RHODE ISLAND ANNUAL REPORT



07/01/22

SUBMITTED BY

Mattress Recycling Council Rhode Island, LLC 501 Wythe Street Alexandria, VA 22314

SUBMITTED TO

Rhode Island Resource Recovery Corporation 65 Shun Pike Johnston, RI 02919

> SUBMITTED ON September 29, 2023





This year, MRC's Rhode Island Bye Bye Mattress program collected 79,898 mattresses and recycled 1,565 tons of material.

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The mattress industry created the Mattress Recycling Council (MRC), a nonprofit organization, to develop and administer the Bye Bye Mattress program.

EXECUTIVE SUMMARY & DEFINITIONS

EXECUTIVE SUMMARY & DEFINITIONS

Pursuant to Section 23-90-5(j) of Rhode Island General Laws (the law), the Mattress Recycling Council Rhode Island, LLC (MRC), submits to Rhode Island Resource Recovery Corporation (RIRRC) this annual report, which provides the requested data on the results that MRC achieved in administering the Rhode Island mattress stewardship program (the program) during the state's 2022–2023 Fiscal Year (July 1, 2022 to June 30, 2023) (the reporting period).

OVERVIEW OF MATTRESS RECYCLING COUNCIL RHODE ISLAND, LLC

The law requires that mattress producers form a "council" that develops a statewide program to collect mattresses and foundations (collectively units or mattresses) discarded in Rhode Island. The law also provides that the program will be funded through a visible fee collected from consumers and other purchasers on all mattresses and box springs sold in the state.

The International Sleep Products Association (ISPA) created the Mattress Recycling Council Inc. (the Council), a nonprofit organization under Section 501(c)(3) of the Internal Revenue Code of 1986, to develop and administer mattress recycling programs in Rhode Island, as well as California and Connecticut. On July 1, 2015, the Council submitted a plan to RIRRC outlining how the program would meet the law's requirements and proposed initial performance goals. RIRRC approved this plan on January 13, 2016, and the program officially began operating on May 1, 2016.

The Council subsequently created separate LLCs to administer the Rhode Island program, as well as similar programs that the Council administers in California and Connecticut. In each of these states, the LLCs have developed statewide networks of mattress collection and recycling locations, increased the number of units recycled and educated consumers, retailers and other stakeholders about that state's mattress recycling program. Since 2015, these statewide programs have collectively recycled over 12 million mattresses.

To promote the program to a consumer audience, the Council created the "Bye Bye Mattress" brand and website to host a mattress recycling locator as well as important information about the recycling process and environmental benefits of the program.

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RHODE ISLAND PROGRAM OBJECTIVES

MRC has designed the program to accomplish the following:

- Collect a mattress stewardship fee that funds the cost of operating and administering the program.
- Provide for no cost and accessible statewide opportunities for state residents to recycle their used mattresses.
- Provide transfer stations with suitable storage containers and transportation of discarded mattresses.
- Provide for MRC-financed end-of-life recycling of mattresses.
- Minimize public sector involvement in the management of mattresses.
- Establish a financial incentive for consumers that deliver their mattresses to recyclers.

SEVENTH YEAR PROGRAM HIGHLIGHTS

The law requires MRC to establish goals to measure the program's performance. During the reporting period, MRC achieved or nearly achieved most of these goals. Highlights of the program's seventh year include:

- Collected 79,898 mattresses and recycled 1,565 tons of material.
- Provided program access in 37 of 39 Rhode Island municipalities.
- Increased the recycling rate to 76%.
- Added 14 new entities to the program, including one private transfer station, two educational facilities and three hotels. The total number of covered entities is now 230.
- Coordinated with 52 small waste haulers and 59 property managers to deliver their units directly to recyclers, therefore reducing the number of units handled by RIRRC Central Landfill staff.
- Solid waste service provider participation exceeded 90%, well above the 80% performance goal threshold. All providers from the previous reporting period remained in the program and MRC added a new private transfer station.
- Recycled 606 military units from the Naval Station Newport and Coast Guard, which more than doubled the number of military units ever collected.
- Engaged the mattress industry by participating in ISPA's first Sustainability Conference and continuing an ongoing dialogue through our working groups focused on improving recyclability rates and designing future mattresses to improve circularity.

REPORT OVERVIEW

Pursuant to § 23-90-5(j) of the law, this annual report contains the following information:

- The weight of mattresses collected pursuant to the program from municipal and/ or transfer stations, retailers and all other covered entities.
- The weight of mattresses diverted for recycling.
- Identification of the mattress recycling facilities to which mattresses were delivered for recycling.
- The weight of discarded mattresses recycled, as indicated by the weight of each of the commodities sold to secondary markets.
- The weight of mattresses, or parts thereof, sent for disposal at Rhode Island Resource Recovery Corporation and any other facilities.
- Samples of public education materials and methods used to support the program.
- A description of efforts undertaken, and evaluation of the methods used to disseminate such materials.
- Updated performance goals and an evaluation of the effectiveness of the methods and processes used to achieve performance goals of the program.
- Recommendations for any changes to the program.

The following terms defined in § 23-90-3 are relevant to the report:

"Covered Entity" means any political subdivision of the state, any mattress retailer, any permitted transfer station, any waste to energy facility, any healthcare facility, any educational facility, any correctional facility, any military base, or any commercial or nonprofit lodging establishment that possesses a discarded mattress that was discarded in this state. Covered Entity does not include any renovator, refurbisher or any person who transports a discarded mattress.

"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, renovated foundation or renovated mattress.

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"Mattress" does not include any of the following:

- An unattached mattress pad or unattached mattress topper (including any item with resilient filling), with or without ticking, that is intended to be used with, or on top of a mattress;
- A sleeping bag or pillow;
- A crib, bassinet mattress or car bed;
- Juvenile products, including: a carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, crib bumper or the pads for those juvenile products;
- A product that contains liquid- or gaseous-filled ticking, including any waterbed or air mattress that does not contain upholstery material between the ticking and the mattress core;
- Any upholstered furniture that does not contain a detachable mattress; or A foldout sofa bed or futon.

"Mattress Stewardship Program" or **"Program"** means the statewide program described in § 23-90-5 and implemented pursuant to the mattress stewardship plan as approved by the corporation director.

"Producer" means any person who manufactures or renovates a mattress that is sold, offered for sale or distributed in the state under the manufacturer's own name or brand. "Producer" includes:

- The owner of a trademark or brand under which a mattress is sold, offered for sale, or distributed in this state, whether or not such trademark or brand is registered in this state; and
- Any person who imports a mattress into the United States that is sold or offered for sale in this state and that is manufactured or renovated by a person who does not have a presence in the United States.

"Recycling" means any process in which discarded mattresses, components and byproducts may lose their original identity or form as they are transformed into new, usable or marketable materials.

"Recycling" does not include as a primary process the use of incineration for energy recovery or energy generation by means of combustion.

"Renovate" or **"renovation"** means altering a mattress for the purpose of resale and includes any one, or a combination of, the following: Replacing the ticking or filling, adding additional filling, rebuilding a mattress, or replacing components with new or recycled materials.

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"Renovate" or "renovation" does not include the:

- Stripping of a mattress of its ticking or filling without adding new material;
- Sanitization or sterilization of a mattress without otherwise altering the mattress; or
- 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 Business Regulation.

"Renovator" means a person who renovates discarded mattresses for the purpose of reselling such mattresses in a retail store.

"Retailer" means any person who sells mattresses in this state or offers mattresses in this state to a consumer through any means, including, but not limited to, remote offerings such as sales outlets,



MRC collects mattresses from nearly every municipality in Rhode Island as well as 230 public and private entities that dispose of large volumes of discarded mattresses.

COLLECTION NETWORK OVERVIEW

COLLECTION NETWORK OVERVIEW

INTRODUCTION

The success of Rhode Island's program relies largely on MRC obtaining discarded units from the existing statewide infrastructure of "covered entities" that collect discarded mattresses as part of their ongoing operations. The law defines covered entities to include any political subdivision of the state, mattress retailer, permitted transfer station, waste-to-energy facility, healthcare facility, educational facility, correctional facility, military base or commercial or nonprofit lodging establishment, which possess a discarded mattress that was discarded in the state, as well as 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.

During the reporting period, MRC's collection network included no-cost options to discard a mattress in 37 of Rhode Island's 39 municipalities. These options consisted of curbside collection of discarded mattresses, a site where residents could drop off their units (either at a solid waste facility, recycler, etc.) or a collection event. Some collection sites limit access to their town's residents. Throughout the reporting period, all state residents could drop off units at one of the statewide drop off sites, which included Tough Stuff Recycling in Coventry, which relocated to a Pawtucket based facility in December 2022, and also the Central Landfill in Johnston. See **Appendix B** for a complete list of participating collection sites and events.

In addition to these consumer collection options, 230 other entities (including mattress retailers, lodging establishments, educational facilities and others that dispose of large and small volumes of discarded mattresses) recycled their units through the program. These entities either drop off their units directly at an MRC recycler, or if they have at least 50 units available for recycling, MRC will pay to transport them to a recycler.

Covered entities contact MRC if they want to host a collection site or one-day collection event, or to drop off units at a recycling facility. MRC reviews these requests on a rolling basis.

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MATTRESS RECYCLING FACILITIES

During the reporting period, MRC contracted with the following recyclers to dismantle and recycle units collected by the program:

GM Framingham, LLC

12 Industrial Road Milford, MA 01757

Tough Stuff Recycling, LLC

145 Authority Drive Fitchburg, MA 01420

Willimantic Waste Paper Co. Inc.

185 Recycling Way Willimantic, CT 06226

MATTRESS RECYCLING TRANSPORTERS

During the reporting period, MRC contracted with the following transporters to haul units to the mattress recycling facilities above:

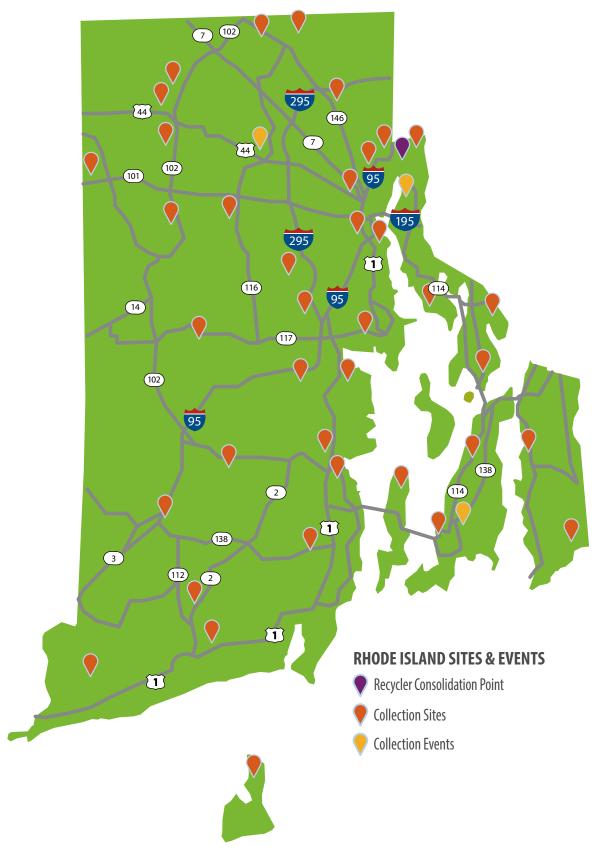
Mobile Storage Inc.

81 Pilsudski Street Providence, RI 02909

Willimantic Waste Paper Co. Inc.

185 Recycling Way Willimantic, CT 06226

RHODE ISLAND SITES & EVENTS MAP





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 & OUTREACH

INTRODUCTION

MRC's education and outreach efforts inform consumers, retailers, the mattress industry and other stakeholders about mattress recycling in Rhode Island by explaining:

- How MRC operates and its accomplishment and impact in Rhode Island.
- How and where to recycle discarded mattresses and why recycling is beneficial.
- What the recycling fee funds.
- The mattress industry's legal obligations.

To reach these audiences and disseminate this information, MRC uses a wide array of communications and marketing methods, including targeted direct mail and printed collateral, advertising and media relations, digital marketing and social media. MRC also participates in community and industry events and visits retailers, recyclers and other collection locations to learn how to collaborate on residential outreach.

This approach aligns with the following education and outreach performance goals:

- Continue to educate the mattress industry and consumers about the benefits of recycling, the fee and the law and encourage use of the program.
- Continue to provide samples of public education materials as required in the law.
- Measure consumer awareness every year and provide explanations for any variability.

An evaluation of MRC's achievement of these goals is discussed in further detail in the **Performance Goals & Evaluation** section (see Page 34).

This section provides a full description of the methods MRC uses to communicate to consumers and the industry.

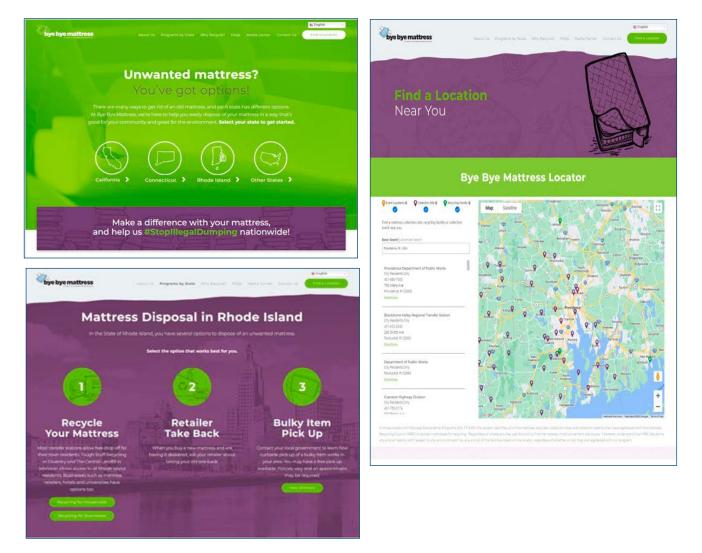
CONSUMER EDUCATION

MRC communicates with consumers using the "Bye Bye Mattress" brand, which is supported by a multichannel strategy consisting of ByeByeMattress.com, point-of-sale materials, public service announcements, media relations and social media.

