



Mattress Recycling Council®

COMMERCIAL VOLUME PROGRAM PUBLICITY TOOLKIT

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ABOUT THE PROGRAM

Mattress Recycling Council

The Mattress Recycling Council (MRC) is a nonprofit organization formed by the bedding industry to provide states a mattress recycling solution. MRC operates in states that have enacted mattress recycling laws — California, Connecticut and Rhode Island. MRC created the Bye Bye Mattress program brand to inform consumers (households and businesses).

In each of these states households and businesses now have no-cost options to recycle mattresses. Businesses may recycle by dropping off units directly at a participating recycler or commercial volume site or by arranging transportation through MRC.

Households may directly recycle through a participating recycler, local collection site or event; or indirectly through a participating residential bulky item curbside collection program or a participating retailer that takes back old units when delivering new ones.

MRC's Bye Bye Mattress is made possible by a recycling fee that is collected when consumers purchase a mattress or box spring. Fees vary by state and each state's fee funds that state's program. The fee is primarily used to establish collection sites and events, transport mattresses from those sites to recyclers and cover the cost to disassemble the mattresses. Portions of the fee are also used for combating illegal dumping, researching improvements to the recycling process and identifying new uses for materials, as well as conducting public education and outreach.

Commercial Volume Program

MRC's Bye Bye Mattress Commercial Volume Program provides eligible entities with collection, transportation and recycling of mattresses. Details vary by state. Visit the Commercial Recycling page of [ByeByeMattress.com](https://byebyemattress.com) for the latest information — <https://byebyemattress.com/programs-by-state/commercial-recycling/>

Contact Information

MRC's Marketing & Communications Department
info@byebyemattress.com
1-855-494-8400

All media inquiries should be directed to **Amanda Wall, Director of Marketing**, awall@mrc-us.org or **571-482-5431**.

APPROVED CONTENT

If you are creating a press release, newsletter article or website content that promotes your participation in the program and discusses mattress recycling, you may incorporate this information into your content.

Facts and Figures:

PROGRAM WIDE

- The Mattress Recycling Council's Bye Bye Mattress program recycles nearly 2 million mattresses each year.
- Program recyclers divert approximately 65 million pounds of materials from landfill each year.
- More than 75 percent of a mattress can be recycled, diverting valuable resources including metal, foam, fibers and wood from the waste stream.
- In the United States, more than 50,000 mattresses are discarded every day. **NOTE** — discarded includes those landfilled, recycled, donated, etc. Do not rephrase this to say landfilled.
- The average mattress is estimated to occupy .99 cubic yards in a landfill.

STATE SPECIFICS

- California
 - More than 11 million mattresses have been recycled in California since the program began in 2016.
- Connecticut
 - More than 1.5 million mattresses have been recycled in Connecticut since the program began in 2015.
- Rhode Island
 - More than 700,000 mattresses have been recycled in Rhode Island since the program began in 2016.



APPROVED CONTENT

Descriptions:

- When a mattress is recycled, it is cut open and the layers are separated. The interior materials are organized by type for reuse. For example: the foam and fibers are recycled into carpet padding, the springs are used in products made from scrap steel, and the wood from box springs is chipped for use as mulch or biomass fuel.
- By using mattress materials to make new products - energy is saved, water is conserved and greenhouse gas emissions are prevented.

Quotes:

- If you would like to include a quote from an MRC representative in your press release or article, contact **Amanda Wall 571-482-5431** or awall@mrc-us.org.

Images and Video:

- Why Recycle? [Infographic](#)
- 1 Mattress Saves... [Infographic](#)
- Recycling process photos [Dropbox](#)
- Recycling process video [Dropbox](#)

Official Boilerplate for Press Releases:

The Mattress Recycling Council (MRC) is a nonprofit organization created by the bedding industry to provide states with a mattress recycling solution and foster innovative research. Programs currently operate in California, Connecticut and Rhode Island and collectively recycle nearly 2 million mattresses each year. MRC created Bye Bye Mattress as a consumer education brand. For more information about MRC, go to www.MattressRecyclingCouncil.org. To learn how to recycle in your state, visit www.ByeByeMattress.com.

APPROVED CONTENT

Social Media

We are currently on Facebook, Instagram and X (formerly Twitter). Please tag us or use the following hashtag in any content you create about your participation with our program:

Facebook/Instagram/X: @ByeByeMattress

Hashtag: #ByeByeMattress

Use these pre-written posts to promote your participation.
Photos and images are available in our publicity toolkit Dropbox.



We are proud to recycle with the Mattress Recycling Council's **@ByeByeMattress** Commercial Volume Program. More than 75% of a mattress is recyclable. Check out what happens to the steel, foam, fiber and wood — [ByeByeMattress.com/why-recycle/](https://www.byebyemattress.com/why-recycle/)

Thanks to the Mattress Recycling Council's **@ByeByeMattress** program we are diverting used mattresses and box springs from landfills. Learn how your business can recycle too — <https://bit.ly/3c5X66F>

We're recycling with the Mattress Recycling Council's **@ByeByeMattress** program and you can too! Visit [ByeByeMattress.com](https://www.byebyemattress.com) to learn how your household or business can recycle mattresses for free.

Did you know that an old mattress can be recycled into new and useful products? Check out this infographic to learn more about what MRC's **@ByeByeMattress** program does and why we are proud to be a Commercial Volume Program participant — [ByeByeMattress.com/why-recycle/](https://www.byebyemattress.com/why-recycle/)



We're proud to recycle with the Mattress Recycling Council's **@ByeByeMattress**. More than 75% of a mattress is recyclable. Learn more here — [ByeByeMattress.com/why-recycle/](https://www.byebyemattress.com/why-recycle/)

Thanks to the Mattress Recycling Council's **@ByeByeMattress** we are diverting used mattresses from landfills. Learn more at [ByeByeMattress.com](https://www.byebyemattress.com).

