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CONNECTICUT ANNUAL REPORT

24

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SUBMITTED BY
Mattress Recycling Council Connecticut, LLC
501 Wythe Street
Alexandria, VA 22314

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

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bye bye mattress®

A Program of the Mattress Recycling Council®



This year, MRC's Connecticut Bye Bye Mattress program collected **195,725** mattresses and foundations and recyclers diverted **3,456** tons of material from disposal.

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The mattress industry created the **Mattress Recycling Council (MRC)**, a nonprofit organization, to provide states an innovative mattress recycling solution.

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Pursuant to Section 2(j) of Connecticut Public Act 13-42, as amended (the Act), as codified at Sections 22a-905a, et seq. of the Connecticut General Statutes, the Mattress Recycling Council Connecticut, LLC (MRC) submits to the Connecticut Department of Energy and Environmental Protection (DEEP) this annual report, which provides the requested data on the results that MRC achieved in administering the Connecticut mattress stewardship program (the program) during the state's 2024 Fiscal Year (July 1, 2023 to June 30, 2024) (the reporting period).

EXECUTIVE SUMMARY

Upon concluding its ninth year of operation, MRC has collected nearly 1.7 million mattresses and foundations and recycled more than 29,000 tons of steel, foam, fiber, and wood, preventing these materials from entering the state's solid waste stream. This program is estimated to save municipalities \$3.25 million annually.

During this most recent reporting period, MRC collected 195,725 mattresses and foundations and recycled 3,456 tons of materials, resulting in a recycling rate of 68%.

During this time, MRC achieved 14 performance goals outlined by the department.

OVERVIEW OF MATTRESS RECYCLING COUNCIL CONNECTICUT, LLC

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

The International Sleep Products Association (ISPA) created the Mattress Recycling Council (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 Connecticut, as well as other states with similar mattress recycling laws. On July 1, 2014, the Council submitted a plan to DEEP outlining how the program would meet the law's requirements and proposed initial performance goals. DEEP approved this plan on December 31, 2014, and the program officially began operating on May 1, 2015. In 2017, the Council and DEEP agreed to revised performance goals based on the program's first full year of operations.

The Council subsequently created separate limited liability companies (LLCs) to administer the Connecticut program, as well as similar programs that the Council administers in other states. 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 13 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.

CONNECTICUT 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.

YEAR NINE - PROGRAM ACHIEVEMENTS & HIGHLIGHTS

Achievements and highlights of the program's ninth year include:

- Collected 195,725 units and recycled 3,456 tons of material.
- Added three new municipalities as permanent collection sites - Cheshire, Hartland and Wallingford. There are now 157 of Connecticut's 169 municipalities participating in the program.
- Registered 15 new lodging facilities and increased the number of mattresses collected from this sector by more than 900 units from the previous reporting period.
- Collected over 8,400 mattresses from small sold waste haulers, diverting these units to recycling and away from volume reduction and waste-to-energy facilities, surpassing the performance goal by 141%.

- Generated 25 pieces of positive local media coverage, including a front-page *Hartford Courant* article, and secured TV airings of our public service announcement. In all, the media coverage received an estimated 259,000 views and the PSA another 190,400 impressions.
- Engaged the mattress industry by participating in ISPA's second 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 Section 2(j) of the Act, this annual report contains the following information:

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

DEFINITIONS

The following terms defined in Section 1 of the law 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: constructed frame, foam or 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, that is intended for or promoted for sleeping upon.

“Mattress” includes any foundation and any renovated mattress. “Mattress” does not include any of the following:

- (A) 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;
- (B) A sleeping bag or pillow;
- (C) Car bed;
- (D) Juvenile products including: a carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, crib bumper or the pads for those juvenile products;
- (E) A product that contains liquid- or gaseous-filled ticking including any water bed or air mattress that does not contain upholstery material between the ticking and the mattress core;
- (F) Any upholstered furniture that does not contain a detachable mattress

“Mattress Stewardship Program” or **“program”** means the statewide program described in Section 2 of the Act and implemented pursuant to the mattress stewardship plan.

“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:

- (A) 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
- (B) 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 by-products 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.

“Renovate” or “renovation” does not include the:

- (A) Stripping of a mattress of its ticking or filling without adding new material;
- (B) Sanitization or sterilization of a mattress without otherwise altering the mattress; or
- (C) 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 to consumers.

“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, catalogs, or the internet.



MRC collects mattresses from 157 communities and 394 public and private entities that dispose of large and small volumes of discarded mattresses.

COLLECTION NETWORK

COLLECTION NETWORK

OVERVIEW

The success of Connecticut’s program relies on MRC obtaining discarded units from the existing statewide network 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 that possesses a mattress 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 this reporting period, residents in 157 cities and towns had no-cost drop-off options to recycle discarded units at collection sites or collection events. Additionally, residents in four municipalities could access mattress recycling through their curbside bulky item collection service. While many collection sites limit access to their residents and curbside collection is restricted to the waste hauler’s service area, all state residents may drop off discarded mattresses for recycling at Park City Green in Bridgeport or Salvation Army stores in Newington and Hartford.

In addition to these residential collection options, 394 other entities that dispose of discarded mattresses also recycle their used units through the program. This includes 45 retailers that collect discarded units from their customers when a new mattress is delivered and then send these mattresses to MRC’s recyclers. Thirty new entities joined the program this reporting period.

MRC continues to bring new municipalities and other entities into the program. They may contact MRC to host a permanent collection site, one-day event, drop off at a recycling center, or request no-cost transportation services if they have collected the minimum number of units.

CONNECTICUT COLLECTION SITES & EVENTS MAP



CONNECTICUT SITES & EVENTS

- Collection Sites
- Recycling Facilities
- Collection Events



MRC achieved 14 performance goals related to securing participation from various industry sectors and conducting outreach.

PERFORMANCE GOAL EVALUATIONS & METHODS

PERFORMANCE GOAL EVALUATIONS & METHODS

As required by Connecticut General Statutes §22a-905a(f)(2), MRC submitted updated performance goals based on its experience administering the program following the first year of the program's operations. DEEP accepted the updated goals on November 2, 2017. Below is an evaluation of the goals and the methods used to achieve them.

