of Canterbury Transfer Station	14.6	Town of Plainville Transfer Station	9.2
Town of Canton Transfer Station	9.1	Town of Plymouth Transfer Station	15.6
Town of Chaplin Transfer Station	3.7	Town of Pomfret Transfer Station	6.1
Town of Cheshire Collection Event	8.9	Town of Portland Transfer Station	12.3
Town of Clinton Transfer Station	13.4	Town of Preston Transfer Station	8.6
Town of Cornwall Transfer Station	3.8	Town of Prospect Recycling Center	10.8
Town of Cromwell Transfer Station	17.9	Town of Putnam Transfer Station	7.0
Town of Darien Transfer Station	17.5	Town of Redding Transfer Recycling Center	3.3
Town of Durham-Middlefield Transfer Station	25.0	Town of Ridgefield Transfer Station	31.4
Town of East Granby Transfer Station	9.5	Town of Rocky Hill Transfer Station	36.4
Town of East Haddam Transfer Station	17.0	Town of Salem Transfer Station	6.5
Town of East Hartford Transfer Station	84.9	Town of Salisbury-Sharon Transfer Station	17.5
Town of East Lyme Transfer Station	30.0	Town of Simsbury Transfer Station	40.7
Town of East Windsor Recycling Center	2.4	Town of Somers Transfer Station	11.1
Town of Eastford Transfer Station	3.9	Town of Southbury Transfer Station	8.6
Town of Essex Transfer Station	7.8	Town of Southington Bulky Waste Transfer Station	62.9
Town of Farmington	3.9	Town of Sprague Transfer Station	6.7
Town of Farmington DPW Collection Event	10.5	Town of Stonington Solid Waste Facility	31.7
Town of Glastonbury Transfer Station/Recycling Facility	45.9	Town of Stratford Transfer Station	10.4
Town of Granby Transfer Station	15.7	Town of Thomaston Transfer Station	5.2
Town of Greenwich - Holly Hill Transfer Station	25.6	Town of Thompson Transfer Station	18.1
Town of Griswold Transfer Station	14.5	Town of Trumbull Transfer Station	10.4
		Town of Union Transfer Station	4.2
		Town of Voluntown Transfer Station	6.2

APPENDIX A: TABLE 6

2017 MUNICIPAL DETAIL

COLLECTION LOCATION	FY2017 TONS
Town of Waterford Transfer Station	28.2
Town of Watertown Transfer Station	15.8
Town of West Hartford Recycling Center	31.5
Town of Westbrook Transfer Station	16.9
Town of Wethersfield Transfer Station	20.6
Town of Windham Transfer Station	28.1
Town of Windsor Transfer Station	0.4
Town of Wolcott Transfer Station	26.5
Town of Woodbury Transfer/Recycling Center	12.1
Town of Woodstock Transfer Station	6.2
Total	2,574.1 TONS

APPENDIX B: COLLECTION SITES, RECYCLERS, & EVENTS

AS OF JUNE 30, 2017

COLLECTION SITES

MUNICIPAL COLLECTION SITES (107 sites & 120 served)

Site limits access to its city or town residents. Those noted with ** serve surrounding areas as noted.