BYEBYEMATTRESS.COM

On <u>ByeByeMattress.com</u>, consumers easily can find information about participating drop-off locations and municipalities that offer at least one free curbside collection each year. Consumers are also reminded to ask their retailer about picking up a discarded unit when a new mattress is delivered. Businesses and organizations that meet the definition of covered entity can find information on how MRC works with their industry and how to contact MRC to recycle mattresses.

In addition to helping consumers and covered entities learn what to do with their old mattress, ByeByeMattress.com also educates visitors about the mattress recycling process and its environmental benefits and provides information for deterring and reporting illegal dumping.



Overall, 445,610 users visited the site during the reporting period. This is a 3% increase from the previous reporting period. Of the 563,221 total sessions, 3,642 began on the Rhode Island landing page. Overall, the Rhode Island page registered 7,580 visits.

At the time of this report, MRC completed updates to improve the user experience and launched a redesigned website.

With more than 70% of users viewing the website on their phones, MRC designed the new site to be mobile-friendly. The updated user experience allows consumers and businesses to easily locate their appropriate information without scrolling through unrelated content or search results. MRC also debuted new content to assist those looking to curb illegal dumping in their communities or seeking to prolong the life of their mattress.

CONSUMER EDUCATION MATERIALS FOR RETAILERS

MRC provides retailers with no-cost point-of-sale materials in printed and digital formats to help them explain mattress recycling and the fee to their customers. These materials include:

Bilingual Informational Card: This card can accompany the consumer's invoice or receipt. In its standard format, English is on one side and Spanish on the other. Chinese, Korean, Tagalog and Vietnamese versions are available on request.

In-Store Posters: MRC offers posters in two sizes to provide retailers flexibility in how and where they display them in-store. Versions in Spanish, Chinese, Korean, Tagalog and Vietnamese are available on request.

Digital Badge: Retailers can use this image on their websites, social media content or in other digital communications to raise the consumer's awareness of the fee and program. The image links directly to ByeByeMattress.com.

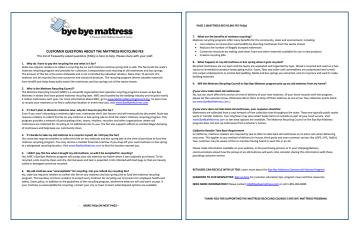


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Consumer FAQs: Consumer FAQs are provided in English and Spanish to assist retailers with sales associate training. Chinese, Korean, Tagalog and Vietnamese versions also are available on request.

MRC uses a monthly and quarterly e-newsletter, email notifications, industry publications and events to regularly inform retailers that these materials are available from MRC and that reorders are also free.

MRC's Marketing & Communications department also works closely with mattress retailers and producers to assist them with explaining the law, fee and program to the companies or customers they serve. MRC offers to create notices, review company memos for accuracy or provide documents that can be shared throughout the sales channel.



PUBLIC SERVICE ANNOUNCEMENTS

During the reporting period, MRC offered the PSA campaign titled, "Break Up The Right Way With Your Old Mattress."

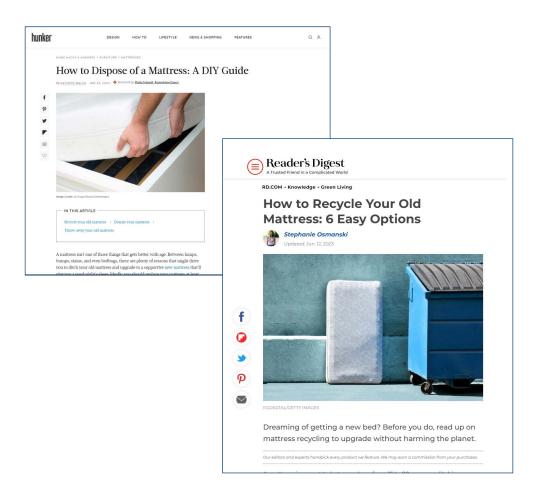
While Rhode Island-based media declined to air the spots, some Rhode Island residents may have been exposed to the PSA via bleed over from Connecticut-based stations. For example, New London's WGQN-FM broadcast signal reaches a portion of Rhode Island. It was among the outlets that contributed to the more than 1.9 million radio impressions in Connecticut during the period.

MRC contacts station managers twice a year – prior to Earth Day and America Recycles Day – to encourage the use of our PSAs. MRC also encourages additional viewership by asking city leaders and community-based organizations to share the PSA on their social media and other communication channels. MRC will continue with this strategy.

The 15-second and 30-second radio and television spots in English, Spanish and Mandarin are available in the Media Center of ByeByeMattress.com

MEDIA RELATIONS

During the reporting period, MRC distributed a press release announcing our environmental stewardship award to Dominick Ruggerio, President of the Rhode Island Senate, to 24 Rhode Island news outlets. MRC also responded to reporter inquiries and received mentions of Bye Bye Mattress in national consumer news outlets such as Hunker and Readers Digest



PUBLICITY TOOLKITS

To promote collection sites, MRC provides a template news release and suggested content that municipalities can use to publicize their participation in the program through online outlets and social media platforms. MRC provided updated toolkits during the spring. The template allows municipalities to customize community messaging by including hours of operations, directions and residency restrictions. They may also use the suggested content on their city websites, community newsletters and social media. Event hosts are provided similar materials, including a media alert template, flyer template, event day signage kit and suggested social/online content.

MRC also makes these materials available to nonprofits, civic groups, city council members or others that will distribute MRC's information to residents.

Click Below To View



COLLECTION SITE PROMOTION TOOLKIT

https://mattressrecyclingcouncil.org/wp-content/uploads/2020/04/2020collection-site-toolkit-9-29.pdf





COLLECTION EVENT PROMOTION TOOLKIT

https://mattressrecyclingcouncil.org/wp-content/uploads/2020/04/2020collection-event-toolkit-9-29.pdf



COMMUNITY EVENTS

MRC engages with the public through collection events and public appearances. Collection events help MRC serve areas that might not have a facility capable of, or willing to be, a permanent collection site, or target a specific need (such as a neighborhood cleanup). 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.

During the reporting period, MRC provided mattress collection and recycling at collection events in the following communities:

- Middletown
- Smithfield
- Providence

As a substitute for public appearances, MRC focused on leveraging media opportunities and increasing social media engagement during America Recycles Day (Nov. 20, 2022) and Earth Day (April 22, 2023).

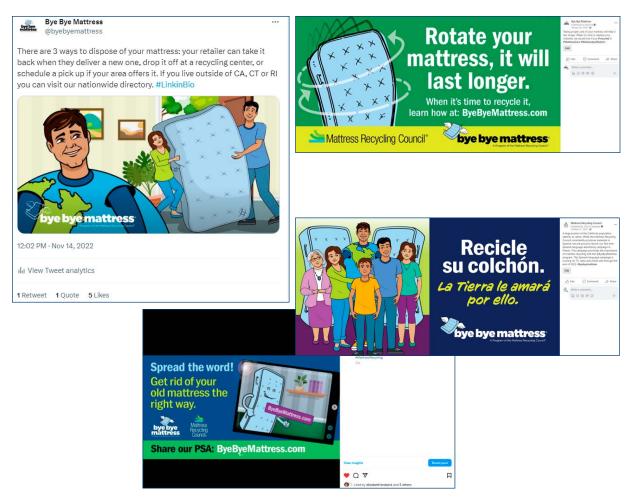
SOCIAL MEDIA

During the reporting period, Bye Bye Mattress' national social media content received more than 3 million impressions. The brand also experienced a 14% increase in followers from the previous reporting period. MRC attributes expanding to Instagram as a large contributor to these results. Currently, more than 2,500 people follow Bye Bye Mattress on these three platforms.

MRC has found Bye Bye Mattress' social media most useful in announcing community collection events, promoting new collection sites and pointing visitors to ByeByeMattress.com for additional information. To maintain a regular rhythm of publishing content, Bye Bye Mattress likes and shares stories related to recycling, other recyclable household items, sustainable living topics and environmentally friendly activities.

FOLLOW & LIKE

@BYEBYEMATTRESS



CONSUMER AWARENESS

In April/May 2022, MRC contracted with KB Insights, a 30-year marketing consultant and experienced analyst, to create and implement a survey of consumers across the entire state of Rhode Island (N=108). All responses were collected online.

The survey measured consumer awareness of mattress recycling, the fact that recycling is free, how to dispose of a mattress so it can be recycled and Bye Bye Mattress program name recognition (we refer to these as our Key Performance Indices or KPIs).

TABLE II FINE 5 CONSUMER AWARENESS NEY FEHRINANCE INANCES LOLL LOLD						
2022	2023					
48%	55%					
26%	25%					
30%	29%					
12%	14%					
	2022 48% 26% 30%					

TABLE 1: MRC's Consumer Awareness Key Performance Indices 2022-2023

*margin of error: +/-8.0% at a 90% level of confidence

The survey also provided MRC the opportunity to monitor mattress purchasing and disposal behavior. In 2022, 16% indicated they acquired a mattress in the last year. Similarly, 19% said they disposed of a mattress in the last year. A third (33%) of those who had disposed of an old mattress said their retailer took it back. The next most common mattress disposal methods Rhode Islander's used were junk removal services, trash/ dumpster disposals and curbside pickups.

Over half of respondents (59%) said they were "extremely likely" to recycle a mattress in the future. When asked to select the top three reasons for choosing to recycle, "Convenience – it's easy to do" topped the list (52%). "Protecting the environment" ranked second (37%) and "Receiving a small payment for each mattress you recycle" ranked third (33%). Perceived barriers to recycling are lack of knowledge, not having a vehicle sufficient to haul a mattress and the perceived cost/time required to recycle. MRC will continue to address the motivating factors and perceived barriers in communications going forward.

MRC's survey strategy in 2023 will include another annual behavioral/awareness study to gauge success against the 2022 survey.

INDUSTRY COMMUNICATION

To inform retailers, producers and other industry stakeholders about Rhode Island's mattress recycling law and their legal obligations, as well as to encourage participation in the program, MRC uses direct mail, phone calls, websites (MattressRecyclingCouncil. org and MRCreporting.org), industry events, industry media relations and social media.

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

COMPLIANCE OUTREACH

MRC's database of potential retailers, manufacturers, distributors and renovators is compiled from information sources including holders of Rhode Island Bedding & Upholstered Furniture Licenses, ReferenceUSA, Dun & Bradstreet, industry publication subscriber lists, industry event attendee lists, Yellow Pages, Chambers of Commerce, the Better Business Bureau and online searches. It also receives leads for potential registrants from MRC staff as they travel the state or are contacted by retailers interested in utilizing recycling services.

MRC continues to monitor these sources for new entrants into the mattress segment, as well as non-compliant parties. When MRC identifies a party that may need to register and participate in the program, MRC mails a notice via certified mail to the party informing it of its potential obligations and follows up with a phone call or email. If there is no response within 30 days, MRC mails a second certified letter and the party is given 30 more days to respond. If the party is unresponsive after various attempts, MRC requests legal counsel or RIRRC to contact the party.

MRC also monitors whether retailers and other mattress sellers are submitting monthly reports and are remitting collected recycling charges on-time. MRC uses the following protocol to alert parties that have missed deadlines for reports and payments. Those more than 90 days delinquent are notified of late fees and associated interest.

As required by the law, **Appendix A** contains a complete list of registered producers. The list is current as of June 30, 2023.

TABLE 2: Late Reporting and Remitting Protocol

DELINQUENCY STAGE	LATE REPORTER	
Level 1	Late notice email generated by MRCreporting.org	Late notice email generated by MRCreporting.org
Level 2	Phone call made to verify continued program participation and provide a verbal reporting reminder	Phone call made regarding outstanding payment and warning of potential interest charges
Level 3	Written notice mailed	Written notice mailed and Interest invoice issued
Level 4	Second phone call made to provide verbal warning of potential penalties	Second written notice sent by certified mail and interest invoice issued
Level 5	Written notice sent by certified mail and penalty invoice issued	Second phone call made warning of accruing interest
Level 6	Second written notice sent by certified mail and penalty invoice issued	Third call made warning of referral to collections agency and interest invoice issued
Level 7	Penalty invoice issued	Delinquent account sent to collections agency; Interest invoice issued
Continued action	Penalty invoices issued monthly until account no longer delinquent	Interest invoices issued monthly until account is no longer delinquent

RETAILERS SURVEY

An annual survey of registered retailers allows MRC to monitor retailer satisfaction with MRC's assistance and resources, measure retailers' awareness of their obligations and provide retailers an opportunity to request materials or further information. The survey varies each year based on what topics or issues MRC is investigating in order to improve the program, inform its industry communications and understand the needs of the retailer community.

The most recent survey conducted in the summer of 2022 showed our registrants located in the East responded with an 8.3 out of 10 rating for customer service, a 7.1 out of 10 rating for resources provided and a 7 out of 10 rating for overall program satisfaction.

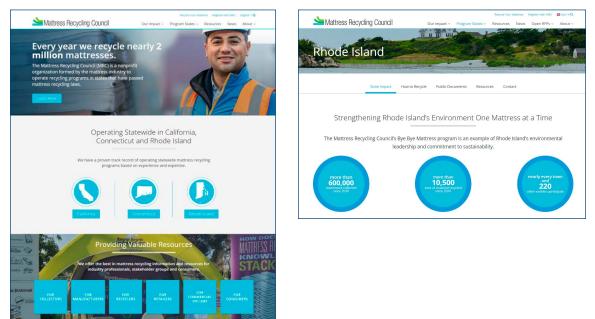
Based on these results, MRC will seek to further improve MRC customer education and retailer obligation resources available to program participants.