MUNICIPALITIES

GOAL:

MRC to secure participation from 111 municipal transfer stations by Fiscal Year 2019. MRC will also increase access for Connecticut residents through special collection events and other programs.

ACHIEVED – MRC exceeded the municipal transfer station participation goal by the end of Fiscal Year 2019. There are now 131 transfer stations in the program, with three added during this reporting period. In addition, 13 municipalities held collection events during this reporting period. Reciprocity agreements allow residents in 157 Connecticut cities and towns to have direct access to these transfer stations and collection events.

During this reporting period, 13 municipalities held 21 collection events. This includes the City of New Haven, which also hosted two Hometown Recycling Days to expand program access and increase awareness of the mattress recycling opportunities offered year-round at its permanent transfer station.

METHODS:

In the nine years of administering this program, MRC has recruited a majority of the state's municipal transfer stations and recycling centers to participate in the program. MRC attributes this success to maintaining regular communication and reliable transportation and recycling service, and proactively addressing barriers to participation for potential new entities.

Our outreach to existing and potential participants consisted of phone calls, emails, and site visits. MRC staff also participated in regional solid waste events such as those held by the Connecticut Coalition for Sustainable Materials Management and DEEP's Solid Waste Advisory Committee. MRC also attended conferences held by the Connecticut Recyclers Coalition, the Northeast Recycling Council, and the Environmental Business Council, among others, during this reporting period.

In addition to in-person meetings, MRC sent updated Collection Site Guidelines to all participants to reinforce product acceptance and contamination criteria. These contacts also received MRC's monthly newsletter and seasonal reminders encouraging proper screening, handling, storing and loading of mattresses to improve quality and collection efficiency.

To further explain program requirements and expectations, MRC maintains a video series to assist in training collection site staff and onboarding new sites. 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 at MattressRecyclingCouncil.org.

For municipalities that lack space for a collection container or other resources to handle mattresses, MRC offers collection event services; where MRC provides for event publicity and signage, labor, transportation, and recycling collected units, as requested.

VOLUME REDUCTION FACILITIES

GOAL:

Volume reduction facilities (VRFs) are permitted facilities that process construction and demolition materials, oversized municipal solid waste, clean wood and recyclables. MRC will continue to work with VRFs not in the program to evaluate their mattresses for recycling and work with upstream sources to divert them for recycling before they become contaminated.

ACHIEVED - MRC collected 18,168 units from VRFs for recycling and registered one new VRF with the program during this reporting period. MRC also coordinated with upstream sources to divert mattresses to recycling. During this reporting period, MRC increased the number of "other entities" participating in the program. In total, these upstream sources delivered 8,433 units directly to the program and not VRFs.

METHODS:

MRC collects mattresses from 17 VRFs, one of which began participating in the program this reporting period. We encourage these facilities to collect and divert their units in a manner that maintains their recyclability. MRC also encourages VRFs to educate their customers that rent disposal containers for household cleanouts to stack or store mattresses in containers properly to avoid damaging or contaminating units.

MRC also focused on collecting mattresses from upstream sources, such as small commercial haulers, before the units were brought to a VRF for collection. MRC will continue to work with VRFs and haulers on educational opportunities to increase the

recyclability and diversion of incoming units and encourage their customers to discard mattresses at an MRC collection site or recycler (as opposed to dumpsters provided by VRFs).

RETAILERS

GOAL:

Recycle approximately 30,000 mattresses from retail sources annually.

ACHIEVED – Retailers recycled 31,942 units during this reporting period. There are now 45 retailers participating in the program.

METHODS:

MRC provides no-cost recycling to retailers that comply with the program and makes delivery and scheduling arrangements with MRC's Northeast Program Coordinator. The retailer may self-haul or use a third party to deliver discarded mattresses directly to an MRC recycler. MRC provides no-cost transportation to retailers that collect a minimum of 50 units. The number of units collected for recycling from retailers annually will fluctuate based on national and regional economic conditions and demand from renovators that commonly purchase discarded mattresses from retailers.

The following table demonstrates the number of units collected from retailers year over year.

TABLE 1: UNITS COLLECTED FROM RETAILERS DURING REPORTING PERIOD

REPORTING PERIOD (JULY 1 - JUNE 30)	UNITS COLLECTED
2021-2022	37,979
2022-2023	34,213
2023-2024	31,942

MRC promotes recycling to the mattress industry through its website (MattressRecyclingCouncil.org), online portal notifications (MRCreporting.org), monthly and quarterly newsletters, articles and advertisements in industry publications, presentations at industry conferences and bedding retailer and manufacturer sales meetings. MRC staff also visit regional and national retailers' warehouses to discuss recycling solutions tailored to solve their logistical and operational challenges.

Marketing collateral, such as a retailer information sheet and brochure, explains the benefits of recycling, the assistance that MRC provides retailers and how to contact the Northeast Program Coordinator. See [Education & Outreach](#) for more information on MRC's industry communications.

LODGING

GOAL:

MRC will continue to promote the benefits of the program among Connecticut lodging establishments and recycle approximately 5,000 mattresses annually from lodging establishments.

NEARLY ACHIEVED - During this reporting period, 21 hotels used the program and recycled 4,217 units. There are now 129 participating lodging establishments, reflecting a 12% increase, with 15 new facilities added.

METHODS:

MRC provides no-cost recycling to lodging establishments that make delivery and scheduling arrangements with MRC's Northeast Program Coordinator.

The lodging establishment may self-haul or use a third party to deliver discarded mattresses directly to an MRC recycler. MRC provides no-cost transportation to lodging establishments that collect a minimum of 50 units.

To communicate with the lodging industry, MRC is an Allied Member of the Connecticut Lodging Association, representing all segments of the industry, including hotels, motels, inns, bed and breakfasts, attractions, and service providers. During this reporting period, MRC distributed an information sheet describing how to participate in the program to all area property members through direct mail.

MRC also continues to communicate with establishments that have received Connecticut's Green Lodging certification from DEEP. During this reporting period, MRC's information was shared in an email to Green Lodging members.

MRC attributes program success in the sector to our direct outreach to lodging establishments and the participating hotels' recommendation of the program to their colleagues.