We're recycling with the Mattress Recycling Council's **@ByeByeMattress** and you can too! Visit [ByeByeMattress.com](https://www.byebyemattress.com) to learn more.

Watch the journey an old mattress takes to become new and useful products. We now **#recycle** our old mattresses with MRC's **@ByeByeMattress** through their Commercial Volume Program. <http://bit.ly/JourMatt>



Instagram posts require an image. Look in our [Dropbox of frequently requested items](#) or contact info@byebyemattress.com.

ILLUSTRATE YOUR IMPACT

Magnitude of What You've Collected

Help your audience visualize the positive impact you've made on the environment by equating the height, depth or weight of mattresses to common items. If you are disposing of a singular type of mattress, take your own measurements for accuracy. Otherwise, use these conversions and consider these common or well-known items that might resonate with your audience or industry:

DEPTH (sleep surface to bottom) — Mattresses vary widely in depth, but on average the units entering our program measure 10.5 inches. Use this conversion when communicating the height that your recycled mattresses would reach when stacked on top of one another.

- A 10-story building is 100 feet
- Tallest U.S. lighthouse is 193 feet (Cape Hatteras Lighthouse in Buxton, NC)
- The Statue of Liberty is 305 feet
- The Eiffel Tower is 1,063 feet
- World's tallest hotel in Dubai is 1,165 feet
- One mile is 5,280 feet

LENGTH (head to foot) — Assume 80 inches for the length. Use this conversion when communicating the distance your recycled mattresses would span when placed end to end.

- An NCAA men's college basketball court is 94 feet
- An Olympic sized swimming pool is 164 feet
- An NCAA football field is 360 feet
- The length of your building, campus or property
- A well-known bridge or park in your city or town
- One mile is 5,280 feet (792 mattresses)

WEIGHT — A recent study of mattresses recycled in our facilities found the average weight to be 55 pounds.

- A textbook averages 5 pounds
- A small grand piano weighs 400-500 pounds
- Hotel elevator weight capacity is 3,500 pounds
- Type 1 ambulance weighs 14,000 pounds
- A large school bus weighs 36,000 pounds

ILLUSTRATE YOUR IMPACT

Environmental Benefits

In 2023 MRC announced the results of a life cycle analysis. The report concluded that when materials from recycled mattresses are used to make products instead of raw, virgin materials, there is a conservation of water and energy and prevention of greenhouse gas emissions:

WATER SAVINGS (500 gallons per mattress) — MRC estimates that when the materials from one mattress are used to make products instead of raw, virgin materials this results in saving approximately 500 gallons of water.

Multiply the number of mattresses you sent to recycling by 500 gallons of water to determine your overall savings. Then, illustrate the magnitude of those savings by comparing to common items or well-known landmarks.

- How fast that much water would flow over Niagara Falls or the Hoover Dam
- How many Olympic-sized swimming pools it would fill

ENERGY CONSERVATION (powers the average home for three days) — MRC estimates that when the materials from one mattress are used to make products instead of raw, virgin materials this results in saving enough energy to power the average home for approximately three days.

The number of mattresses you sent to recycling would equate to the number of homes powered for three days. Relate that number to:

- The number of households employed by or served by your company
- The number of households in your own town or city

PREVENTION OF GREENHOUSE GAS EMISSIONS (equivalent to driving 60 fewer miles) — MRC estimates that when the materials from one mattress are used to make products instead of raw, virgin materials this prevents greenhouse gas emissions similar to driving 60 fewer miles.

Multiply the number of mattresses you sent to recycling by 60 miles to determine your overall savings. Then, put that number in perspective by comparing to different distances that would resonate with your audience.

- A drive across your state or coastline
- Round trips to popular local or regional destinations

LOGO USAGE

The consistent use of the Bye Bye Mattress logo is of the utmost importance as it enhances public awareness and recognition of our efforts. Vertical and horizontal options are available.



Contact info@byebyemattress.com to request Bye Bye Mattress logos.

Basic usage rules:

- Do not alter the logo in any way.
- Do not separate the wordmark (Bye Bye Mattress) from the graphic element (mattress with wings) or remove the registration symbol (®).
- Take care to keep the correct proportion of the logo when placing it in a document. If you are using a Microsoft Office program, to ensure the logo is not stretched out of proportion, always use the SHIFT button when dragging the corner of the logo image to make it smaller or larger.
- Do not change the colors used in the logo.
- Horizontal logo should be no smaller than 3 inches wide.
- Vertical logo should be no smaller than 1.5 inches wide.

Specs:

The font used in the logo is **Gotham**. Name and tagline are **100% black**.
The light blue color of the mattress is:



CMYK = 30 5 0 0
RGB = 172 214 242
HEX = ACD6F2

LOGO USAGE: BADGE OF AFFILIATION

Your company or organization may use a badge of affiliation to signify participation in the program. Mattress retailers and producers (manufacturers, importers, distributors, etc.) must be compliant with all of their state law obligations.

You may use this logo on your business cards, brochures, marketing/advertising pieces, signage, store windows and any other customer-facing communication.

Please note, the badge is subject to terms and conditions that must be signed before displaying or using the badge in any way.

To request this artwork, email info@byebyemattress.com