City of Bridgeport	Town of East Windsor	Town of Plainville
City of Bristol	Town of Eastford	Town of Plymouth
City of Danbury	Town of Essex	Town of Pomfret
City of Hartford	Town of Glastonbury	Town of Portland
City of Meriden	Town of Granby	Town of Preston
City of Middletown	Town of Greenwich	Town of Prospect
City of Milford	Town of Griswold	Town of Putnam
City of New Britain**	Town of Guilford**	Town of Redding
<i>also serves Berlin</i>	<i>also serves Madison</i>	Town of Ridgefield
City of New Haven	Town of Haddam	Town of Rocky Hill
City of New London	Town of Hamden	Town of Salem
City of Norwich	Town of Hampton**	Town of Salisbury**
City of Shelton	<i>also serves Scotland</i>	<i>also serves Sharon</i>
Regional Refuse District #1 (Barkhamsted)**	Town of Hebron	Town of Simsbury
<i>also serves Winsted & New Hartford</i>	Town of Kent	Town of Somers
Town of Andover	Town of Killingly	Town of Southbury
Town of Ashford	Town of Lebanon	Town of Southington
Town of Avon	Town of Ledyard	Town of Sprague
Town of Beacon Falls	Town of Litchfield	Town of Stonington
Town of Bethany	Town of Lyme	Town of Stratford
Town of Bethel	Town of Manchester	Town of Thomaston
Town of Bethlehem	Town of Mansfield	Town of Thompson
Town of Bozrah	Town of Middlefield**	Town of Trumbull**
Town of Branford	<i>also serves Durham</i>	<i>also serves Easton & Monroe</i>
Town of Bridgewater	Town of Marlborough	Town of Union
Town of Brooklyn	Town of Montville	Town of Voluntown**
Town of Burlington	Town of Morris	<i>also serves Sterling</i>
Town of Canaan	Town of Naugatuck	Town of Waterford
Town of Canterbury	Town of New Fairfield	Town of Watertown
Town of Canton	Town of New Milford**	Town of West Hartford
Town of Chaplin	<i>also serves Sherman & Brookfield</i>	Town of Westbrook
Town of Clinton	Town of Newtown	Town of Wethersfield
Town of Cornwall	Town of Norfolk	Town of Wilton
Town of Cromwell	Town of North Canaan	Town of Windsor**
Town of Darien	Town of North Stonington	<i>also serves Bloomfield</i>
Town of East Granby	Town of Old Lyme	Town of Windham
Town of East Haddam	Town of Old Saybrook	Town of Wolcott
Town of East Hartford	Town of Oxford	Town of Woodbury
Town of East Lyme	Town of Plainfield	Town of Woodstock

APPENDIX B: COLLECTION SITES, RECYCLERS, & EVENTS

COLLECTION EVENTS

SITE

Town of Cheshire
Town of Farmington
Town of Harwinton
Town of Orange
City of Norwalk

ACCESS

spring & fall drop-off
spring & fall curbside collection
spring & fall drop-off
spring drop-off
spring drop-off

STATEWIDE ACCESS

SITE

Park City Green

Salvation Army

CITY

Bridgeport

Newington

ACCESS

Allows all CT residents to drop-off; Business drop-off requires appointment and MRC registration
Allows all CT residents to drop-off up to 6 units per day with proof of residency. No business drop-off permitted