MRC's ability to meet this goal each year depends on several factors, such as the number of lodging establishments replacing their mattresses, the number of units discarded during that period and whether those discards are sent to MRC recyclers or purchased by mattress refurbishers. As a result, the total number of units the program obtains from lodging establishments will fluctuate from year to year, as indicated in Table 2.

TABLE 2: UNITS COLLECTED FROM LODGING FACILITIES

REPORTING PERIOD (JULY 1 - JUNE 30)	UNITS COLLECTED
2021-2022	5,090
2022-2023	3,304
2023-2024	4,217

MRC will continue focused outreach to the lodging industry through stakeholder meetings and by directly contacting lodging establishments.

HEALTHCARE FACILITIES

GOAL:

Continue education and outreach efforts while evaluating the recyclability of units discarded by Connecticut healthcare facilities on a case-by-case basis.

ACHIEVED – MRC continued outreach to healthcare organizations this reporting period. One new facility joined the program and a total of 310 units were recycled. Twenty-seven healthcare facilities are now registered with the program to recycle their discarded mattresses.

METHODS:

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

To encourage healthcare facilities to participate in the program, MRC emailed an information sheet to EPA Region 1 (whose jurisdiction includes Connecticut) that was used in an online newsletter distributed to the agency's Healthcare and Social Assistance Sector contacts. In addition, MRC also inserted an article about the program in the Connecticut Association of Healthcare Facilities newsletter. See [Education and Outreach](#).

MRC continues to respond to inquiries from healthcare facilities regarding mattress recycling. During the reporting period, MRC placed ads in national healthcare trade publications and sent targeted emails to their subscribers to inform the industry about the program. However, many healthcare facilities have been hesitant to recycle discarded mattresses due to pathogen concerns, breached outer ticking, or physical contamination. These units are instead disposed of as solid or biological waste due to these liability concerns.

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

PRISON MATTRESSES

GOAL:

MRC will evaluate the units on a case-by-case basis for recycling. MRC is researching alternative end markets and uses for mattress commodities to increase the recyclability of those products.

ACHIEVED – MRC is researching alternative end markets and uses for mattress materials to increase the recyclability of products from all sources.

METHODS:

MRC remains in contact with the Department of Corrections. During this reporting period, the department did not recycle any mattresses through the program. Units discarded by the department are not recyclable because they are primarily composed of polyester batting and no demand exists at this time for that material. MRC continues to explore recycling options for mattress materials with companies that buy recycled fiber or textiles. See [Research](#) for more information on these efforts.

EDUCATIONAL FACILITIES

GOAL:

MRC will recruit 25 educational facilities to participate in the program by Fiscal Year 2019.

ACHIEVED – This goal was met in Fiscal Year 2019. There are currently 33 registered educational facilities. During the reporting period, 13 participating institutions recycled 2,906 units. Of the 13, nine were colleges and universities and four were boarding schools.

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 seasonal outreach to boarding schools, colleges and universities to encourage the facility and its student population to use the program.

MILITARY BASES

GOAL:

MRC will continue to recycle mattresses from the Naval Submarine Base New London on an as-needed basis. MRC will reach out to other military facilities in Connecticut, such as military training camps and Army National Guard, to determine if they have mattresses that are eligible for recycling.

ACHIEVED - The Naval Submarine Base used the program four times during this reporting period and recycled 314 units.

METHODS:

MRC remains in contact with military facilities and evaluates requests on a case-by-case basis. In a previous reporting period, National Guard personnel confirmed that they do not generate units to recycle from their own permanent facilities.

WASTE-TO-ENERGY FACILITIES

GOAL:

MRC will work with waste-to-energy (WTE) facilities not in the program to evaluate their mattresses for recycling and work with upstream sources to divert them for recycling before they become contaminated.

ACHIEVED - During the reporting period, no WTE facilities requested the recycling of mattresses or box springs through the program. MRC enrolled three new municipal transfer stations, one VRF, and three small commercial haulers in this reporting period to divert their units directly to recyclers and not deliver them to WTE facilities.

METHODS:

MRC has learned from experience that mattresses received by WTE facilities are not recyclable because the trucks that transport discarded units to them also collect putrescible solid waste, which contaminates the discarded units and renders them unfit for recycling.

Therefore, MRC's primary focus has been diverting units collected by sources upstream, such as municipalities and commercial haulers, to recyclers before reaching a WTE facility.

MRC continues to contact non-participating municipalities, transfer stations and waste haulers to encourage them to participate in these diversion efforts.

OTHER ENTITIES

GOAL:

MRC proposes to recycle 3,500 mattresses annually from other entities and to document their participation in the annual report. MRC will continue to respond to other entities interested in participating in the program.

ACHIEVED – MRC is now providing no-cost mattress recycling to 139 other entities. Nine new other entities joined during this reporting period. MRC surpassed this goal by recycling 8,433 units.

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.

During the reporting period, MRC's Northeast Program Coordinator received requests from nonprofit organizations, apartment complex property managers, moving and storage companies, small/independent junk haulers, clean-out services and real estate agents that wanted to recycle discarded mattresses through the program.

MRC will continue to collect information from other entities that desire to use the program and develop other sector-specific outreach.

STAKEHOLDER OUTREACH

GOAL:

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

ACHIEVED – See [Education & Outreach](#) for details regarding MRC's point-of-sale materials and [Appendix E](#) for examples.

GOAL:

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

ACHIEVED – See [Education & Outreach](#) for details regarding MRC's communication with the mattress industry.

GOAL:

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

ACHIEVED – Stakeholder outreach is discussed. [Appendix C](#) lists meetings, site visits and other stakeholder interactions.

GOAL:

Contact and visit stakeholders to educate them about the benefits and obligations of program participation.

ACHIEVED – Stakeholder outreach is discussed. [Appendix C](#) provides a full list of meetings, site visits and other stakeholder interactions.

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 registered retailers each year to gauge the use of resources, understanding of requirements, and satisfaction with program services. The performance goals established for each covered entity type also indicate whether MRC's methods were effective at persuading entities to join or use the program.

RECYCLING MATTRESS COMPONENTS**GOAL:**

MRC will strive to recycle 75% (by weight) of the recyclable materials generated from dismantling collected mattress units.