MRC will repeat this process during the summer of 2023 and will refine the questionnaire as appropriate.

WEBSITES

MattressRecyclingCouncil.org: Designed for use by the mattress industry, regulators and non-consumer stakeholders, this website attracted 53,045 users generating 69,883 sessions between July 1, 2022 and June 30, 2023. Both levels of website traffic measurements were down slightly from the previous reporting period. The Rhode Island state page drew 3,176 views.

Organic search - traffic coming to the website as a result of keyword search - was the top source of traffic and it grew by 8% over the previous reporting period.



MRCreporting.org: Through this website, parties may register with MRC, and retailers and other parties that sell mattresses to end-users in Rhode Island may report and remit to MRC the recycling fees that they have collected. To encourage participants to remit their fees on time, the site emails automatic reminders. The site also emails program updates to all participants, and MRC cross-posts on this website notices and information that also appear on MattressRecyclingCouncil.org.



VIDEO SERIES

MRC wants participants (and potential participants) to understand the program and the mechanics of registering with MRC, submitting monthly reports and remitting fees. To inform target audiences about the program, MRC actively encourages participants to view the following short videos, which are accessible on MattressRecyclingCouncil.org and on MRC's YouTube channel:

About the Mattress Recycling Council: Provides an overview of state recycling laws, the recycling fees, what the fees pay for and encourages stakeholders to recycle with MRC.

How to Register on MRCReporting.org: Provides a step-by-step guide to help retailers, producers and others understand if they must register with MRC, and if so, how to complete that process.

Reporting & Remitting Your Recycling Fees: Explains how mattress retailers and producers can use the online portal to report and remit to MRC the recycling fees they have collected.

MRC also uses these videos, which it updates annually, in presentations to industry groups and in MRC's tradeshow booths.

Click Below To View



VIDEO SERIES https://youtube.com/playlist?list=PLpqkGz2KocuPnl5p9ymD0Dukfqy1Ng0yA



E-NEWSLETTERS

MRC issues monthly and quarterly newsletters for industry audiences. Collectively, MRC's digital newsletters reach more than 7,000 recipients. Subscribers include all registered retailers, manufacturers, collection site hosts, renovators and other stakeholders.

The monthly MRC Highlights content includes program progress and milestones, the availability of consumer education materials and where to recycle mattresses. Other content focuses on how to help collection sites improve their stacking, loading and storage of mattresses; notification of updated or new resources; efforts to expand the program and combat illegal dumping; and research findings and opportunities. Open rates average 30%.

The quarterly Retailer Spotlight is sent to 1,200 registered retailers and addresses the topics and issues that customer service is frequently addressing, such as tips for using MRCreporting.org, and how to help customers understand the fee and program. Readers also have quick access to the consumer education material order form, our recycling locator and an explanation of mattress recycling. Open rates average more than 45%.

Our Northeast Seasonal Reminder, a quarterly newsletter, is sent to 190 collection site operators and recyclers. It reinforces MRC's program guidelines by sharing best practices for stacking, loading and site management, as well as screening for ineligible and eligible products. MRC also uses the newsletter to promote available resources that help staff follow and understand these expectations. We also share news on any regional developments that could impact our operations. The open rate averages 32%.

Subscribe	Past Issues	Translate	• RSS		A Statement
		View this email in your browser			Mattress Recycling Council®
	2	Mattress Recycling Council*		Mattress Recycling Council*	Fall Reminder 2022
	Mattress Ind	ustry Collection Network Research Reminders Upcoming Events Resources		Retailer Spotlight	nall finds you and your coworkers safe and healthy. We would like to extend tion for the amazing work you have done in support of mattress recycling.
	2022 2021 2021 4 2020 20 2019 4 2018 20	And the second s		Spring 2023	below to learn about the Massachusetts Waste Ban and how it could ave any questions or concerns about the program, please do not hesitate to
	12 Millio	thes New Milestone: n Mattresses Recycled		Annual Survey Coming Soon	wan ogram Coordinator mrc-us.org - 00
	would tower nex these mattresse from landfills an "As we cross the many partners - officials who hav O'Donnell, MRC	crossed the 12 million mark which I stacked on top of each other hyp200 miles incomes. The materials extracted and regoled from amounts to more than 450 million pounds of materials diverted dincimerators. 12 millionth mattress milestone, we share this achievement with our mattress manufacturers, relaters, collectors, recyclers and state collaborated with MKC to make our program a success? wild Mile chief operating differ.	We and prov butt	eeking input from mattrees manufacturers, distributors and renovators. use this annual tool to assess the effectiveness of our customer relations marketing efforts. We value your suggestions. Based on suggestions ridiod in the last survey, we have added to this nevelated reparament diod is to access the re-order form, the Bye Bye Mattrees locator and mattion on mattrees recycling.	sachusetts Mattress Landfill Ban Could Impact You r. 1, Massachusets will ban the disposal of old mattresses. that all mattresses and box springs generated in Massachusetts cannot be
	improve this rec and better uses	or mask multicless are recycled into new products to funding any rate, MIC control to investigation of protectic the find new works and the second second second second second second second account of the mattress industry and recyclers.	ince gift MR0 upc	Incourage greater participation in the survey, MRC is offering some initives. Those that complete the survey by May 31 will be eligible for a \$150 card. Five completed surveys will be randomly selected for this gift. C will also be awarding gift cards to those who complete the survey at two oming industry shows. For next week's <u>Southern California Furniture &</u> <u>seavor Market</u> in Long Beach, the first 10 bodh visions each day – May 17	and must be recycled. This ban also prohibits the transport of mattresses for of state. With the increased diffuction and costs of disposal. MRC is concerned ulers will attempt to bring Massachusetts mattresses into Connecticut and to avoid these flees by using MRCs in c-cost statewide recycling programs g that you increase your vigilance in making sure that only in-statebrow permitted access to the MRC-provided mattress recycling container at your
			site.	18 - will get a \$10 Starbucks gift card when they complete the survey on- A similar incentive will be offered at <u>Summer Las Vegas Market</u> , July 30 - . 3, with the first 10 daily visitors who complete the survey will receive a \$10	

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INDUSTRY ADVERTISING

In 2022, MRC began a paid advertising effort in industry media to boost participation in all of our program states from non-household sources that discard large volumes of mattresses – mattress retailers, lodging facilities, educational facilities and healthcare facilities. As explained in **Performance Goals & Evaluation**, these qualify for MRC's Commercial Volume Program (CVP).

MRC used national trade publications and included a mix of print, digital and targeted advertising options. During the reporting period, CVP ads cumulatively reached 260,000 print subscribers and 426,000 eblast recipients, a portion of which were Rhode Island-based professionals.

INDUSTRY EVENTS

During the reporting period, MRC participated in mattress industry events to increase awareness of legal obligations, encourage participation in recycling and further sustainability and circularity conversations. These events included:

Las Vegas Market: Held twice each year in the summer and winter, this event is the largest bedding show in the United States. It attracts retailers, distributors and manufacturers from all 50 states and over 80 countries. MRC exhibited in the Home Furnishing Association's Retailer Resource Center and answered visitors' questions about registration, reporting, remittance and recycling. MRC staff also visited showrooms to discuss the program with companies debuting or displaying eligible and more sustainable products.

Northeast Furniture Market: MRC spoke with local and regional retailers, distributors and manufacturers about the program's progress, customer education and how to participate in recycling.

MRC also attends conferences relevant to the solid waste and recycling industry. See **Appendix C** for a full list of MRC's Stakeholder events.

MEDIA RELATIONS

During the reporting period, MRC placed press releases and bylined articles in the national trade press – both the furniture and the recycling/solid waste publications – discussing the results of research projects, recycling 12 million mattresses and assisting manufacturers with advancing sustainable practices. In an effort to spur participation in the Commercial Volume Program, our Northeast Coordinator was interviewed in Healthcare Purchasing News. Additional publicity was the result of others mentioning MRC as an expert source. MRC estimates all the media coverage received as a result of direct or indirect efforts accumulated nearly 6.8 million impressions and equaled more than \$300 million in advertising value.



SOCIAL MEDIA

MRC uses Twitter, Facebook, LinkedIn and YouTube. Collectively, MRC has more than 1,800 followers on social media, comprised of a mix of individuals, civic/environmental groups, retailers, local and state government, waste haulers and recyclers.

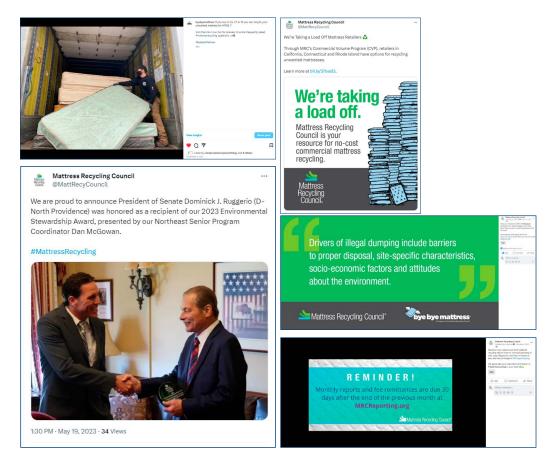
In addition to sharing Bye Bye Mattress content, MRC uses its social media accounts to announce program developments, promote MRC's presence at industry events, distribute marketing collateral, interact with industry stakeholders and monitor industry news. #FAQFriday also draws attention to frequently asked questions about recycling and registration, as well as fee collection, reporting and remitting.

During the reporting period, MRC's social media audience grew by 36% and content received 127,923 impressions.

MRC will continue to use social media and evaluate its effectiveness in keeping stakeholders informed and driving traffic to <u>MRCreporting.org</u>, <u>MattressRecyclingCouncil.org</u> and <u>ByeByeMattress.com</u>.

FOLLOW & LIKE

@MATTRECYCOUNCIL





MRC has met, exceeded or is on track to achieve nearly all of its performance goals.

PERFORMANCE GOALS & EVALUATION

PERFORMANCE GOALS & EVALUATION

EVALUATION OF PERFORMANCE GOALS & METHODS

In coordination with Rhode Island Resource Recovery Corporation, MRC established these performance goals in 2018 after achieving the original performance goals included in MRC's approved plan. Below is MRC's evaluation of the current performance goals and a description of the methods MRC used to achieve them.

SOLID WASTE SERVICE PROVIDERS

GOAL:

To have at least 80% of Rhode Island's solid waste service providers participating in the program. For the purposes of this goal, these entities include municipal transfer stations, recycling centers, private transfer stations or curbside bulky waste collection services.

ACHIEVED - Solid waste service providers continue to actively participate in the program. Of the 45 solid waste service providers operating in Rhode Island, 41 participate, or 91%. The municipal and private transfer stations participate by either establishing a permanent drop-off site, diverting mattresses collected from curbside bulky waste collection services to MRC recyclers or hosting a mattress collection event. Recycling centers also participate as drop-off sites. In addition, MRC continues to encourage small commercial haulers to participate in the program. See **Appendix B** for a complete list of participating solid waste service providers.

METHODS:

Rhode Island residents may access the program through MRC's network of participating collection sites, curbside collection services, recycling facilities or collection events—See **Appendix B** for a complete list.

In March 2023, MRC added one private transfer station to the program, increasing the total number of solid waste service providers to the current 41. MRC also continued its efforts to identify and encourage small commercial haulers that ordinarily drop off discarded mattresses at the RIRRC Central Landfill to deliver their units directly to MRC recyclers. This relieves Central Landfill of any responsibility for handling those units. As a result of these efforts, four small haulers registered with MRC to participate in the program during this reporting period.

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For municipalities and transfer stations that lacked resources to participate as permanent drop-off locations, MRC hosted 10 one-day community collection events two of which were aimed at reducing illegal dumping and expanding program access in the city of Providence and held in addition to the permanent mattress collection site. MRC provided event labor, a mattress storage container, transportation and recycling services at no cost to the host location, as requested. MRC also assisted with event publicity and signage (as described in the **Education & Outreach** section).

MRC continues to encourage the remaining non-participating solid waste service providers to recycle their discarded mattresses by periodically contacting them or making site visits.

Providing support and assistance to participating solid waste service providers requires regular communication. MRC's Northeast Program Coordinator conducts site visits with participating municipalities to discuss the program and compliance with participation requirements. During site visits, staff answer questions, confirm whether the site is following the guidelines, offer suggestions to maintain the quality of collected mattresses and provide necessary signage and support.

In addition to in-person meetings, MRC also distributes the program guidelines to all participants to reinforce product acceptance and contamination criteria. These contacts also receive MRC's monthly newsletter email and seasonal reminders throughout the year that encourage proper screening, handling, storing and loading of mattresses to improve quality and collection efficiency.

MRC maintains a video series to assist in onboarding new collection sites and training their staff. This series includes four videos that address bedbug identification and management, efficient mattress stacking and loading, effective collection site operations, and identifying included and excluded program products. These videos are available in English and Spanish and are available on MattressRecyclingCouncil.org.



RHODE ISLAND RETAILERS

GOAL:

To recycle approximately 7,500 mattresses from Rhode Island retailers annually.

PARTIALLY ACHIEVED – During the reporting period, the program recycled 3,409 mattresses obtained from the retail sector.

METHODS:

MRC provides no-cost recycling to retailers that comply with program requirements and make 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 recycler. MRC also provides no-cost transportation to retailers that collect a minimum of 50 units.

As described in **Education & Outreach**, MRC provides ongoing education to retailers about the law and mattress recycling through a wide array of communications and marketing methods including targeted emails, advertising and media relations, digital marketing, social media, site visits and participation in industry events.