APPENDIX C: STAKEHOLDER OUTREACH

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
7/14/16	Mattress Recycling Presentation	Waterbury, CT	Municipalities
7/19/16	IKEA North America Presentation	Conshohocken, PA	Retailers
7/26/16	Ashley Home Furniture	Enfield, CT	Retailers
7/31-8/4/16	Las Vegas Market - Summer	Las Vegas, NV	Retailers & Manufacturers
8/16/16	Bed Bug Training	East Hartford, CT	Municipalities
8/22/16	Sleepy's and Macy's	Conference Calls	Retailers
9/15/16	Bed Bug Training	Johnston, RI	Municipalities
9/27/16	DEEP Solid Waste Advisory Committee	Hartford, CT	Municipalities & Regulators
10/25/16	DEEP Solid Waste Advisory Committee	Hartford, CT	Municipalities & Regulators
11/2/16	Northeast Waste Management Officials' Association	Conference Call	Municipalities
11/3/16	Therapedic National Meeting	Dallas, TX	Retailers
11/15/16	Connecticut Conference of Municipalities	Mashantucket, CT	Municipalities & Regulators
11/22/16	Bed Bug Training	Mansfield, CT	Municipalities
12/13/16	Connecticut Product Stewardship Council	Conference Call	Municipalities & Regulators
1/10/17	University of Hartford Site Visit	Hartford, CT	Educational Facilities
1/11/17	Salvation Army	Newington, CT	Other Entities
1/18/17	Connecticut Recycling Conference	Southington, CT	Municipalities & Regulators
1/22-1/26/17	Las Vegas Market - Winter	Las Vegas, NV	Retailers & Manufacturers
1/23/17	Mattress Firm	Conference Call	Retailers
1/31/17	Ocean State Job Lot	Conference Call	Retailers
3/8-3/9/17	ISPA Industry Conference	St. Petersburg, FL	Retailers & Manufacturers
3/9/17	Jordan's Furniture	New Haven, CT	Retailers
3/22/17	Retailer Site Visits	Various locations statewide	Retailers
3/31/17	Campus Sustainability Conference	Middletown, CT	Educational Facilities
4/26/17	Macy's	Conference Call	Retailers
4/27/17	RI Business Division Presentation	Newport, RI	Manufacturers
5/4-5/6/17	Home Furnishings Association Conference	San Antonio, TX	Retailers
5/8-5/11/17	Waste Expo	New Orleans, LA	Waste & Recycling Industry
5/2/17	Salvation Army	Conference Call	Other Entities
5/9/17	Bed Bug Training	Webinar	Municipalities
5/15/17	Hilton Worldwide	Alexandria, VA	Lodging
5/24/17	Public Works Day	East Hartford, CT	Municipalities
5/25/17	Certipur-US Annual Meeting	St. Petersburg, FL	Retailers & Manufacturers
6/28/17	Jordan's	Taunton, MA	Retailers
6/29/17	DEEP Solid Waste Advisory Committee	Hartford, CT	Municipalities & Regulators

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2017

ACCOUNT

Alessanderx SpA
 Allied Aerofoam, LLC
 American National Manufacturing Inc.
 American Pacific Plastic Fabricators Inc.
 AMF Support Surfaces Inc.
 Anodyne Medical Device Inc.
 Apartment Furnishings Company, Inc.
 Ascion, LLC
 Ashley Furniture Industries, Inc.
 BEDGEAR, LLC
 Bedinabox, LLC
 Best Price Mattress Inc.
 Bestar Inc.
 Bigolbed Inc.
 Bio Sleep Concept Inc.
 Blue Bell Mattress Co., LLC
 Bob Barker Company, Inc.
 Bourdon's Institutional Sales Inc.
 Boyd Flotation Inc.
 Brentwood Home, LLC
 Brick Church Manufacturing, LLC
 Campbell Mattress Company
 Carico International Inc.
 Carpenter Co.
 Children's Products, LLC
 Classic Brands, LLC
 COA Inc.
 Columbia Mattress & Upholstery Company, Inc.
 Comfort Bedding of the USA, LLC
 Comfort Revolution, LLC
 Comfort Sleep Systems Inc.
 Corsicana Bedding Inc.
 Cutting Edge Marketing Inc.
 CVB Inc.
 Denver Mattress Company, LLC
 DIDI, LLC
 Dorel Home Products
 DUX Interiors Inc.
 E&E BEDDING CO. INC.
 E.S. Kluft & Company, LLC
 Eastern Sleep Products Company
 Eco Bedroom Solutions, LLC
 Elite Foam Inc.
 Ergomotion Inc.
 Essentia Natural Memory Foam Inc.
 Ethan Allen Retail Inc.
 Eve Sleep Inc.