NEARLY ACHIEVED – For this reporting period, the recycling rate was 68%. The goal was not fully achieved for two reasons – a downturn in the secondary market for polyurethane foam and quilt panels, and a natural disaster. Because of low prices for foam and quilt panels, both recyclers stockpiled a large number of bales of both materials in anticipation of better market prices. While stored, one recycler's facility suffered on-site flooding that ruined the stored bales, which were subsequently discarded.

TABLE 3: RECYCLING RATE PER REPORTING PERIOD

REPORTING PERIOD (JULY 1 – JUNE 30)	RECYCLING RATE
2021-2022	72%
2022-2023	74%
2023-2024	68%

METHODS:

Once discarded mattresses arrive at a recycling facility, the recycler unloads the container and evaluates the condition of the mattresses. Units contaminated with bedbugs or putrescible solid waste may not be recycled and are typically separated for disposal to minimize facility contamination and worker exposure.

The disassembly process varies from one recycler to the next, but most use a combination of manual and mechanical processes. The steel wire in most mattresses and box springs is usually the most valuable and readily recyclable commodity. The recycler will separate the steel manually or mechanically from other mattress materials. Depending on the requirements of the parties purchasing this material, recyclers typically shred or compress wire coils and frames prior to shipment. The recycler will then separate and prepare foam, fiber, wood and other commodities for sale in secondary markets, if possible.

For those materials that cannot be sold in scrap markets for use in making new products, MRC encourages its contracted recyclers to explore alternative uses to minimize the amount of material landfilled or incinerated. For example, although composting or mulching wood reclaimed from dismantled box springs is a potential end use, nails and staples used to fabricate mattress box springs may render the wood unusable for these applications if they cannot be thoroughly and efficiently removed. The next best use for foundation wood is biomass fuel, which generates electric power.

Currently, recyclers sell foam and quilt panels from mattresses to companies that manufacture carpet padding. However, demand for carpet and padding was weak during the reporting period. MRC continues to research new, innovative uses for these materials to help its recyclers find new, more profitable markets

In addition to fibers in the quilt panel, mattresses may contain shoddy pads and other non-woven materials made of fiber. The composition of these layers varies by mattress type and may be made from cotton, coir (coconut husk), wool, rayon, polyester or other synthetic fibers. These fiber materials occur in low volumes, have few viable secondary markets and are typically landfilled.

The lack of markets for some post-consumer mattress components contributed to a recycling rate lower than the 75% goal set in the plan. Achieving this metric also

requires that recyclers produce a high-quality feedstock that maintains value in secondary markets. For example, most scrap metal recyclers do not accept pocketed coils because the polypropylene fiber encasing the coils (8-10% of the component's weight) is an unacceptable contaminant.



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

OVERVIEW

MRC's education and outreach informs consumers, retailers, the mattress industry and other stakeholders about mattress recycling in Connecticut and the state's law, using a multichannel, multilingual approach and a mix of controlled, paid and offered efforts.

We use our primary brand (Mattress Recycling Council) for industry and stakeholder communication, and a secondary, consumer-facing brand in each state known as Bye Bye Mattress. Each year, we survey consumers and the mattress industry to measure awareness of key information and the effectiveness of our efforts.

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.

COMMUNICATION EFFORTS

Outreach falls into one of three categories of communication efforts:

- **Controlled** – MRC uses its own assets to provide and publish information (i.e., websites, social media, newsletters).
- **Paid** – MRC pays for the ability to distribute information and receive visibility (i.e., advertising or event sponsorships).
- **Offered** – MRC makes information or resources available to others to voluntarily distribute (i.e., a media release or toolkit).

CONTROLLED

Websites

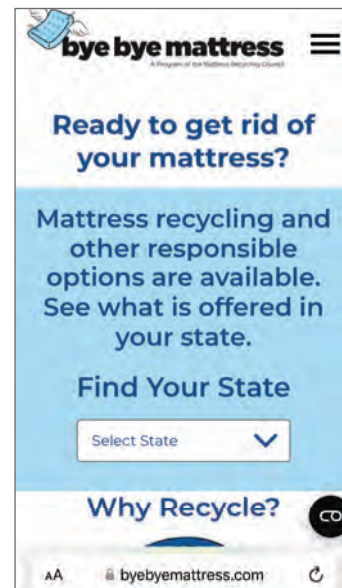
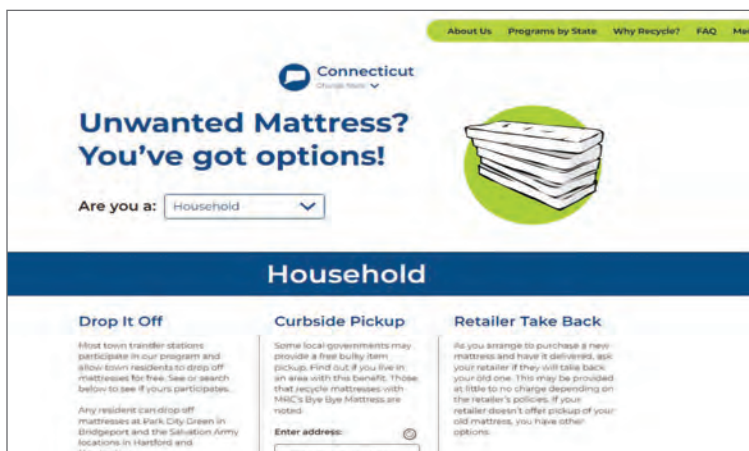
MRC's outreach encourages visiting one of three websites: ByeByeMattress.com, which focuses on consumers; MattressRecyclingCouncil.org, which informs the mattress industry, regulators, and stakeholders; and MRCreporting.org, which mattress retailers, manufacturers, distributors and renovators use to register with MRC and to report and remit recycling fees to MRC.

MRC uses Google Analytics to measure website performance. In 2023, Google instituted major changes to its website analytics tool as well as the definition of several common metrics. In addition, to comply with consumer data privacy regulations in other MRC program states, we implemented a popup on ByeByeMattress.com in the final months of 2023 that allows website visitors to opt out of sharing their web browsing information with Google. Given the impact of these variables, we are only presenting website data for this reporting period and cannot make comparisons to previous years.