MRC understands that some retailers sell discarded units that they collect from consumers to renovators, and other retailers recycle units at recycling facilities outside of MRC's network. Nevertheless, seven retailers recycled discarded mattresses with the program during the reporting period. MRC anticipates units collected from retailers to decrease next year due to decreased mattress sales, home buying and other consumer behaviors that trigger disposals. During the reporting period, a significant retailer chose to use a third-party recycler (that is, a recycler that is not under contract with MRC) to recycle units it collects from consumers when it delivers a new mattress. As a result, those units are not included in the numerical data we are reporting concerning units received, units processed and materials recycled.



BYE BYE MATTRESS COMMERCIAL VOLUME PROGRAM

NO-COST MATTRESS RECYCLING FOR BUSINESSES

Overview

The Mattress Recycling Council's Bye Bye Mattress Program collects more than 1.7 million mattresses for recycling each year from across its program states. Contributing to that success are mattress

What We Provide The Commercial Volume Program makes it easy for your business to use Bye Bye Mattress to recycle and can save you transportation and recycling costs too. Contact MRC today to receive: No-cost recycling services. No-cost drop-off at a participating recycler (no minimum required). The Mattress Recycling Council (MRC) is a nonprofit organization established by the bedding industry to administer and resses to a ecycler (50 ninus... ardship ``~v 23-90.

OTHER COVERED ENTITIES

Hotels & Lodging Facilities Universities & Educational Institutions Military Bases Healthcerr

Waste to Energy Facilities Correctional Facilities

Eligibility Requirements -----

RETAILERS Mattress retailers must be registered with MRC, remitting the recycling fees and compliant with all provisions of the law to participate.

To receive no-cost drop-off, must make arrangements with MRC.

To receive tra must have accumulated a f 50 units. Partnering with other local busi ns or allowing public drop-off to reach the

m is pr Units must have been used and discarded in Rhode Island

To receive transportation, must have accumulated a minimum of 50 units. Partnering with other local businesses, organizations or allowing public drop-off to reach the minimum is permitted. Units must have been used and dise When purchasing new units, the vendor must be collecting and remitting the recycling fee.

bye bye mattress

To receive no-cost drop-off, must make arrangements with MRC.

IERCIAL VOLUME PROGRAM CONTACT: ICGowan: (860) 397-4800, dmcgowan@mattressred ICM Prin Mattress Commercial Recycling for details.

COMMERCIAL VOLUME PROGRAM COMMERCIAL VOLUME PROGRAM CONTACT: Dan McGowan: (860) 397-4800, dmcgowan@

Participation Requirements

 Follow the Commercial Volume Guidelines.
 Provide a collection area that is capable of allowing access to a 53-foot trailer. Complete registration form and return it no later than 14 days prior to desired pickup or drop-off date. Obtain resistration form by Obtain registration contacting MRC. Ineligible Items Fold-out sofa beds
 Futons
 Jurvenile products, including: carriages, baskets, dressing tables, strollers, playpens, infant carriers, lounge pad, crib bumpers Adjustable bases not covered in ticking or fabric
 Air mattresses that contain no upholstery material (such as camping beds)
 Car beds
 Collapsible roll-away beds Units from out of state sources Units infested with bed bugs or other living organisms Severely damaged, twisted, wet, frozen or soiled units Sleeping bags **Frequently Asked Questions** What if I do not have 50 units to discard? How long do I have to load the trailer? Market in the Interference of the second sec Two hours are allocated to load the trailer. If more time is needed, contact MRC to discuss alternate solutions. Where will the mattresses be taken? The mattresses will be taken to an MRC-con Can I store mattresses until I have the 50 minimum unit amount? Yes. Mattresses must be stored in a location where they remain clean and cy. Contact MIG: Cit transportation options. Can I recycle mattress related items?

Will MRC assist in loading trailers? No. It is the responsibility of the participant to load the trailer. Participants are required to provide a minimum of two staff members to load units into the provided truck within two hours.





The Mattress Recycling Council (MRC) is a nonprofit dedicated to recycling, because there is more to every mattress.







Provide a minimum of two staff to load units into the provided trailer.

 Loose bedding, bla or sheets Mattress pads and top
 Metal bed frames
 Pillows and cushions

Will I receive documentation for recycling mattresses? MRC's transporter will provide a Bill of Lading to document the shipment. Keep a copy for your records.

No. Only eligible mattresses and box springs are accepted. See Ineligible and Unacceptable Items section above.

Can I recycle mattresses that are infected with bed bugs, damaged, wet, twisted, frozen, or heavily solied? No. Mattresses in these conditions should be disposed of as solid waste at the participant's expense.

LODGING ESTABLISHMENTS

GOAL:

To recycle approximately 1,200 mattresses from lodging establishments annually. MRC will quantify how many lodging facilities participate in the program.

PARTIALLY ACHIEVED – During the reporting period, the program recycled 532 mattresses from six participating lodging establishments. Forty-nine lodging establishments are now registered with MRC, an increase of three during the reporting period.

METHODS:

MRC provides no-cost recycling to lodging establishments that make delivery and scheduling arrangements with MRC's Northeast Program Coordinator. Lodging establishments include commercial establishments such as hotels and motels as well as nonprofit entities like housing shelters. The lodging establishment may self-haul or use a third party to deliver discarded mattresses directly to an MRC recycler. MRC provides no-cost transportation to lodging establishments that collect a minimum of 50 units.

RIRRC requested that MRC provide the number of lodging facilities participating in the program as part of its evaluation of this goal. As of June 30, 2023, 49 lodging establishments were registered with the program. Six lodging facilities used the program during the reporting period to recycle 532 mattresses.

MRC has limited ability to increase the number of units collected from lodging establishments because that number is contingent on the number of lodging establishments that replace their mattresses during a given year and the number of units that they discard for recycling. As a result, the total number of units the program obtains from lodging establishments will fluctuate from year to year. Furthermore, MRC does not anticipate this category to increase substantially in the future because MRC has learned from experience that some hotels sell many units that they discard to renovators and does not anticipate that practice will stop.

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PRISONS AND OTHER INCARCERATION FACILITIES

GOAL:

MRC will contact all Rhode Island incarceration facilities to evaluate the composition and condition of their discarded mattresses.

ACHIEVED – In previous reporting periods, MRC contacted all Rhode Island incarceration facilities to evaluate the composition of the units that they discard and concluded that they are not suitable for recycling.

METHODS:

MRC continues to communicate with Rhode Island's Department of Corrections about recycling its discarded mattresses. The department expressed interest in the program, but the discarded units were not suitable for recycling. The current mattresses used by the department are not recyclable because they are made primarily of polyester batting and no demand exists at this time for post-consumer polyester fiber. MRC continues to explore recycling options for mattress materials with companies that buy recycled fiber or textiles.

Based on MRC's experience in working with incarceration facilities in other states, MRC does not expect these facilities to generate mattresses that are suitable for recycling in the foreseeable future.

HEALTHCARE FACILITIES

GOAL:

MRC will continue outreach to healthcare facilities and industry associations and evaluate mattresses discarded by facilities interested in participating in the program. MRC will encourage the participation of at least 10 healthcare facilities by the end of the 2019 reporting period (June 30, 2019).

ACHIEVED –There are currently 24 facilities participating in the program. MRC evaluated mattresses discarded by healthcare facilities and concluded that some were acceptable for recycling.

METHODS:

MRC provides no-cost recycling of mattresses discarded by 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 recycler. MRC provides no-cost transportation to healthcare facilities that collect a minimum of 50 units.

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To encourage healthcare facilities to participate in the program, MRC sought advertising opportunities in healthcare trade media and continued to use established relationships to distribute information. MRC emailed an information sheet to the Hospital Association of Rhode Island member list. MRC also provided EPA Region 1 (whose jurisdiction includes Rhode Island) information that was used in an online newsletter distributed to the agency's Healthcare and Social Assistance Sector contacts.

One healthcare facility used the program this reporting period, yet volume was low. MRC anticipates continued hesitancy to recycle discarded mattresses due to liability concerns regarding pathogen contamination and medical waste disposal regulations.

Nevertheless, MRC will continue to distribute program information to healthcare facilities and assist with recycling their discarded mattresses as requested.

EDUCATIONAL FACILITIES

GOAL:

MRC will continue to inform educational facilities about the program and assist them with recycling their discarded mattresses as needed.

ACHIEVED – Two educational facilities joined the program this reporting period, increasing the total of participating facilities to 12. During the reporting period, MRC recycled 567 units from three participating educational facilities.

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 recycler. MRC provides no-cost transportation to educational facilities that collect a minimum of 50 units.

MRC continues to present program information to interested educational facilities and build stronger relationships with these stakeholders.

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MILITARY BASES

GOAL:

MRC will maintain its relationship with Naval Station Newport and assist it with recycling its discarded mattresses as needed.

ACHIEVED – The Navy and Coast Guard, both based in Newport, each used the program during this reporting period.

METHODS:

A military facility may self-haul or use a third-party to deliver discarded mattresses directly to an MRC recycler. MRC provides no-cost transportation to military facilities that collect a minimum of 50 units.

Naval Station Newport uses the program to recycle mattresses from on-base housing complexes recycling 597 units this year. Since the program began, MRC has recycled 1,135 military units.

MRC will maintain a relationship with the naval station and assist it with recycling its discarded mattresses as needed.

OTHER ENTITIES

GOAL:

MRC will continue to encourage other entities to participate in the program and report on registered entity types in the annual report.

ACHIEVED - MRC is providing no-cost recycling to 129 other entities.

METHODS:

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

During the reporting period, other entities recycled 2,114 units through the program. MRC also recruited seven new registrants consisting of small commercial haulers, property management firms and a non-profit.

The following table details the total of the types of other entities participating in the program:

TABLE 3: QUANTITY OF OTHER ENTITIES PARTICIPATING IN THE PROGRAM

BUSINESS TYPE	QUANTITY OF BUSINESS TYPE
Construction	3
Moving and/or Storage	8
Property Management	59
Small Commercial Haulers	52
Housing Authorities	3
Nonprofit Organizations	4

MRC will continue to focus on upstream diversion of recyclable mattresses from these other entities by encouraging them to send their units directly to an MRC recycler.

EDUCATION & OUTREACH

GOAL:

MRC will continue to educate the mattress industry and consumers about the benefits of recycling, the fee and the law, and encourage use of the program.

ACHIEVED – See **Education & Outreach** for details regarding MRC's industry and consumer outreach.

GOAL:

MRC will continue to provide samples of public education materials in annual reports.

ACHIEVED - See **<u>Appendix D</u>** for examples of these materials.

GOAL:

MRC will measure consumer awareness annually and provide explanations for any variability.

ACHIEVED – See **Education & Outreach** for details regarding MRC's consumer awareness and behavior survey.

METHODS:

As described in the **Education & Outreach** section, MRC uses a wide array of communications and marketing methods to reach consumers, the mattress industry, other covered entities and stakeholders. To evaluate the effectiveness of its education and outreach, MRC conducts an annual consumer awareness survey and has selected various metrics to monitor how each element of its communication strategy performs (website analytics, social media data, email open rates, etc.). MRC also surveys retailers each year to gauge use of resources, understanding of requirements and satisfaction with program services. The performance goals established for each of the covered entity types also indicate whether MRC's methods were effective at persuading entities to join or use the program.

RECYCLING PROGRAM METRICS

In accordance with § 23-90-5(j), MRC must annually report quantitative data about the weight of discarded mattresses collected and processed by the program in the state.

AMOUNT OF MATERIAL COLLECTED

§ 23-90-5(j)(1) of the law requires MRC to report the weight of mattresses collected pursuant to the program from municipal and/or transfer stations, retailers and all other covered entities.

MRC's recyclers report to MRC the number of mattress and box spring units they receive from different sources. One of those recyclers used a certified scale to report to MRC the actual weight of its units received. For the other recyclers that lack scales, MRC converted the units they reported as received into tons based on a standard weight of 55 pounds per unit. MRC used the sum of the actual and calculated weights in the tonnage data reported below.

§ 23-90-5(j)(2) of the law requires MRC to report the weight of mattresses diverted for recycling.

The following table summarizes the total weight of mattresses by source that were collected through the program and the total weight of units collected for recycling during the reporting period.

TABLE 4: WEIGHT OF MATTRESSES COLLECTED BY SOURCE & DIVERTED TO RECYCLING

COLLECTION SOURCE	WEIGHT (TONS)
Municipal and/or transfer stations	1,972.6
Retailers	95.3
All other covered entities	109.1
TOTAL DIVERTED FOR RECYCLING	2,177.0

AMOUNT OF MATERIAL PROCESSED

MRC recyclers report to MRC the weights of the recyclable materials, biomass and residue that their operations generate. While MRC has a high degree of confidence in the in-bound figures reported, operational complexities at MRC's recyclers necessitate estimating weights for outbound mattress commodities in certain situations. For instance, all three recyclers of Rhode Island units process discarded units from both program and non-program sources.

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Following mattress and box-spring deconstruction, commodities from all sources are aggregated together for sale to end markets, as it is not practical to separate program and non-program materials after processing. For all recyclers that work with MRC's programs in Rhode Island and non-program states (Massachusetts and Connecticut), MRC used the percentage of inbound and processed units by source state to estimate the outbound weights specific to Rhode Island. For one recycler, the weight of recycled cardboard and plastic included in this report are estimated because the recycler lacked the documentation needed to differentiate between the cardboard and plastic generated from program material and the same materials obtained from other sources.

§ 23-90-5(j)(4) of the law requires MRC to report the weight of discarded mattresses recycled, as indicated by weight of each of the commodities sold to secondary markets.