DBA NAME

Alessanderx SpA
 Allied Aerofoam, LLC
 American National Manufacturing Inc.
 Sterling Sleep Systems
 Restex
 Tridien Medical
 Apartment Furnishings Company, Inc.
 Sleep Science Company; Reverie
 Ashley Furniture Industries, Inc.
 BEDGEAR
 Bedinabox.com
 Best Price Mattress
 Bestar Inc.
 Bigolbed
 Bio Sleep Concept
 King Koil Northeast
 Bob Barker Company, Inc.
 Bourdon's Institutional Sales Inc.
 Boyd Specialty Sleep
 Silver Rest Sleep Products
 Brick Church Mfg.
 SleepFast
 Carico
 Carpenter Co.
 Simmons Juvenile Furniture
 Classic Brands
 Coaster Company of America
 Columbia Mattress & Upholstery Company
 Comfort Bedding of the USA, LLC
 Comfort Revolution, LLC
 Comfort Sleep Systems
 Corsicana Bedding Inc.
 Puffy
 Wellsville; LUCID; LinenSpa; lucidmattress.com; linenspa.com
 Denver Mattress Company
 Ashley Furniture Homestore
 Ameriwood Industries Inc.
 DUX Interiors Inc.
 SPRING AIR
 Aireloom Mattress
 Symbol Mattress
 Ergovea Natural Mattress
 Elite Foam Inc.
 Ergomotion Inc.
 Essentia Natural Memory Foam Inc.
 Ethan Allen
 Eve Sleep Inc.

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2017

ACCOUNT

Everrest Inc.
Exel Inc.
Factory Direct Inc.
Flex-A-Bed Inc.
Flotation Innovations Inc.
Fredman Bros. Furniture Company, Inc.
Friendship Upholstery Company, Inc.
Future Foam Inc.
FXI Inc.
GF Health Products Inc.
Groton Hospitality, LLC
Hammer Bedding Corp.
Harry A. Vega SR
Health Care Co. Ltd.
Hickory Springs Manufacturing Company
Hickory Springs of California, LLC
Hill-Rom Inc.
Inncor Inc.
Innovative Bedding Solutions Inc.
Invacare Corporation
J & J Upholstery and Window Treatments Inc.
Jeffco Fibres Inc.
Jiaxing Taien Springs Co., LTD
Joerns Healthcare, LLC
Keetsa Inc.
Kingsdown Inc.
Klaussner Home Furnishings Inc.
Latex Foam International, LLC
Leggett & Platt, Incorporated
Linon Home Decor Products Inc.
Live and Sleep, LLC
Made Rite Bedding Company
Magniflex USA Ltd.
Mantua MFG. Co.
McNeillys Inc.
Medical Depot Inc.
Medline Industries Inc.
MFL Inc.
Moonlight Slumber, LLC
Naturally Beds Inc.
Nature Sleep System, LLC
Neiser Mattress and Furniture Corp.
Nipponflex, LLC
Norix Group Inc.
Northeast Mattress, LLC
Norwalk Mattress Co. Inc.
Oddello Industries, LLC

DBA NAME

Danican
Exel Inc.
Lady Americana SW
Flex-A-Bed
Innovations
Glideaway Sleep Products
Friendship Upholstery Company, Inc.
Foam Craft
FXI Inc.
GF Health Products Inc.
Hilton Garden Inn Groton/Mystic
Shifman Mattress
A-1 Property Service
Health Care Co. Ltd.
HSM
HSM
Hill-Rom Company, Inc.; Hill-Rom Holdings Inc.; Hill-Rom DTC Inc.
Sleep Innovations Inc.
IBS
Invacare Corporation
J & J Upholstery and Window Treatments Inc.
Jeffco Fibres Inc.
Jiaxing Taien Springs Co., LTD
Joerns Healthcare
Keetsa
Kingsdown Inc.
Enso Sleep Systems
Talalay Global
Leggett & Platt, Incorporated
Linon Home Decor Products Inc.
Live and Sleep
Made Rite Bedding
Magniflex USA Ltd.
Mantua MFG. Co.
McNeilly Furniture
Drive Medical Design and Manufacturing
Medline Industries Inc.
MFL Inc.
University Sleep Products
Arizona Premium Mattress
Jazvin
Neiser Mattress and Furniture Corp.
Nipponflex, LLC
Norix Furniture
Northeast Mattress, LLC
Norwalk Mattress Co. Inc.
Oddello Industries, LLC