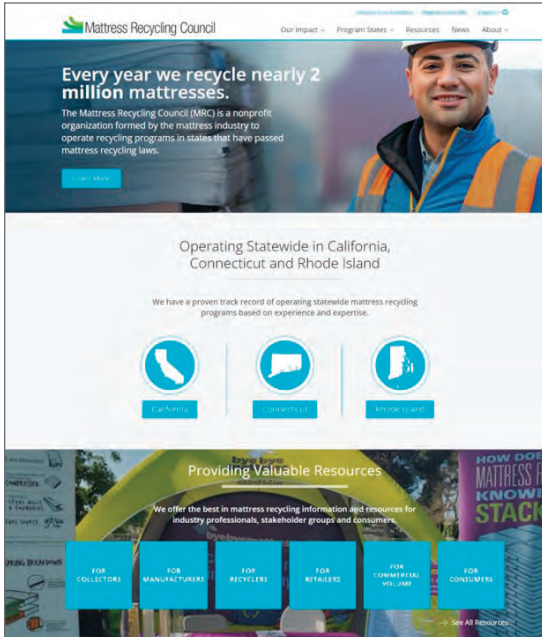
ByeByeMattress.com: We encouraged Connecticut consumers (residents and businesses wanting to discard a mattress) to visit ByeByeMattress.com to learn how and where to recycle unwanted mattresses. The site features a searchable locator. Listings include unit limits and whether businesses can drop off at no cost. Residents can also use the curbside directory to find out if they live in an area with at least one free pickup offered by their local government or waste hauler.

In October 2023, MRC unveiled a fresh look and user experience for the website. Changes included enhancing the website's performance and presentation on mobile devices, giving households and businesses streamlined content views, and optimizing geolocation to immediately present the most relevant information and pinpoint the nearest locations. With the redesign, MRC also introduced a new section of consumer content on mattress care, updated information on the benefits of mattress recycling, and actions consumers can take to combat illegal dumping.

In the 12 months ending on June 30, 2024, more than 247,000 users visited ByeByeMattress.com. More than 6,300 users visited the Connecticut program page.



MattressRecyclingCouncil.org: The purpose of this website is to inform industry audiences, regulators, and stakeholders about state laws, program implementation and performance. The website features a robust resource library for the solid waste, recycling and mattress industries; research reports and developments; and a media center with newsletters and announcements.



For this reporting period, MattressRecyclingCouncil.org received 47,245 visitors. Nearly 2,800 visited the website's Connecticut program page.

MRCreporting.org: Mattress retailers, manufacturers, distributors and renovators use MRCreporting.org to register with MRC and to report and remit recycling fees to MRC. The portal houses resources about the Connecticut law and program, as well as documents and videos demonstrating the registration, reporting and fee remittance processes. Registered parties receive automatic payment reminders and missed deadline email notices. MRC also pushes important announcements about available customer education materials and mattress recycling options. As of June 30, 2024, more than 410 parties registered for the Connecticut program were using the site.



Social Media

MRC maintains social media channels for both brands. We use the Bye Bye Mattress branded channels – Facebook, X (formerly Twitter) and Instagram – to educate consumers, and the Mattress Recycling Council branded channels – Facebook, X, LinkedIn, and YouTube – to communicate with industry audiences. Our social media followers include retailers and manufacturers, civic and environmental groups, local and state governments, waste haulers, and recyclers.



Bye Bye Mattress Branded Channels: In the year ending June 30, 2024, the content on Bye Bye Mattress branded channels earned 1.2 million impressions. The collective audience grew to 3,030, a 12% increase from the last report. MRC attributes most of the growth to the late 2022 launch of Instagram and the use of social media advertising and boosted posts.

Mattress Recycling Council Branded Channels: In the year ending June 30, 2024, the content on Mattress Recycling Council branded channels earned 162,880 impressions. The collective audience grew to 4,268 followers, a 12% increase from the last report. LinkedIn contributed to most of the growth in followers.

MRC used these channels to announce program developments, promote MRC's presence at industry events, share research announcements, distribute resources, generate interest in using the Commercial Volume Program (CVP) and increase e-newsletter subscribers.

Newsletters

MRC produces a collection of digital newsletters. Our flagship publication, Highlights, reaches the largest, broadest audience. Meanwhile, quarterly newsletters target specific audiences. In 2024, we introduced a new mobile-friendly format for the newsletters.

Highlights (Monthly): Highlights is MRC's primary communication tool for announcements, state program updates, posting research accomplishments and distributing lessons learned from our illegal dumping pilot projects.

MRC distributes Highlights to all registered retailers, renovators, manufacturers, collection site hosts, recyclers, and other stakeholders who subscribe. By June 30, 2024, the mailing list exceeded 7,400 with an average open rate of 38%. MRC also publishes each issue on [MattressRecyclingCouncil.org](https://mattressrecyclingcouncil.org).

Retailer Spotlight (Quarterly): Retailer Spotlight is distributed to registered retailers and provides tips for using [MRCreporting.org](https://mattressrecyclingcouncil.org), updates on state laws and regulations, new MRC resources for retailers, and insights on mattress recycling. By June 30, 2024, the mailing list exceeded 1,355, with an average open rate of 47%.

Seasonal Reminder (Quarterly): Each of MRC's program coordinators distributes a Seasonal Reminder to the collection site operators within their multi-county regions. The primary purpose of the newsletter is to remind operators of relevant MRC best practices (i.e., how to properly stack mattresses) and resources for training their staff or publicizing their site.

The Summer 2024 Northeast issue (the last one distributed during the reporting period time frame) reached 180 subscribers and achieved a 55% open rate.



PAID

Industry Advertising

In 2023, to advertise CVP, MRC used digital and print ads, as well as targeted emails to subscribers of trade publications in the bedding, home furnishings and lodging industries. Overall, MRC's industry advertising received 2.3 million impressions.

[Appendix E](#) contains examples of these ads.