TABLE 5: TYPES AND WEIGHT OF MATERIALS RECYCLED DURING 2022-2023REPORTING PERIOD

MATERIALS RECYCLED*	WEIGHT (TONS)
Steel	748.7
Foam	281.4
Quilt & Toppers	200.5
Felt/Shoddy	6.3
Other Fiber	0.7
Wood	305.1
Cardboard	8.9
Plastics	13.7
TOTAL MATERIALS RECYCLED	1,565.3

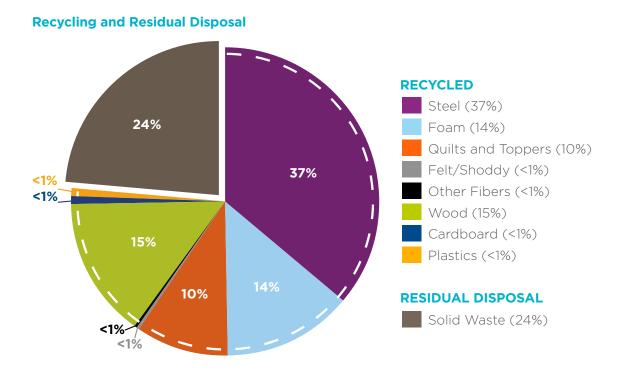
*These categories represent outbound shipments of materials recycled but do not include unprocessed units or recyclable material in inventory.

§ 23-90-5(j)(5) of the law requires MRC to report the weight of mattresses, or parts thereof, sent for disposal at Rhode Island Resource Recovery Corporation and any other facility.

TABLE 6: WEIGHT OF MATERIAL SENT TO DISPOSAL BY SOURCE DURING 2022-2023REPORTING PERIOD

SOURCE	WEIGHT (TONS)		
RIRRC	0		
Any other facility	483.4		
TOTAL RESIDUAL MATERIAL	483.4		

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During the reporting period, MRC recyclers achieved a 76% recycling rate.

TABLE 7: AMOUNT OF MATERIAL BY DISPOSITION DURING 2022-2023 REPORTING PERIOD

DISPOSITION	WEIGHT (TONS)	PERCENTAGE
Material Recycled	1,565.3	76%
Material Disposed	483.4	24%
TOTAL	2,048.7	100%

RESEARCH

MRC's research team is focused on increasing the efficiency of mattress collection, transportation, deconstruction and recycling systems, and identifying new and better markets for recycled mattress materials. Some of the projects and activities that may benefit our New England programs are noted below. Additional information about our recently completed and historical research projects is provided on MRC's website.



COMPOSTING MATTRESS COTTON AND COCONUT FIBERS

A commercial composter concluded that composting could be a viable solution for mattress recyclers seeking to divert their post-consumer cotton and/or coir from landfills. In the study, shredded cotton and coconut fibers from old mattresses were mixed with green yard waste and composted in covered windrows (long compost piles) from October through December 2023. The finished compost was tested for a variety of characteristics including pathogens, nutrients, metals and physical contamination, compost stability, particle size and maturity. The <u>full report</u> is posted on MRC's website.

MATTRESS AGE STUDY

A new study was conducted to estimate the average time between mattress manufacture and consumer disposal. The average age for all units was 13.9 years. Foundations averaged 15.1 years. Innerspring and all-foam mattresses averaged 13.2 years. The results of this study do not necessarily represent the useful life of mattresses and foundations as several factors besides durability can influence a consumer's decision to discard a mattress.

The purpose of the study was to provide stakeholders with data to make informed decisions and develop effective strategies to improve recycling processes, reduce waste, and promote sustainability. The <u>full report</u> is posted on MRC's website.

MANUFACTURING BATTERY ELECTRODES FROM RECYCLED MATTRESS MATERIALS

A research team led by Dr. Ram Gupta at the National Institute for Materials Advancement (NIMA) completed a 3-year study that successfully developed dual carbon and lithium-sulfur batteries using recycled mattress materials.

The results were very encouraging with test data indicating that electrodes made from recycled cotton, shoddy pad and coconut fiber had significant performance advantages over common electrode materials, such as carbon black, graphene and carbon nanotubes. In January 2022, NIMA completed follow-up research to construct and test actual batteries using the developed components and evaluate their performance. When used in lithium-ion test batteries, recycled mattress materials had very high storage capacity and good power density. They retained over 90% performance over 10,000 charge-discharge cycles (roughly equivalent to a 10-plus year service life).

For dual carbon batteries, recycled mattress materials were used to make both the anode and cathode. NIMA also developed cathodes suitable for use in lithium-sulfur batteries and found almost no loss of energy during the charge and discharge process.



The findings are significant for several reasons. The rapid increase in rechargeable battery demand has created a global shortage of carbon feedstocks used to make electrodes. Recycled mattress materials, particularly non-woven textiles, may be an inexpensive, clean and abundant feedstock that can fill current and emerging needs. Presently,

a large percentage of mattress textiles are landfilled due to a lack of economically viable markets. Creating a new market channel that uses recycled textiles to make domestically produced carbon electrodes would have significant environmental benefits.

Further details are in the <u>full report</u> on MRC's website. The NIMA team is interested in developing industry relationships to explore the potential for commercializing this technology.

LIFE CYCLE ANALYSIS

In 2022, MRC completed a life cycle analysis (LCA) of MRC's California mattress recycling operations. While the data was pulled from MRC's California program, the approach, process and results would likely transfer to other MRC state programs. The analysis measured 11 environmental impacts incurred at each stage of MRC's process (collection, transportation and recycling) and the benefits achieved from landfilling less material and displacing virgin materials resulting from the recycling of post-consumer mattress material.

This analysis demonstrated that mattress recycling provides significant environmental benefits. In processing over 1.6 million mattresses in 2021, the materials MRC recycled reduced carbon dioxide emissions by a net 75 million pounds, water usage by 818 million gallons and energy use by 174 megawatt hours. Stated differently, each mattress recycled is like driving 60 fewer miles, saving 500 gallons of water and saving enough energy to power an average household for three days.

In addition to evaluating the environmental benefits of recycling post-consumer polyurethane foam using the mechanical processes that MRC's California recyclers employ (which prepares this material primarily for use in making carpet padding), the LCA



also evaluated for comparative purposes the environmental impacts of advanced recycling processes such as chemical recycling and pyrolysis, as well as incineration. The LCA demonstrates that the advanced recycling processes provide significant net environmental benefits that are similar to mechanical recycling and that all provide significant benefits compared to landfill.

MRC will use the LCA in a variety of ways. First, it provides a benchmark for evaluating future performance. Second, the analysis will help identify potential areas of improvement (transportation, location of recyclers and collection sites, etc.). Third, its information can guide future research and investment decisions. Finally, MRC will use the data to increase the public's awareness of the benefits of recycling.

An independent review of the findings is underway. The <u>full report</u> is available on the MRC website.

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RECYCLER EQUIPMENT/VENDOR RESOURCE

To help its recyclers improve efficiency, MRC assembled an equipment listing of balers, shredders and box spring shearing machines (including equipment specifications) that they may consider purchasing, as well as contact details for over 20 companies that sell this type of equipment. MRC updates this <u>resource</u> periodically with new vendor and equipment information.

NSF-FUNDED FOAM CIRCULARITY RESEARCH

MRC serves on the Stakeholder Committee for a new project launched by the National Science Foundation (NSF) called the Emerging Frontiers in Research & Innovation Circularity of Cross-linked Polyurethane Foams. This research is being conducted by scientific teams from Arizona State University and Virginia Polytechnic Institute and State University (Virginia Tech). The goal of the Stakeholder Committee is to provide insights from essential stakeholders in the U.S. polyurethane foam value-chain that can guide the research team's efforts, decisions and resource allocations. The committee will establish a communication channel between industry members and the research team for the duration of the five-year \$1.9 million NSF-funded project.

CIRCULARITY FOR THE MATTRESS INDUSTRY

As MRC manages its own efforts to improve mattress recycling and find new and better markets for reclaimed mattress materials, we regularly communicate with other mattress recycling organizations around the world and stay abreast of broader efforts being pursued to work toward a more circular economy for mattresses.

Global interest in creating greater circularity in the mattress industry continues to accelerate. Stakeholders across the value chain cite the need for interdisciplinary collaboration to build infrastructure that can implement full and partial closed loop product use cycles. Industry leaders around the world are also working with public authorities to develop legislation to establish circularity requirements and incentives specifically for mattresses.

Due to regional preferences, business model differences, a mattress' long useful life and regulatory priorities, building a homogeneous global circular economy for mattresses will take considerable time. Developing better mattress designs is a common thread in discussions among manufacturers interested in sharing best practices. However, end-of-life management priorities and strategies diverge significantly from region to region. Rather than invest in conventional recycling infrastructure, which is mostly downcycling, some countries are interested in moving directly to technologies that would upcycle polymeric materials (such as foam and some fibers) through chemical recycling and pyrolysis. We anticipate further debate regarding the best ways to incentivize the global development of advanced recycling technologies and investment in commercial-scale facilities.

Predominantly in Europe but also in other regions, several advanced recycling pilot facilities were established in recent years. With increased experience and a better understanding of the technical risks and business cases, public-private sector entities and industry-led consortia are exploring means to globally expand the most promising technologies. Decisions regarding the size and placement of these future facilities will have significant environmental and economic impacts. MRC has been actively engaged with these organizations to provide volume and feedstock quality data to help inform these decisions.

In the United States, MRC continues its focus first on developing better and new markets for our recycled materials. Although this approach does not create complete closed-loop circularity, it is an important part of the overall strategy because it typically has the most favorable environmental impact, according to MRC's life cycle analysis (see above) in comparison to more energy-intensive approaches like thermo-chemical recycling. Second, MRC thinks that building operational efficiencies from post-consumer disposal through recycling processes is equally important. In these two areas, MRC is taking a leading role and sharing findings with other regions.

Finally, among stakeholders, consensus is building that circularity is an idea that will take considerable time and investment to attain. Moving forward, several industry trade organizations in Europe, the United States, Asia and Australia have committed to playing a lead role to encourage investment and to facilitate communication and collaboration in pursuit of this goal. Global collaborative networks have already formed to explore and address capability gaps systematically with the following initial priorities:

- 1. Develop better designs
- 2. Develop the means to increase recycled content in raw materials
- 3. Build a sustainable logistics and recycling infrastructure
- 4. Establish a science-based, peer-reviewed forum to advance meaningful innovation
- 5. Establish a more informative material labeling system
- 6. Develop an effective, easy-to-understand communication plan for consumers

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INDUSTRY WORK GROUP ON CIRCULAR DESIGN

MRC's Industry Workgroup on Circular Design was formed to help members of the value chain take end-of-life recycling challenges into account when they design new components and mattresses. MRC shares lessons learned from mattress deconstruction and recycling with the workgroup to help find strategies that will reduce waste generation and create value by recycling post-consumer mattress components. MRC created a video demonstrating the deconstruction process and why some post-consumer mattress components are challenging to deconstruct or sell to a secondary market. The <u>video</u> has been distributed to the workgroup and other members of the value chain and can be found on MRC's YouTube channel.

The workgroup held its first meeting in early 2022 with a focus on adhesives. The workgroup met again after the ISPA Sustainability Conference in November 2022 and expanded the discussion to include foam suppliers and manufacturers. MRC will continue to engage other component suppliers.

The primary goals of the committee are to:

- 1. Discuss how to improve the circularity of mattresses.
- 2. Share recyclers' experiences with suppliers, designers and manufacturers to understand design impacts on mattress deconstruction and end-of-life component recycling.
- 3. Anticipate whether new materials and assembly techniques will require adjustments to recycling infrastructure when a mattress is discarded.
- 4. Establish consensus circular design principles for the mattress industry.

Through MRC's facilitation, end-of-life knowledge and the workgroup's input, the group developed a working paper to inform the industry about adhesive design opportunities to help improve mattress recycling. It is not intended to be an exhaustive list of opportunities, nor does it imply that all recycling challenges are related to adhesives. The paper describes why a particular process or application affects mattress deconstruction or the market value of post-consumer materials and offers short-term and long-term considerations to improve recyclability.

INDUSTRY WORK GROUP ON NEW MATERIALS

The objectives of MRC's Industry Workgroup on New Materials are to identify end-oflife challenges posed by current products and materials available to consumers, advise MRC on anticipated long-term changes in product mix and raise industry awareness about how design and marketing decisions can affect recycling.

The second workgroup meeting was held at the 2022 ISPA EXPO in Orlando, Florida. Members of the workgroup represent foam, textile and spring manufacturers as well as MRC board members. During the meeting, MRC shared results of its waste characterization and mattress composition studies and members shared information about new materials that had been released since the last workgroup meeting. Participants evaluated the implications that new materials may have on future mattress recycling. The workgroup's efforts will guide MRC's research team and assist recyclers in preparing for these challenges as well as forecast future types and quantities of mattress materials available for secondary markets. The workgroup meets with MRC annually.

CIRCULAR ECONOMY FOR POLYURETHANE FOAM

Polyurethane foam is an important material used in most mattresses. At present, only about 6% of polyurethane foam is recycled globally. An interdisciplinary international effort to improve polyurethane foam circularity has been underway for several years.

Most major polyurethane chemical suppliers have established goals to reduce their carbon footprint and as part of these initiatives, researchers are actively working on feedstocks derived from bio-based and thermochemically recycled materials. While several manufacturers have already introduced products with increased bio and/ or recycled content, MRC understands that these new products have low industry adoption rates.

To further enhance circularity in the European Union, several chemical companies have partnered with recyclers to develop end-of-life solutions for post-consumer foam. This field is very active with several pilot and commercial facilities under development, subsidized by EU funding. These recycling processes and their resulting outputs are dependent on facility design. At this point, the cost to generate chemicals from a recycled material feedstock exceeds the cost of production from virgin sources. Therefore, investment to generate recycled chemicals on a commercial scale will require subsidies.