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2017

ACCOUNT

Ohio Mattress Recycling
Organic Mattresses Inc.
Pacific Urethanes, LLC
Paramount Industrial Cos., Inc
PPJ LLC
Pragma Coroporation
PranaSleep, LLC
Prestige Fabricators Inc.
Progressive Products Inc.
R.C. Harmon & Co., LLC
Rainbow Bedding Co., Ltd.
Reliatex of Connecticut Ltd.
Rest Easy, LLC
Restmore, LLC
Restopedic Inc.
Restwell Mattress Co.
Revive Sleep Inc.
Rio Home Fashions Inc.
Ruhi Hospitality Ilc
Safavieh International, LLC
Safe For Home Products, LLC
Seahawk Designs Inc.
Sealy Mattress Manufacturing Company, LLC
Select Comfort Retail Corporation
Select Comfort SC Corporation
Serta Simmons Bedding, LLC
Shanghai Shenbao Mattress Factory
Shevick Sales Corp.
Sinomax USA Inc.
Sleep Studio, LLC
Sleeping Pure, LLC
Sleepmaster Ltd.
Sleeptek MFG Limited
Solstisce Sleep Products Inc.
Sommex Bedding Corporation
Somnium Inc.
Southerland Inc.
Span America Medical Systems Inc.
Spring Coil of the USA, LLC
Suite Sleep Inc.
Technogel US Inc.
Tempur Sealy International Inc.
The Bedding Group Inc.
The Chairworks Manufacturing Group Limited
The House of the Foaming Case Inc.
The Original Mattress Factory Inc.
The Standard Mattress Co.

DBA NAME

Ohio Mattress Recycling
Organic Mattresses Inc.
Pacific Urethanes
Paramount Sleep
Customatic Adjustable Bedz
Pragma Corporation
PranaSleep
Prestige Fabricators Inc.
Progressive Products Inc.
R.C. Harmon & Co., LLC
Rainbow Bedding Co. Ltd.
Reliatex of Connecticut Ltd.
Pacific Mattress Co.
Restmore
Restopedic Inc.
Restwell Mattress Factory
Revive Sleep
Rio Home Fashions
Americas Best Value Inn
Safavieh
Naturepedic
Seahawk Designs Inc.
Sealy Mattress Manufacturing Company
Sleep Number
Comfortaire
Serta and Simmons
Shanghai Shenbao Mattress Factory
Sleep on Latex
Sinomax USA Inc.
Authentic Comfort
Sleeping Pure
Sleepmaster Mattress
Sleeptek MFG Limited
Solstice Sleep Products Inc.
Sommex Bedding Corporation
Somnium Inc.
Southerland Inc.
Span America Medical Systems
Comfort Bedding of the USA, LLC
Suite Sleep
Technogel US
Tempurpedic, Tempur, Sealy, Stearns & Foster
The Bedding Group Inc.
The Chairworks Manufacturing Group Limited
Orthosleep Products
The Original Mattress Factory
Gold Bond

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2017

ACCOUNT

Therapedic of New England, LLC
Therapedic Sleep Products Inc.
TudorHouse Furniture Co., Inc.
Ultracomfort Inc.
University Loft Company
Ureblock S.A. DE C.V.
Venture Products, LLC
Vinyl Products Mfg. Inc.
Vi-Spring Limited
Washabelle, LLC
White Dove Mattress Ltd.
Woodhaven Furniture Industries
Yaasa Studios Inc.
Yankee Mattress Factory Inc.
Zhejiang Alright Home Textiles Co., Ltd.
Zinus Inc.

DBA NAME

Therapedic of New England
Therapedic, Eclipse, Eastman House
Tudor House
Qomfort
University Loft Company
Ureblock
Venture Products, LLC
Vinyl Products Mfg. Inc.
Vispring
Washabelle, LLC
White Dove Mattress
Woodhaven Furniture Industries
Yaasa Studios Inc.
Yankee Mattress Factory Inc.
Zhejiang Alright Home Textiles Co., Ltd.
Zinus Inc.