Mattress Industry Events

During the reporting period, MRC participated in mattress industry events to increase program awareness of legal obligations, promote recycling opportunities, present research findings as well as further sustainability and circularity conversations. These events included:

- **Las Vegas Market:** Held twice yearly, this event is the largest furniture and bedding show in the United States. It attracts retailers, distributors and manufacturers from across the U.S., and over 80 countries. MRC exhibited in the Home Furnishing Association's Retailer Resource Center and visited bedding showrooms to learn about new products and materials and met with new companies entering the U.S. bedding market.
- **Northeast Furniture & Accessory Market:** MRC exhibited alongside some of the industry's leading manufacturers, suppliers, and distributors of mattresses, furniture and home goods. MRC interacted with attendees at our booth and engaged in discussions with other exhibitors.
- **ISPA Sustainability Conference:** ISPA in 2023 held its second conference to educate, connect and inspire the bedding industry to develop practical solutions for sustainability challenges. MRC exhibited and participated in a panel discussion to create a broader understanding of end-of-life challenges recyclers face with mattresses and generate interest in research projects.
- **ISPA EXPO:** This is the world's largest tradeshow exclusively for the sleep products industry. More than 3,200 attended from 50 countries. Sustainability and product circularity were central themes with many manufacturers and component suppliers exhibiting at the 2024 event. New equipment and products on display considered end-of-life deconstruction and aimed to advance recycling. We found several manufacturers already applying lessons from the 2023 Sustainability Conference. MRC also contributed to the event's content. We sponsored a presentation sharing best practices learned from manufacturers involved in MRC's Sleep Products Sustainability Program, hosted a presentation about our recycling accomplishments and research developments and were among the tradeshow's exhibitors. Booth visitors asked about MRC's progress, how to recycle, how to purchase materials from recyclers and how to bring a similar program to their state. In conjunction with ISPA EXPO, MRC also hosted a Global Mattress Recycling Coalition Meeting to discuss items of common interest to recycling companies and organizations including product passports, polyurethane foam recycling markets, recycler challenges and research projects.

OFFERED

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 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 and Vietnamese are available on request.



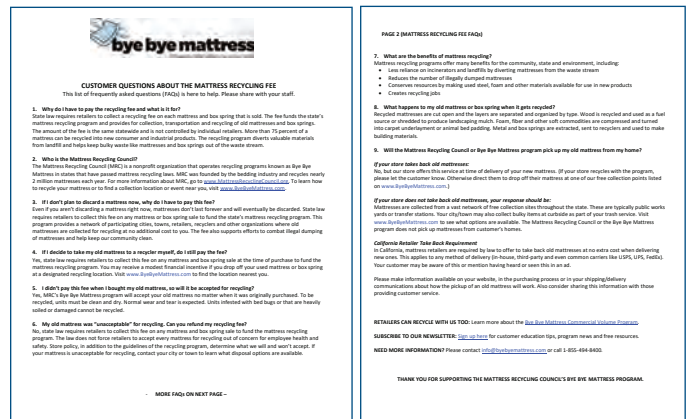
Digital Badge: Retailers can use this image on their websites, social media content or in other digital communications to raise consumer's awareness of the and program. The image links directly to ByeByeMattress.com.



Consumer FAQs: Consumer FAQs are provided in English and Spanish to assist retailers with sales associate training. Chinese, Korean 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 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.



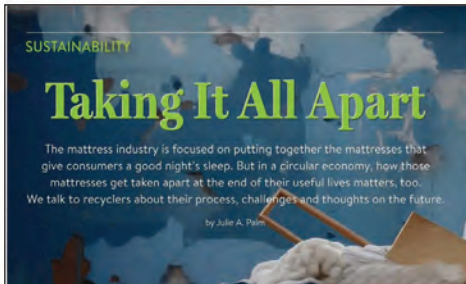
Media Relations

During the reporting period, industry and consumer-facing media coverage mentioning MRC or the Bye Bye Mattress program received approximately 500 million impressions. We estimate it equals to more than \$327,000 in advertising value.

MRC proactively generated industry coverage for the positive impact of recycling 12 million mattresses program-wide and the results of completed research projects. We also participated in several bedding industry stories focused on sustainability solutions and responded to reporter inquiries seeking mattress recycling data or program details.

In Connecticut, MRC placed 25 local stories that netted an estimated 259,000 views. Among this coverage was a front-page article in a Sunday issue of the *Hartford Courant*. Local coverage was the result of keeping reporters informed of the program's annual performance, announcing the state's 1.5 million mattress milestone and sharing collection event details.

We also continue to see others (consumer advice columns, mattress brands, etc.) mention MRC or the Bye Bye Mattress program in their content.



Publicity Toolkits

MRC provides recyclers, collection sites, and event hosts with a toolkit containing a news release template, flyer, signage, and suggested content they can use to publicize their participation in the program through online and social media outlets, city/organization websites, and newsletters. The toolkit allows customization of messaging such as hours of operation and residency restrictions.

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 & EVENT PROMOTION TOOLKITS

https://mattressrecyclingcouncil.org/resources/publicity_toolkits/



Public Service Announcement

MRC offers in all program states a PSA titled, “Break Up the Right Way with Your Old Mattress.” Since its launch in 2021, the program-wide, cumulative impressions of the campaign’s TV and radio spots in English and Spanish totaled more than 11.6 million.

During the reporting period, the PSA aired on Connecticut TV stations generating more than 190,400 impressions.

The 15-second and 30-second radio and television spots in English, Spanish and Mandarin are available in the Media Center of [ByeByeMattress.com](https://www.ByeByeMattress.com) and included in [Appendix E](#).

COMPLIANCE OUTREACH

MRC continues to monitor various 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 certified mail notice 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 remains unresponsive, MRC requests legal counsel or DEEP to contact the party.

MRC’s database of potential retailers, manufacturers, distributors, and renovators is a compilation of information from Connecticut Bedding and 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. MRC also receives leads for potential registrants from MRC staff as they travel the state.

MRC also monitors whether retailers and other mattress sellers submit monthly reports and remit collected recycling charges on time. MRC uses a protocol to alert parties more than 90 days delinquent of late fees and associated interest.

As the law requires, [Appendix D](#) contains a complete list of registered producers as of June 30, 2024.