MRC's current recycling rate for polyurethane mattress foam exceeds 80% (almost all of which is mechanically recycled into carpet padding). Nevertheless, MRC is interested

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in finding other uses for recycled polyurethane foam. MRC anticipates that demand for carpet padding will fall over time because carpet's share of the U.S. floor covering market is declining. Furthermore, as more states enact their own mattress recycling laws, the supply of post-consumer mattress foam will increase. Finally, demand for carpet padding is highly cyclical, rising and falling in tandem with the housing market.

To sustain the currently high recycling rate for polyurethane mattress foam, it is imperative that MRC develop new markets for this material. Our recent life cycle analysis demonstrates that mechanical and chemical recycling processes have similar environmental benefits. MRC is also exploring alternative low intensity thermomechanical recycling processes which also show promise. While these are not purely circular solutions, preliminary assessments indicate that they might offer favorable environmental benefits. MRC thinks that investment in all options will be necessary to substantially improve the global recycling rate for mattress foams and for polyurethane in general.



RECOMMENDATIONS FOR CHANGE

RECOMMENDATIONS FOR CHANGE

Based on MRC's seven years of experience operating this program, MRC proposes no changes to the program or performance goals.



APPENDICES

APPENDIX A: REGISTERED PRODUCERS AND BRANDS

REGISTERED PRODUCERS AS OF JUNE 30, 2023

Account

Airweave, LLC Alessanderx SpA Allied Aerofoam, LLC American Bedding Mfg. Inc. American Pacific Plastic Fabricators Inc. Apartment Furnishings Company Inc. Artaban Therapedic SA De CV Ascion, LLC Ashley Furniture Industries, LLC Avatar Enterprises Inc. Barnhardt Manufacturing Company Best Choice Products Inc. Bestar Inc. Bio Sleep Concept Inc. Blue Bell Mattress Co., LLC Bob Barker Company Inc. Bourdon's Institutional Sales Inc. Bovd Flotation Inc. Brentwood Home, LLC Brick Church Manufacturing, LLC **BRN Sleep Solutions USA, LLC** Brooklyn Bedding, LLC

Bryte Inc. Carico International Inc. Carpenter Co.

DBA

Airweave, LLC Alessanderx SpA Allied Aerofoam, LLC American Bedding Mfg. Inc. Sterling Sleep Systems Apartment Furnishings Company Inc. Artaban Bedding Reverie Ashley Furniture Industries, LLC Comfortex BedInABox Best Choice Products Inc. Bestar Inc. **Bio Sleep Concept** King Koil Northeast Bob Barker Company Inc. Bourdon's Institutional Sales Inc. Boyd Specialty Sleep Simply Modern Mattress Brick Church Mfg. **BRN Sleep Solutions** Dreamfoam Bedding, Brooklyn Bedding, Helix Sleep, Bear Mattress, Nolah Sleep, Leesa Sleep Bryte Labs Carico Carpenter Co.

Account

CCB Hope Ventures, LLC Children's Products. LLC Classic Brands, LLC Comfort Bedding of the USA, LLC Comfort Revolution, LLC Corsicana Acquisition, LLC Corsicana Bedding, LLC Custom Mattress Makers Inc. CVB Inc. Deluxe Home of USA Inc. Denver Mattress Company, LLC Dorel Home Products E&E Bedding Co. Inc. E.S. Kluft & Company, LLC Eastern Sleep Products Co. Inc. Eco Bedroom Solutions. LLC Elements International Elite Comfort Solutions, LLC Engineered Sleep, LLC Ergomotion Inc. Ezine Inc. Factory Direct Inc. Feng Ben International (HK) Limited Fibre Processing Corporation Flex-A-Bed Inc. Flotation Innovations Inc. Foam Sweet Foam Inc. Friendship Upholstery Company Inc. Future Foam Inc. FXI Inc. GF Health Products Inc.

DBA

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Hope Mattress Simmons Juvenile Furniture Classic Brands same Comfort Revolution, LLC Corsicana Mattress Company Corsicana Mattress Company Custom Mattress Makers Inc. Lucid Mattress, Wellsville, Linenspa Deluxe Home of USA Inc. Denver Mattress Company Ameriwood Industries Inc. Spring Air Aireloom Mattress Symbol Mattress Ergovea Natural Mattress Kvvno, LLC Elite Comfort Solutions Engineered Sleep, LLC Ergomotion Inc. Eastern Accents Ladv Americana SW Feng Ben International (HK) Limited Fibre Processing Corporation Flex-A-Bed Innovations Foam Sweet Foam Friendship Upholstery Company Inc. Future Foam Inc. FXI GF Health Products Inc.

Account

Golden Well International (HK) Ltd Gruppo Industriale Buoninfante SPA Hammer Bedding Corp. Health Care Co. LTD Healthcare Arizona, LLC Healthcare SC, LLC Hickory Springs Manufacturing Company Hickory Springs of California, LLC Hill-Rom Inc.

Hong Kong Gesin Technology Company Ltd **IKEA Supply AG** Illinois Sleep Products Inc. InnoMax Corporation Innovative Bedding Solutions Inc. Invacare Corporation Jeffco Fibres Inc. Jiaxing Taien Springs Co. LTD Joerns Healthcare, LLC Jussi Beds

Keeson Technology Corporation LTD Keetsa Inc.

King's Castle HK Import and Export Co. Limited Deluxe Home of USA Inc. Kingsdown Inc. Klaussner Home Furnishings Inc. Kuka (HK) Trade Co. LTD Lakewood Candies, LLC Latex Foam International, LLC Leggett & Platt Automotive Group de Mexico, S. de R.L. de C.V. Leggett & Platt Components Co. Inc.

DBA

Golden Well International (HK) Ltd Gruppo Industriale Buoninfante SPA Shifman Mattress Health Care Co. LTD Healthcare Arizona, LLC Healthcare SC, LLC HSM HSM Hill-Rom Company Inc.; Hill-Rom Holdings Inc.; Hill-Rom DTC Inc. Hong Kong Gesin Technology Company Ltd IKEA ISP InnoMax Corporation IBS Invacare Corporation Jeffco Fibres Inc. Jiaxing Taien Springs Co. LTD Joerns Healthcare Colet & Scandinavian Bed Company & Carpe Diem Keeson Technology Corporation LTD Keetsa Kingsdown Inc. Enso Sleep Systems Gaim Regiomontana, S.A. De C.V. Milliard Bedding Talalay Global Leggett & Platt Automotive Group de de Mexico. S. de R.L. de C.V.

Leggett & Platt Bedding

Account

Leggett & Platt Incorporated Linon Home Decor Products Inc. Lippert Components Inc. Live and Sleep, LLC Made Rite Bedding Company Magniflex USA LTD Mantua Manufacturing Company Mattress Team Works Inc. Medical Depot Inc. Medline Industries Inc. Mellow Inc. Michael Thomas Furniture Inc. Moonlight Slumber, LLC MTJ American. LLC Naturally Beds Inc. Nature Sleep System, LLC Norix Group Inc. Oddello Industries, LLC Organic Mattresses Inc. Pacific Urethanes. LLC Paramount Industrial Cos. Inc. Peacelilv Sleep PPJ, LLC Pragma Corporation PranaSleep, LLC Prestige Fabricators Inc. Progressive Products Inc. PT. Graha Seribusatujaya Puffy, LLC Purple Innovation, LLC Quality Sleep Shop

DBA

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Leggett & Platt Incorporated Linon Home Decor Products Inc. Lippert Components Inc. Live and Sleep Made Rite Bedding Magniflex USA LTD Rize MTW Drive Medical Design and Manufacturing Medical Device Manufacturer and Distributor Mellow Inc. The MT Company University Sleep Products MTJ American Arizona Premium Mattress Jazvin Norix Group Inc. Oddello Industries, LLC Organic Mattresses Inc. Pacific Urethanes Paramount Sleep Peacelily Sleep Customatic Adjustable Bedz Pragma Corporation PranaSleep Prestige Fabricators Inc. Progressive Products Inc. PT. Graha Seribusatujaya **Puffy Mattress** Purple My Green Mattress

Account

Resident Home, LLC Rest Easy. LLC **Rest-Medic Sleep Products** Restmore. LLC Restwell Mattress Co. Safavieh International, LLC Safe For Home Products, LLC SBL. LLC Seahawk Designs Inc. Sealy Mattress Manufacturing Company, LLC Select Comfort Retail Corporation Serta Simmons Bedding, LLC Shen Zhen L&T Industrial Co. LTD ShenZhen Yun Lee Sponge Products Co. LTD Sherwood Midwest, LLC Sherwood Northeast, LLC Shevick Sales Corp. Sinomax USA Inc. Sleep Studio, LLC Sleeping Pure, LLC Solstice Sleep Products Inc. Somnium Inc. Sound Sleep Products Inc. South Bay International Inc. Span America Medical Systems Inc. Star Seeds Co, LTD State of Connecticut Suite Sleep Inc. Technogel US Inc. Tempur Production USA, LLC Tempur Sealy International Inc.

DBA

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Resident Pacific Mattress Co. Rest-Medic Sleep Products/Luen Tai Global LTD Restmore Restwell Mattress Factory Safavieh Naturepedic SBI. LLC Seahawk Designs Inc. Sealy Mattress Manufacturing Company Sleep Number Serta and Simmons Luen Tai Global LTD Luen Tai Global LTD Sherwood Midwest Sherwood Bedding Sleep on Latex Sinomax USA Inc. Authentic Comfort Sleeping Pure Solstice Sleep Products Inc. Somnium Inc. Sound Sleep Products Inc. South Bay International Inc. Span America Medical Systems Star Seeds Co, LTD Correctional Enterprises of Connecticut Suite Sleep Technogel US Mountain Top Foam Tempur Sealy

Account

Thanepohn Corp. The Bedding Group Inc. The Furniture Bank The Original Mattress Factory Inc. Therapedic of New England, LLC Therapedic Sleep Products Inc. University Loft Company Ureblock S.A. DE C.V. Venture Products, LLC Vien Lam Co. Ltd Vinyl Products Mfg. Inc. Vispring Limited Vi-Spring Limited VPC Group Inc. Werner Media Partners, LLC White Dove Mattress, LTD Woodhaven Furniture Industries Zhejiang Alright Home Textiles Co. LTD Zinus Inc. Zoma Sleep, LLC

DBA

Mattress Mill The Bedding Group Inc. Houston Furniture Bank The Original Mattress Factory Therapedic of New England Bedding Industries of America University Loft Company Ureblock Venture Products, LLC Vien Lam Co. Ltd Vinyl Products Mfg. Inc. Vispring Limited Vispring VPC Group Ghostbed White Dove Mattress, LTD Woodhaven Furniture Industries Zhejiang Alright Home Textiles Co. LTD Zinus Inc. Zoma Sleep

REGISTERED BRANDS AND URNS AS OF JUNE 30, 2023

104273282 109884 110472 12 Park 141718 164351 2920 40 Winks 426009 CONTRACT 12-SLAT FDN 7524 PARK VIEW PLUSH WESTWOOD PLUSH PARAGON PLUSH BASEPLATE 7" PARAGON 12-SLAT FDN 7" PARAGON 12-SLAT FDN WESTWOOD II PLUSH G6 PREMIUM G6 ULTRA PLUSH CONCERTO II 800 PLUSH 50267 IL 753793035352 753793857107 753793857114 753793912035 753793958354 ACCOR BOX COVER FR 28-4215 Ace Hotel Mattress Aireloom airweave Allswell American Bedding Mfg. Inc. AMERICAN NATIONAL MANUFACTURING INC American Sleep Collection 621 American Sleep Collection 801 American Sleep Collection 821 American Sleep Collection Full Motion American Sleep Collection Memgel American Sleep Collection Memories American Sleep Collection Millennium American Sleep Collection Motion Reduced American Sleep Collection Prelude

American Sleep Collection Semi-Waveless American Sleep Collection Trinity American Sleep Collection Ultra Waveless American Sleep Collection Visions American Sleep Collections Princeton American Sleep Collections Reflections Amore Beds Ananda Anti-Gravity PR Collection Authentic Comfort Barclay Butera Lifestyle Bedding (by Eastern Accents) Bear Mattress BedInABox **Best Choice Products BIO SLEEP CONCEPT** Biofresh **Blissful Nights** BLOOMINGTON Bob Barker Boyd Mattresses Brentwood Home **BRIGHTON BED** Brooklyn Bedding BROOKSIDE **Brovhill Mattresses** CA 29719 CA 32487 CA 34948 CA 40277 (CN) CA 43267 CA 43303 CA 43618 CA 44639 (IT) CA 44921 CA 45287 CA 45867 CA 46297 (MS) CA 46344 (VN) CA 46357 (VN) CA 46429 (ID) CA 46842 (MX)

CA 47007 (TX) CA29168 CA32520 CA34604(MX) CA39259CN CA41764(CN) CA41826 CA43026 CA44083CN CA-44497 CA-46098 CA46906TW Capital Bedding Inc. Children's Product Childrens Products, LLC Christeli Comfort Craft 4500 Comfort Craft 5500 Comfort Craft 7500 Comfort Craft 9500 Comfort Craft Cascade Comfort Craft Gemini Comfort Craft Horizon Comfort Craft Imperial Comfort Craft Innopedic Latex Comfort Craft Innopedic Memcell Comfort Craft Paradise Comfort Craft Perfections Comfort Craft Spectrum Comfort Craft Vista Comfort Revolution Comfort Shield ComfortSpring PLUS ComfortSpring™ Corsicana Mattress Corsicana Operating Co., LLC Cradlesoft CT-0005195 CT-7806893-(PL) CT7809761(TX) Custody Custom Mattress Makers

