SP2 PUBLICITY TOOLKIT



CONTENTS



ABOUT THE PROGRAM



PUBLICIZING YOUR PARTICIPATION

- Approved Content
- Social Media
- Contacts



LOGO USAGE

- SP2
- Badge of Affiliation



ABOUT THE PROGRAM

Get to know the Mattress Recycling Council's (MRC) newest initiative, the Sleep Products Sustainability Program — SP2, for short.

SP2 is a proactive environmental program designed by MRC to help mattress manufacturers reduce waste and energy consumption while increasing operational efficiencies. The program was developed as part of the industry's commitment to environmental stewardship and will complement MRC's sustainability efforts. The training is offered at no-cost to eligible California- based mattress manufacturers.

An SP2 certification program, (similar to Enhancing Furniture's Environmental Culture and ISO 14001) will offer training for an in-depth business analysis to identify steps to reduce operational environmental impacts, establish best practices and define metrics to track progress.

The SP2 logo was created to visually connect with MRC's logo, showcasing the environmental side of the sleep products industry. Much like MRC's brand, SP2 is always showcased as clean, modern, and strong. Use the guidelines that follow to insure SP2's branding is intact throughout all media outlets.



PUBLICIZING YOUR PARTICIPATION

APPROVED CONTENT

If you are creating a press release, newsletter article or website announcement that promotes your participation in the program, please incorporate this approved language into your content. We encourage you to lead with the specific impacts your SP2 training or certification is affecting. Here are some questions to think about when crafting your communications about SP2:

For those working towards certification:

- What statistics or metrics did you have about your operations before starting the SP2 certification process?
- What did the SP2 program help you focus on?
- How did the SP2 program help guide your decisions?
- Why did you join the program?
- What do you expect to get out of it?

For those certified:

- What type of waste, water, or energy reduction are you seeing? For example, did you add new recycling
 to reduce waste to landfill by 8%, upgrade to LED lighting to save 1200 kWh per month, or switch laundering
 tehniques to reduce water use by 800 gallons a day?
- What is your target for future waste reduction?
- Have you achieved some cost efficiencies after implementing the program?
- How has the SP2 process changed your operations?
 Or your operational philosophy?
- Why would you recommend SP2 to other organizations?

TEMPLATE AVAILABLE

We have a press release template available for those that complete certification. You can access this template in our SP2 resources website; a login is required.

WHEN YOU TALK ABOUT THE PROGRAM

This is our approved description of the program. You may use part or all of this text.

SP2 is a proactive environmental program designed by MRC to help mattress manufacturers reduce waste and energy consumption while increasing operational efficiencies. The program was developed as part of the industry's commitment to environmental stewardship and will complement MRC's sustainability efforts.

If you need more information, a quote from an MRC representative or photo, contact Amanda Wall, Director of Marketing at Mattress Recycling Council awall@mattressrecyclingcouncil.org.

HOW TO TALK ABOUT MRC

The following is our boilerplate language and is approved to use in any communication.

The Mattress Recycling Council (MRC) is a nonprofit organization that operates recycling programs in states that have passed mattress recycling laws: California, Connecticut, Rhode Island and Oregon. MRC was founded by the International Sleep Products Association and recycles more than 1.7 million mattresses each year. For more information about MRC, go to MattressRecyclingCouncil.org. To learn how to recycle your mattress or to find a collection location or event near you, visit ByeByeMattress.com



PUBLICIZING YOUR PARTICIPATION

SOCIAL MEDIA

Be sure to tag the Mattress Recycling Council if you are sharing the news about SP2 on social media:

- FACEBOOK / mattressrecyclingcouncil
- TWITTER @MattRecyCouncil
- in LINKEDIN /company/mattress-recycling-council

We also use the hashtag #sustainability when talking specifically about SP2.

Use these pre-written posts to promote your participation.

For those working towards certification:

We're proud to be working with [TAG MRC] in their Sleep Products Sustainability Program. We are helping reduce waste and energy consumption, our mutual commitment to #sustainability. Learn more here: [insert link to news or MattressRecyclingCouncil.org/SP2/]

-or-

We're moving the needle for #sustainability with [TAG MRC] 's Sleep Products Sustainability Program. We hope to be certified in [insert completion date]! Learn more here: [insert link to news or MattressRecyclingCouncil. org/SP2/]

For those certified:

Thanks to the [TAG MRC] 's Sleep Products

Sustainability Program, we are our operational efficiency and waste and energy use. We are now both leading the way for best practices in #sustainability. Learn more here: [insert link to news or MattressRecyclingCouncil.org/SP2/]

— or —

Call us Sleep Products Sustainability Program Certified. We completed this newly minted program with [TAG MRC] and are leading the way for #sustainability. [insert link to news or MattressRecyclingCouncil.org/SP2/]



LOGO USAGE

The Mattress Recycling Council (MRC) launched the Sleep Products Sustainability Program (SP2) to help reduce waste during the mattress manufacturing process. The SP2 logo was created to visually connect with MRC's logo, showcasing the environmental side of the sleep products industry. Much like MRC's brand, SP2 is always shown as clean, modern and strong. Use the condensed guidelines on this page to ensure SP2's branding is consistent across all uses.





Primary Logo - One Color



Primary Colors

SP2 LIGHT GREEN

C 40%; M 0%; Y 100%; K 0% R 166; G 206; B 57



SP2 BLUE

Primary Logo - Full Color

C 50%; M 20%; Y 0%; K 0% R 123; G 175; B 222



MRC MEDIUM GREEN

C 70%; M 0%; Y 85%; K 0% R 76; G 184; B 96

Official SP2 Fonts:

Futura and Futura Condensed

Size - Do not display the SP2 logo smaller than 1.25" wide.



1.25"

Clear Space - the SP2 logo must have sufficient clear space around its perimeter.



Do:

A white background for the SP2 logo is preferred. If not possible, sufficient contrast between the logo and background is essential. A reverse version of the logo is approved for deep color backarounds.



15% Black



Don't:

Do not screen, shade or lighten.



Do not change the ratio of the icon to the logo type.



Do not change the colors or add a shadow.



Do not adjust the scale horizontally or vertically.



Participant may not use the Mattress Recycling Council (MRC) or SP2 logo or badge prior to achieving certification and without the prior written authorization of MRC. If participant's SP2 certification is revoked or otherwise expires, participant must immediately cease usage of the SP2 logo or badge on or in connection with the previously-certified facility.

LOGO USAGE: CERTIFICATION SEAL







The SP2 Seal

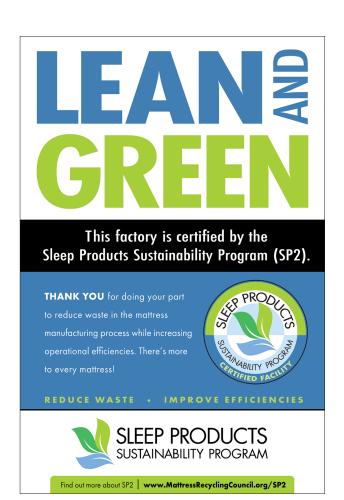
SP2 has created a seal to recognize program participants that have successfully completed the training and achieved certification. The official seal is always displayed in full color; at least 1" in diameter; and with proper clear space, free from other logos, text and images.

There are elements available to display in your organization and show your commitment to SP2 and the environment. At this time, we have a workroom poster and window decal. Please email Katherine Caddy at kcaddy@mrc-us.org to request these items be sent to you.

LOGO USAGE: CERTIFICATION SEAL



Window Decal



Workroom Poster



Certificate of Completion



Certificate of Renewal