TABLE 4: Late Reporting and Remitting Protocol

DELINQUENCY STAGE	LATE REPORTER	LATE REMITTER
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 the 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 a penalty invoice issued	Third call made warning of referral to a 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 the account no longer delinquent	Interest invoices issued monthly until the account is no longer delinquent

EVALUATIONS

MRC tracks consumer awareness annually and conducts an annual industry survey to measure and improve compliance outreach and education.

CONSUMER AWARENESS

In April/May 2024, 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 Connecticut (N=200). 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 5: MRC's Consumer Awareness Key Performance Indices 2022-2024

KEY PERFORMANCE INDICATOR	2022	2023	2024
Knowledge that a mattress can be recycled	46%	53%	43%
Knowledge that recycling is free	24%	27%	20%
Knowledge of how to dispose of a mattress so it can be recycled	24%	30%	21%
Recall of Bye Bye Mattress program name	15%	11%	7%

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

When compared to 2023, there were statistically significant decreases in two KPIs - knowledge that a mattress can be recycled and knowledge of how to dispose of a mattress so it can be recycled. This is not surprising given that mattress purchasing and disposal behavior also decreased.

In 2024, 15% indicated they acquired a mattress in the last year (down from 18% in 2023). In this survey, MRC also asked where the mattress was purchased - 69% purchased in a store or that store's website, while 27% shopped at an online-only retailer

Similarly, 16% said they disposed of a mattress in the last year (down from 23% in 2023). More than a quarter (26%) of those who had disposed of an old mattress said their retailer took it back. Connecticut residents' next most common mattress disposal methods were placing it in the trash (16%), giving it away (13%), or taking it to a recycling center (11%).

Over half of respondents (61%) said they were "extremely likely" to recycle a mattress in the future. When asked to select the top three reasons for choosing to recycle, "Doing

the right thing” ranked first (56%), “Protecting the environment” was second (48%), and tied for third at 37% were “Recycling to create new products” and “Recycling to save landfill space.” Perceived barriers to recycling are lack of knowledge, not having a vehicle sufficient to haul a mattress and the lack of a free haul-away service. MRC will continue to address the motivating factors and perceived communication barriers going forward.

MRC’s survey strategy in 2025 will include another annual behavioral/awareness study to gauge success against the 2024 survey.

ANNUAL INDUSTRY SURVEY

During the summer of 2023 MRC contacted all registered retailers, manufacturers and renovators to assess awareness of obligations, satisfaction with resources and whether the company would like to receive outreach materials or further information on certain topics. Questions varied based on the company’s role in the industry. Overall, MRC received 149 responses, representing a 9.4% response rate. While none of the responses received were from companies based in Connecticut, some were from nationwide retailers and manufacturers.

The most significant finding was that retailers surveyed are familiar with their obligations, but many are not familiar with the state agency or organization that oversees the respective state programs. This knowledge is important because those entities have the authority to inspect retailers’ records for compliance and can impose fines. Therefore, MRC will look for opportunities within its communications and publications to bring visibility to these entities.



MRC's research is focused on increasing the **efficiency** of mattress collection, transportation, deconstruction and recycling systems, and identifying **new and better** markets for recycled mattress materials.

RESEARCH

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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.

For example, while demand for foam in carpet padding declines (our primary market), U.S. mattress recyclers are steadily increasing their output of recycled foam. To sustain foam recycling rates, our recyclers need additional economically viable markets.

Some recent projects and activities that may benefit our New England programs are noted below. Additional information about these and previously completed research projects are posted on [MRC's website](#).

NEW MARKET IDENTIFICATION AND DEVELOPMENT

Vitrimerization: A Novel New Process To Recycle Polyurethane Mattress Foam

MRC contracted with Edge Geoscience Inc. (EGI) to explore whether mattress foam can be thermo-chemically converted into covalent dynamic networks (vitrimer). Vitrimerers are meltable pellets that can be reshaped and recycled into useful products. EGI successfully scaled this technology using post-consumer mattress foam. The project's main objective was to assess the feasibility of creating new components for various consumer and industrial products, like shoe soles, conveyor belts, tool grips and other applications.



A shoe sole prototype. Photo courtesy of EGI

EGI built a pilot scale process with enough capacity to seed product development activities and is collaborating with a mattress recycler to explore business model options and assess economic viability.

Biodegradable Composites Made with Recycled Mattress Cotton

An MRC-funded feasibility study exploring fiber-reinforced composites made with recycled mattress cotton and a biodegradable polymer was conducted at West Virginia University. According to the American Composites Manufacturers Association, the industry trade association dedicated to advancing sustainable solutions, there are a growing number of industrial applications where composite degradability is an important characteristic.

Using Recycled Mattress Textiles to Make Composite Products

MRC funded a research project at Pittsburg State University, which successfully produced a soybean oil-based polyurethane composite that incorporates non-woven recycled mattress textiles – shoddy, cotton, and coconut coir – that could be used to manufacture durable composite products suitable for construction, automotive, and other applications. The results were a low carbon footprint composite with excellent physical properties and versatile end uses.

RECYCLING EFFICIENCY

Compressing Mattresses Substantially Cuts Transportation Costs

Due to their low bulk density, transporting mattresses from collection sites to recyclers is a significant program cost for MRC. In a joint project with G&G Transport, a specialized trailer was built that compresses mattresses by at least 50% of their original volume. In the test trials, the project team demonstrated that mattresses can be safely and economically compressed without impacting recyclability. Test shipments using the first-generation trailer resulted in a 26% reduction in total transportation costs. A larger second-generation trailer is being built, which has the potential to reduce transportation costs further.

Independent Review of LCA Report Confirms Substantial Environmental Benefits

MRC contracted with Scope 3 Consulting to conduct a life cycle analysis (LCA) of our California operations in 2021. The purpose of the LCA was to describe and measure the environmental impacts and benefits to establish baseline environmental performance parameters for the program. The LCA analysis found significantly favorable environmental benefits in several key areas, including the displacement of greenhouse gases. An



independent review by an external panel of industry experts confirmed the findings in the original report. The LCA is now a living document that establishes a benchmark by which future MRC technologies and practices will be evaluated and MRC will use the data to increase the public's awareness of the benefits of recycling.