Customatic DAYRISE Denver Mattress Denver Mattress Hospitality DR. OZ THE GOOD LIFE dream bed DREAM COLLECTION Dreamcloud Drexel Heritage Mattresses Eclipse **Engineered Sleep** ENSO EnviroSpring™ Ergovea Essential Evava Factory Direct Inc. FE Inverted Seam Innerspring Collection Flame Chek Flame Chek Foam Flame Chek Supreme Flame Chek Ultra Flex-A-Bed High-Low Flex-A-Bed Premier Flex-A-Bed Value Flex Foam Craft Division of Future Foam Inc. Foxyz Products Corp. Future Foam Inc. Gel Foam Bed Genesis 400 Genesis 500 Genesis 600 Genesis 700 Genesis 800 Genesis 900 Genesis Dual 800 Geo-comfort Geo-gel Ghost Bed Ghostbed Harvest Green Mattress Helix Sleep

Hope Mattress Hotel IDLE Sleep IKEA Invacare Jamison Jazvin Joerns Jordan's Jussi & Carpe Diem Karma by PranaSleep Keetsa King Koil Kingsdown Kirkland Signature Kluft Lady Americana Sw. Leesa Mattress Lifekind LINENSPA ESSENTIALS LINENSPA SIGNATURE LINENSPA Linon Home Décor Little Lamb Organics Live and Sleep Lotus by PranaSleep LUCID COMFORT COLLECTION LUCID DREAM COLLECTION LUCID Luft Lullaby Earth - 71868 Lumex Luuf Luxury Support 2300 Luxury Support 3300 Luxury Support 5300 Luxury Support 6300 Luxury Support 7300 Luxury Support 8300 Luxury Support Air Cell Luxury Support Ashmere Luxury Support Evolutions

Luxury Support Fusion Luxury Support Harmony Luxury Support Majestic Luxury Support Medallion Luxury Support Mystique Luxury Support Neuveau Luxury Support Omni Luxury Support Transitions MA 2363 MA-3319 Maderite Bedding Co. Magniflex Mainstavs MAINSTAYS MALOUF HOME MALOUF Mattress Mill Mattress, Cal King Assu - BRTM-RBBC-01 Mattress, King Assy - BRTM-RBBK-01 Mattress, Queen Assy - BRTM-RBBQ-01 Maximum Security MFG. CA 43267 MFG.OH.0001165.NC Michael Thomas Furniture microAIR Miles Talbott Furniture Milliard MTJ American, LLC Natura Natural Reserve Allura Natural Reserve Elite Natural Reserve White Night NATUREPEDIC - 71868 Nautica Mattresses NC 1744 NC 3095 NC 3332 AL NC 3333 AZ NC 3334 AZ NC 3335 CA NC 3335 TX NC 3336 CO

NC 3337 CO	
NC 3338 GA	
NC 3340 GA	
NC 3343 IA	
NC 3344 KS	
NC 3345 MA	
NC 3346 MA	
NC 3347 MS	
NC 3348	
NC 3350 NY	
NC 3351 NY	
NC 3352 PA	
NC 3353 PA	
NC 3354 TX	
NC 3356 UT	
NC 3357 VA	
NC 3358 WA	
NC 3359 WA	
NC 3360 WI	
NC 3361 WI	
NC 4009 (WI)	
NC 4010 (TX)	
NC 4011 (TX)	
NC 4012 (AZ)	
NC 4013 (CT)	
NC 4014 (FL)	
NC 4015 (TN)	
NC1724FL	
NC1726VA	
NC-700	
Nectar Sleep	
NEEVA	
NEW HAVEN	
Nolah	
Novaform	
OH 17603	
OH 20457 (SC)	
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OH-1165-NC-0	
0H71445UK	
OK 799	
2	

OK174 OK714MN Om by PranaSleep PA 24700 CD PA 27155 (MS) PA 27156 (CA) PA 28284 CN PA 28396 CN PA 28521 CN PA 28649 CN PA 28745 CN PA 28938 CN PA 29426 CN PA 29579 MS PA 29636 CN PA 29838 CN PA 29878 CN PA 29988 CN PA 29989 CN PA 3214 (DE) PA 40038 CN PA 40039 CN PA 40090 CN PA 40208 (IL) PA 40220 CN PA 40221 CN PA 40222 IT PA 40232 CN PA 40267 CN PA 40309 (MS) PA 40658 (MS) PA 41690 PA 41696 (VA) PA 41697 (NM) PA 42087 (VN) PA 42336 (CN) PA 42372 (MX) PA 42802 PA 43196 (IN) PA 43270 (MX) PA-25087 (GB) PA26221

PA26948MX PA-28993 (WI) PA42543 PA-42543 (TW) PA43421XK Pacific Mattress Peacelily Sleep PFS Fiber Core Collection Posh and Lavish PragmaBed PranaSleep Puffy Pure Green Natural Latex Mattress PureSleep Purple Quality Sleep Shop, dba. My Green Mattress Remedy Rescue Resident Resort Collection **Resort Mattress Collection** Resort Sleep **REST HAVEN** RI16002(IN) Rize RN 143552 Sanctuary Free Flow Sealy Select Luxury Sensalux Mattress Sensations Collection Affinity Sensations Collection Embrace Sensations Collection Hybrid Supreme Sensations Collection Rhapsody Sensations Collection Spirit Sensations Collection Splendor Serenia Sleep Serta Silver Rest Silver Spring Collection Simmons

Simmons Juvenile Furniture Simmons Kids Sleep Innovations Sleep Love Sleep Science Sleep Studio Sleep Zone SleepFresh Sleepy's Snuggle Softform Solace Solid Night Somnium somnum® SONGBIRD Stearns & Foster Stellar Foam Core Collection Sterling Sleep Systems STO-A-WAY Mattress Foundation Suite Dreams Suite Essentials Symbol Mattress The Original Mattress Factory Thomasville Mattresses Tuft & Needle TX16112 TX3823(MS) TX4058(TX) UNIVERSITY BED University Sleep Products' Enhanced Style B Mattress University Sleep Products' Enhanced Style C Mattress University Sleep Products' Style D Mattress UT 2263 (IN) UT 2264 (PA) UT 2265 (NC) UT 2266 (CA) UT 2267 (MS) UT 2270 (OR)

UT 3196 (GA) UT 3250 MS UT 3479 (GA) UT 3481 (GA) UT 3703 (FL) UT 3704 (CA) UT 4003 FL UT 4017 (OH) UT 4315 (KY) UT 4372 (AR) UT 4436 (NC) UT 4469 (MS) UT 4576 (GA) UT 4780 (CA) UT 5090 (GA) UT 6010 (CD) UT 6081 (MX) UT 6179 (CA) UT 6180 (IL) UT 6181 (MS) UT 6182 (MS) UT 6339 UT3228(GA) UT3264MX UT3265MX UT3728(CN) UT4187(TN) UT4209(CN) UT5034(CN) UT5081MX UT5094 UT53211D

UT-5413 (TX) UT5860SI UT-5979(AZ) "V1012 OXYGEN XG200" VA 12541 (MS) VA 17138 KY VA 23383 (CN) VA 27531 CN VA 28491 MX VA 28493 MO VA 33458 (MX) VA-10488 (NJ) VA-14993 (NC) VA29961(IL) VA34978 VA558(CA) VA558(IN) VA558(KY) VA558(PA) ValueLine Veridian ViscoFresh Vispring WAYFAIR SLEEP WEEKENDER WELLSVILLE XBM XMB Zinus Inc. Zoma Sleep

APPENDIX B: COLLECTION SITES

PARTICIPATING MUNICIPALITIES

SITE	ADDRESS	СІТҮ	ACCESS
Barrington Transfer Station	84 Upland Way	Barrington	Drop-off for residents up to 3 units
Bristol Transfer Station	6 Minturn Farm Rd.	Bristol	Drop-off for residents up to 3 units
Town of Burrillville	350 Whipple Ave.	Burrillville	Drop-off for residents up to 3 units
Charlestown Residential Collection Center	50 Sand Hill Rd.	Charlestown	Drop-off for residents up to 3 units
Coventry Transfer Station	1668 Flat River Rd.	Coventry	Drop-off for residents up to 3 units
Cranston Highway Division	929 Phenix Ave.	Cranston	Drop-off for residents up to 3 units
East Greenwich Transfer Station	Crompton Avenue between the Town Boat Ramp and the Sewage Treatment Plant	East Greenwich	Drop-off for residents up to 3 units
Exeter Transfer Station	890 Ten Rod Rd.	Exeter	Drop-off for residents up to 3 units
Foster Department of Public Works	86 Foster Center Rd.	Foster	Drop-off for residents up to 3 units
Glocester Transfer Station	121 Chestnut Hill Rd.	Glocester	Drop-off for residents up to 3 units
Jamestown Transfer Station	1218 North Main Rd.	Jamestown	Drop-off for residents up to 3 units
Little Compton Transfer Station	122 Amy Hart Path	Little Compton	Drop-off for residents up to 3 units
Town of New Shoreham	14 West Beach Rd.	New Shoreham	Drop-off for residents up to 3 units
North Kingstown Transfer Station	345 Devils Foot Rd.	North Kingstown	Drop-off for residents up to 3 units
Town of North Smithfield Highway Garage	281 Quaker Hwy.	North Smithfield	Drop-off for residents up to 3 units
Portsmouth Transfer Station	West Main Road and Hedley Street	Portsmouth	Drop-off for residents up to 3 units
Providence Department of Public Works	700 Allens Ave.	Providence	Drop-off for residents up to 3 units

PARTICIPATING MUNICIPALITIES continued

SITE	ADDRESS	СІТҮ	ACCESS
Richmond Transfer Station	51 Buttonwoods Rd.	Richmond	Drop-off for residents up to 3 units
Scituate Department of Public Works	1 Lincoln Circle	Scituate	Drop-off for residents up to 3 units
Rose Hill Regional Transfer Station	163 Rose Hill Rd.	South Kingstown	Drop-off for South Kingstown and Narragansett residents up to 3 units
Tiverton Landfill	3524 Main Rd.	Tiverton	Drop-off for residents up to 3 units
Warren Municipal Transfer Station	21 Birch Swamp Rd.	Warren	Drop-off for residents up to 3 units
Warwick Recycling Facility	111 Range Rd.	Warwick	Drop-off for residents up to 3 units
West Greenwich Transfer Station	68 Bates Trail	West Greenwich	Drop-off for residents up to 3 units
West Warwick Department of Public Works	10 Junior St.	West Warwick	Drop-off for residents up to 3 units
Town of Westerly	39 Larry Hirsch Ln.	Westerly	Drop-off for Westerly and Hopkinton residents up to 3 units
Woonsocket Solid Waste Recycle Facility	943 River St.	Woonsocket	Drop-off for residents up to 3 units

CURBSIDE COLLECTION SITES

SITE	ADDRESS	СІТҮ	CONTACT
Central Falls Department	Curbside pick up by	Central Falls	Municipal Recycling
of Public Works	appointment		Coordinator
City of East Providence	Curbside pick up by appointment	East Providence	Municipal Recycling Coordinator
City of Pawtucket	Curbside pick up by appointment	Pawtucket	Municipal Recycling Coordinator
Town of Lincoln Highway	Curbside pick up by	Lincoln	Municipal Recycling
Department	appointment		Coordinator
Town of North	Curbside pick up by	North	Municipal Recycling
Providence	appointment	Providence	Coordinator

PRIVATE TRANSFER STATION

SITE	ADDRESS	СІТҮ	ACCESS/UNIT LIMIT
Waste Management	65 Halsey St.	Newport	Drop-off for Newport residents up to 3 units
Blackstone Valley Regional Transfer Station	240 Grotto Ave.	Pawtucket	Drop-off for Central Falls, Pawtucket and Providence residents up to 3 units
Waste Management - Cranston	Curbside pick up by appointment	Cranston	Waste Management customers
J.R. Vinagro	116 Shun Pike	Johnston	J.R. Vinagro customers
New England Waste Disposal	313 International Dr.	North Kingston	New England Waste Disposal customers

LANDFILL

SITE	ADDRESS	СІТҮ	ACCESS/UNIT LIMIT
RI Resource Recovery	65 Shun Pike Rd.	Johnston	Drop-off for all RI residents

PRIVATE COLLECTION SITE

SITE	ADDRESS	СІТҮ	ACCESS/UNIT LIMIT
Tough Stuff Recycling	1372 Main St.	Coventry	Drop-off for all RI residents; allows pre- scheduled business drop- off from MRC registered participants
Tough Stuff Recycling	345 Walcott St.	Pawtucket	Drop-off for all RI residents; allows pre- scheduled business drop- off from MRC registered participants

RECYCLING FACILITIES

SITE	ADDRESS	СІТҮ	ACCESS/UNIT LIMIT
GM Framingham	12 Industrial Rd.	Milford, MA	No public drop-off
Tough Stuff Recycling	145 Authority Dr.	Fitchburg, MA	No public drop off
Willimantic Waste	185 Recycling Way	Windham, CT	No public drop off

COLLECTION EVENTS

EVENT	ADDRESS	СІТҮ	DATE
Middletown at Soccer Fields	540 Wyatt Rd.	Middletown	July 30, 2022
Middletown at Third Beach	474 Sachuest Point Rd.	Middletown	Oct. 15, 2022
Middletown at Third Beach	474 Sachuest Point Rd.	Middletown	Nov. 5, 2022
Middletown at Third Beach	474 Sachuest Point Rd.	Middletown	March 18, 2023
Middletown at Third Beach	474 Sachuest Point Rd.	Middletown	May 6, 2023
City of Providence Mattress Drive	121 Delaine St.	Providence	Nov. 12, 2022
City of Providence Mattress Drive	191 Webster Ave.	Providence	June 10, 2023
Town of Smithfield Department of Public Works	3 Spragueville Rd.	Smithfield	July 23, 2022
Town of Smithfield Department of Public Works	3 Spragueville Rd.	Smithfield	Nov. 18, 2022
Town of Smithfield Department of Public Works	3 Spragueville Rd.	Smithfield	March 11, 2023

APPENDIX C: STAKEHOLDER OUTREACH

JULY 1, 2022 - JUNE 30, 2023

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
July 24-28, 2022	Summer Las Vegas Market	Las Vegas, NV	Mattress Industry
Aug. 2, 2022	MA DEP C&D Subcommittee	Virtual	Waste and Recycling Industry
Sept. 7, 2022	Deep Dive Forum - Reuse Centers: Creating Local Community Connections & Benefits	Virtual	Municipalities
Sept. 19–21, 2022	Adhesives and Sealants Sustainability Forum	Pittsburgh, PA	Mattress Industry and Research
Oct. 17, 2022	Mattress Recycling and Solid Waste Solutions	Virtual	Waste and Recycling Industry
Oct. 18, 2022	MRC Fire Prevention Webinar	Virtual	Waste and Recycling Industry
Nov. 2-3, 2022	Northeast Recycling Council Fall Conference	Rocky Hill, CT	Waste and Recycling Industry
Nov. 16–17, 2022	ISPA Sustainability Conference	Charlotte, NC	Mattress Industry
Nov. 30, 2022	National Zero Waste Conference	Virtual	Waste and Recycling Industry
Dec. 20, 2022	Massachusetts Product Stewardship Council Meeting	Virtual	Waste and Recycling Industry
Jan. 29- Feb. 2, 2023	Winter Las Vegas Market	Las Vegas, NV	Mattress Industry
Feb. 5-7, 2023	Northeast Furniture & Accessory Market	Edison, NJ	Mattress Industry
Feb. 20-23, 2023	Keep America Beautiful National Conference	Washington, DC	Waste and Recycling Industry
March 15-16, 2023	ISPA Industry Conference	St. Petersburg, FL	Mattress Industry

JULY 1, 2022 - JUNE 30, 2023 continued

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
March 23, 2023	MA Recycle Conference and Trade Show	Marlboro, MA	Waste and Recycling Industry
April 25, 2023	April 2023 SWAC Meeting	Virtual	Waste and Recycling Industry
May 30, 2023	Mass DEP SWAC 2021 Solid Waste Data Briefing	Virtual	Waste and Recycling Industry
June 13, 2023	Mass DEP Recycling Market Development Work Group	Virtual	Waste and Recycling Industry
June 20, 2023	Environmental Business Council "Talking Trash" Conference	Westborough, MA	Waste and Recycling Industry
June 27, 2023	DOW Polyurethanes The Race to Zero	Virtual	Waste and Recycling Industry

APPENDIX D: PUBLIC EDUCATION MATERIALS

INFO CARD



70 6 El cargo de reciclado financia un programa de reciclado de colchones a nivel estatal. El cargo de reciclado mencionado en su recibo, el cual es exigido por la ley para cada colchón y base de resortes vendidos, financia el programa de reciclado de colchones estatal conocido como Bye Bye Mattress. El programa permite que cualquier colchón o base de resortes, independientemente de la fecha de compra, se pueda dejar sin costo en un punto de recolección, evento o centro de reciclaje participante. Los vendedores minoristas también pueden utilizar el programa. Si le van a entregar un colchón nuevo, puede pedir que se lleven el jiejo. Los cargos que le pueden cobrar por la entrega o el armado siguen aplicándose. Cuando los colchones y bases de resortes se reciclan, se desarman. El acero, espuma, fibra y madera se convierten en otros productos como fieltro o filtros industriales. Encuentre el punto de entrega más cercano u obtenga más información sobre el cargo y el funcionamiento del program en

O póngase en contacto con nosotros a info@byebyemattress.com o al 1-855-494-8400

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DIGITAL BADGE



IN-STORE POSTER

Rest Easy! Your Old Mattress Can Be Recycled.

Drop it off at a nearby location or ask your retailer about taking it back.



Rhode Island law has created a mattress recycling program that requires retailers to collect a \$16 fee on every mattress and box spring you purchase. This amount will be listed on your receipt as "recycling fee" and is subject to sales tax.

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This fee is used to establish a network of collection sites and events where you can drop off your old mattress and box spring (regardless of when you bought them). When they are recycled, the steel, foam, fiber and wood are used to make other new products.

Mattress retailers that take used mattresses and box springs back from their Rhode Island customers may recycle them through the Program. Ask your retailer if they participate. *Delivery or set up* fees for new mattresses may still apply.



Visit ByeByeMattress.com to learn more.

CONSUMER FAQs



CUSTOMER QUESTIONS ABOUT THE MATTRESS RECYCLING FEE

This list of frequently asked questions (FAQs) is here to help. Please share with your staff.

1. Why do I have to pay the recycling fee and what is it for?

State law requires retailers to collect a recycling fee on each mattress and box spring that is sold. The fee funds the state's mattress recycling program and provides for collection, transportation and recycling of old mattresses and box springs. The amount of the fee is the same statewide and is not controlled by individual retailers. More than 75 percent of a mattress can be recycled into new consumer and industrial products. The recycling program diverts valuable materials from landfill and helps keep bulky waste like mattresses and box springs out of the waste stream.

2. Who is the Mattress Recycling Council?

The Mattress Recycling Council (MRC) is a nonprofit organization that operates recycling programs known as Bye Bye Mattress in states that have passed mattress recycling laws. MRC was founded by the bedding industry and recycles nearly 2 million mattresses each year. For more information about MRC, go to <u>www.MattressRecyclingCouncil.org</u>. To learn how to recycle your mattress or to find a collection location or event near you, visit <u>www.ByeByeMattress.com</u>.

3. If I don't plan to discard a mattress now, why do I have to pay this fee?

Even if you aren't discarding a mattress right now, mattresses don't last forever and will eventually be discarded. State law requires retailers to collect this fee on any mattress or box spring sale to fund the state's mattress recycling program. This program provides a network of participating cities, towns, retailers, recyclers and other organizations where old mattresses are collected for recycling at no additional cost to you. The fee also supports efforts to combat illegal dumping of mattresses and help keep our community clean.

4. If I decide to take my old mattress to a recycler myself, do I still pay the fee?

Yes, state law requires retailers to collect this fee on any mattress and box spring sale at the time of purchase to fund the mattress recycling program. You may receive a modest financial incentive if you drop off your used mattress or box spring at a designated recycling location. Visit www.ByeByeMattress.com to find the location nearest you.

5. I didn't pay this fee when I bought my old mattress, so will it be accepted for recycling?

Yes, MRC's Bye Bye Mattress program will accept your old mattress no matter when it was originally purchased. To be recycled, units must be clean and dry. Normal wear and tear is expected. Units infested with bed bugs or that are heavily soiled or damaged cannot be recycled.

6. My old mattress was "unacceptable" for recycling. Can you refund my recycling fee?

No, state law requires retailers to collect this fee on any mattress and box spring sale to fund the mattress recycling program. The law does not force retailers to accept every mattress for recycling out of concern for employee health and safety. Store policy, in addition to the guidelines of the recycling program, determine what we will and won't accept. If your mattress is unacceptable for recycling, contact your city or town to learn what disposal options are available.

MORE FAQs ON NEXT PAGE -

CONSUMER FAQs continued

PAGE 2 (MATTRESS RECYCLING FEE FAQs)

7. What are the benefits of mattress recycling?

Mattress recycling programs offer many benefits for the community, state and environment, including:

- Less reliance on incinerators and landfills by diverting mattresses from the waste stream
- Reduces the number of illegally dumped mattresses
- · Conserves resources by making used steel, foam and other materials available for use in new products
- Creates recycling jobs

8. What happens to my old mattress or box spring when it gets recycled?

Recycled mattresses are cut open and the layers are separated and organized by type. Wood is recycled and used as a fuel source or shredded to produce landscaping mulch. Foam, fiber and other soft commodities are compressed and turned into carpet underlayment or animal bed padding. Metal and box springs are extracted, sent to recyclers and used to make building materials.

9. Will the Mattress Recycling Council or Bye Bye Mattress program pick up my old mattress from my home?

If your store takes back old mattresses:

No, but our store offers this service at time of delivery of your new mattress. (If your store recycles with the program, please let the customer know. Otherwise direct them to drop off their mattress at one of our free collection points listed on www.ByeByeMattress.com.)

If your store does not take back old mattresses, your response should be:

Mattresses are collected from a vast network of free collection sites throughout the state. These are typically public works yards or transfer stations. Your city/town may also collect bulky items at curbside as part of your trash service. Visit www.ByeByeMattress.com to see what options are available. The Mattress Recycling Council or the Bye Bye Mattress program does not pick up mattresses from customer's homes.

California Retailer Take Back Requirement

In California, mattress retailers are required by law to offer to take back old mattresses at no extra cost when delivering new ones. This applies to any method of delivery (in-house, third-party and even common carriers like USPS, UPS, FedEx). Your customer may be aware of this or mention having heard or seen this in an ad.

Please make information available on your website, in the purchasing process or in your shipping/delivery communications about how the pickup of an old mattress will work. Also consider sharing this information with those providing customer service.

RETAILERS CAN RECYCLE WITH US TOO: Learn more about the Bye Bye Mattress Commercial Volume Program.

SUBSCRIBE TO OUR NEWSLETTER: Sign up here for customer education tips, program news and free resources.

NEED MORE INFORMATION? Please contact info@byebyemattress.com or call 1-855-494-8400.

THANK YOU FOR SUPPORTING THE MATTRESS RECYCLING COUNCIL'S BYE BYE MATTRESS PROGRAM.

PUBLIC SERVICE ANNOUNCEMENT



BREAK UP THE RIGHT WAY WITH YOUR OLD MATTRESS

ENGLISH https://www.youtube.com/watch?v=8wILN8gXz7Q

SPANISH

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

MANDARIN

https://www.youtube.com/watch?v=A4cG7O9-ORo

PUBLIC SERVICE ANNOUNCEMENT

BREAK UP THE RIGHT WAY WITH YOUR OLD MATTRESS continued

Bye Bye Mattress TV :30 PSA TV #1 "the break-u Final	p" :30
Open on a door to a non-descript home. Door opens and the Mattress Man (MM) steps out of the room in full view.	SFX: upbeat music.
A memory "bubble" pops up next to the MM of a person sleeping comfortably in bed. (If there is time in the animation: In the memory "bubble" the person now has a pillow over their head because their neighbor's music is too loud—wall is vibrating).	Hey, I'm your mattress. We've been together for a while now, and its been <i>g-r-e-a-t</i> .
Door closes behind MM.	But let's be honest. I think we are <i>both</i> ready for a fresh start.
Scene behind MM changes to a mattress wandering a trash-filled alley. He passes by a sad looking mattress with a "free" sign on it.	Just don't toss me out without thinking of <i>where</i> I'll end up or <i>how</i> I'll even get there. I'm ready to be more than a mattress after all these years.
It changes back to his original talking position scene and things that he could be recycled to pops up (I-beams, carpet foam, mulch)	I want to be <u>recycled</u> into new things there's still a lot of good parts here to use.
MM holds up a sign with ByeByeMattress.com on it. Super: Bye Bye Mattress logo (room for tag space)	Check out ByeByeMattress dot com. Learn more about recycling and the <i>easy</i> ways to get rid of an old mattress, like me, for <u>free!</u>

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PUBLIC SERVICE ANNOUNCEMENT

BREAK UP THE RIGHT WAY WITH YOUR OLD MATTRESS continued

File name: VYMI0100000H (1)_VO Client: Williams Whittle (Bye Bye Mattress) Job ID: US1139221 Transcribed by TransPerfect

Timecode	Source	Translation
00:00:08 00:00:23	Hey, I'm your mattress. We've been together for a while now, but let's be honest. I think we are both ready for a fresh start. Just don't toss me out without	嗨,我是您的床垫我们已经朝夕相处了一段日子,但是坦白说我认为我们都准备好迎接新生活了
	thinking of where I'll end up or how I'll even get there. I'm ready to be more than a mattress after all these years.	请不要把我随意丢弃,不考虑我 的去处,甚至也不在乎我怎样前 往因为多年以后,我可能不只是 一张床垫
00:00:24 00:00:36	I want to be recycled into new things. There's still a lot of good parts here to use. Check out ByeByeMattress.com. Learn more about recycling and the easy ways to get rid of an old mattress, like me, for free!	我想要在回收利用后焕发新生我还有很多完好的零件可供使用访问 ByeByeMattress.com 了解更多关于回收利用的信息,以及免费处理像我这样的旧床垫的简单方法!

File name: VYMI0100000H (1)_VO Client: Williams Whittle (Bye Mattress) Job ID: US1139221 Transcribed by TransPerfect

Timecode	Source	Translation
00:00:08	Hey, I'm your mattress.	Hola, soy tu colchón.
00:00:23	We've been together for a while now, but let's be honest. I think we are both ready for a fresh start. Just don't toss me out without thinking of where I'll end up or how I'll even get there. I'm ready to be more than a mattress after all these years.	Hace mucho que estamos juntos, pero a decir verdad, creo que ambos estamos listos para un nuevo comienzo. No me saques sin pensar en dónde terminaré ni cómo llegaré allí. Estoy listo para ser más que un colchón después de todos estos años.
00:00:24 00:00:36	I want to be recycled into new things. There's still a lot of good parts here to use. Check out ByeByeMattress.com. Learn more about recycling and the easy ways to get rid of an old mattress, like me, for free!	Quiero que me reciclen y convertirme en algo nuevo. Partes de mí se pueden volver a usar. Visita ByeByeMattress.com para más información sobre reciclaje y formas fáciles ¡y gratis! de deshacerte de un colchón viejo como yo.

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