TECHNICAL DOCUMENTS

UCLA Foam Characteristics Research

Researchers at UCLA's Chemical and Biomolecular Engineering Department tested post-consumer mattress foam to understand the characteristics and variability of sample density, chemical composition, thermal and mechanical properties. The MRC-funded project provides important information essential to tailoring recycling strategies for different foam types. 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.

SUSTAINABILITY

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.

Designing mattresses that are easier to recycle 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 recycle 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 chemical recycling technologies and investment in commercial-scale facilities.

In Europe, several pilot and commercial chemical recycling facilities convert post-consumer polyurethane foam back into its chemical building blocks that can then be used to make new foam or other materials. 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 expand the most promising technologies globally. MRC has been actively engaged with these organizations to provide volume estimates and feedstock quality data to help inform these decisions.

In the United States, MRC continues focusing on developing better and new markets for recycled materials. Although mechanical recycling does not create full circularity, it is an important part of the overall strategy.

Second, MRC thinks that building operational efficiencies to collect, transport and process discarded units is equally important. MRC is taking a leading role in these two areas 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:

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



RECOMMENDATIONS FOR CHANGE

RECOMMENDATIONS FOR CHANGE

From the program's inception, MRC's goal has been to create a practical, effective and cost-efficient network to collect, transport and recycle mattresses throughout Connecticut while minimizing our environmental impacts. Based on MRC's experience over the past nine years we look to focus on these areas of potential improvement.

- While 93% of Connecticut municipalities participate in the program, there are 12 that do not. Non-participating municipalities are reluctant to join for two main reasons:
 1. Bed Bugs – MRC maintains a bed bug training workshop video and material library to educate solid waste facility workers about bed bug identification, behavior and proper disposal of contaminated units. Bed bugs do not carry pathogens and after nine years of collecting and processing nearly 1.7 million units, our recyclers have yet to report any incidents with their workers.
 2. Stacking Requirement – Poorly stacked loads greatly increase the cost of transportation which is the primary greenhouse gas contributor to our program. Site managers are reluctant to require their employees to properly pack mattress containers due to unfounded bed bug concerns.

This recommendation is for MRC and DEEP to collaboratively encourage these non-participating municipalities to learn the facts about bed bug behavior and join the program.

- MRC is aware that some municipalities provide curbside collection services of mattresses that are subsequently disposed of, instead of recycled through the program. MRC will continue to encourage municipalities with curbside service to segregate and recycle collected units.
- Adding more states to MRC's regional network would achieve important efficiencies and economies of scale to contain costs. ISPA and DEEP should continue to advocate for mattress recycling legislation that is similar to the Connecticut law.
- ISPA recently hosted its third annual sustainability conference, bringing together chemical companies, mattress component suppliers, manufacturers and recyclers to discuss a variety of topics related to sustainability and recycling. MRC will more actively engage these stakeholders to emphasize the relationship between product design, deconstruction and circularity.



APPENDICES

APPENDIX A: 2023—2024 FISCAL YEAR



CONNECTICUT MATTRESS STEWARDSHIP PROGRAM - ANNUAL REPORT

APPENDIX A - TONNAGES OF CT MATTRESSES MANAGED THROUGH THE CT MATTRESS STEWARDSHIP PROGRAM

Report Submitted by: **Mattress Recycling Council (MRC)**

Reporting Period: Fiscal Year (FY) 24: July 1, 2023 thru June 30, 2024

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

	FY TONNAGE
MRC CT Mattresses Delivered to an MRC Contracted Mattress Recycling Facility for Processing	5,423.9
MRC CT Mattress Material Recovered (from MRC mattresses processed) & Sent Out for Recycling by MRC Contracted Recycling Facilities	3,456.5
MRC CT Mattress Processing Residue (from MRC mattresses processed) Sent Out for Disposal by MRC Contracted Recycling Facilities	1,608.3

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

SOURCE OR AGGREGATION SITE	FY TONNAGES COLLECTED & MANAGED THROUGH THE MRC CT PROGRAM
CT Municipal Transfer Stations (report details in Table 6)	3,437.3
CT Regional Solid Waste Facilities (e.g. Resource Recovery Facilities, Volume Reduction Plants, Regional Transfer Stations, Recycling Facilities, etc.)	548.0
CT Correctional Facilities	0
CT Hospitals	3.9
CT Hotels	125.7
CT Military Base	6.8
CT Retailers	1,006.3
CT Schools/Universities	63.6
CT Other: Other	232.4
CT Other:	
TOTAL	5,423.9

APPENDIX A: 2023-2024 FISCAL YEAR *continued*

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

FACILITY- NAME AND ADDRESS	FISCAL YEAR TONNAGE MRC CT MATTRESSES RECEIVED	FY TONNAGE MRC CT MATTRESSES PROCESSED
Park City Green, 459 Iranistan Avenue, Bridgeport, CT	1,471.2	1,496.8
Willimantic Waste, 185 Recycling Way, Willimantic, CT	3,952.7	3,952.7
TOTAL	5,423.9	5,449.5

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

TYPE OF MATERIAL RECYCLED	TYPE OF RECYCLING DESTINATION	FY TONNAGE RECYCLED
Scrap Metal	Recycling Processing Facility Other - Specify:	1,474.0
Foam	Manufacturer-End User Other - Specify:	772.2
Cotton	Manufacturer-End User Other - Specify:	0
Wood	Manufacturer-End User Other - Specify:	185.1
Other - Specify type: Quilts & Toppers	Manufacturer-End User Other - Specify:	373.9
Other - Specify type: Felt/Shoddy	Recycling Processing Facility Other - Specify:	1.7
Other - Specify type: Cardboard	Recycling Processing Facility Other - Specify:	58.6
Other - Specify type: Plastic	Recycling Processing Facility Other - Specify:	117.1
Other - Specify type: Biomass (wood)	Other-Specify Other - Specify: Biomass	473.9
Other - Specify type: Other Fiber	Other-Specify Other - Specify:	
Other - Specify type:	Other-Specify Other - Specify:	
TOTAL CT Mattress Material Managed and RECYCLED through the MRC CT Program		3,456.5

APPENDIX A: 2023-2024 FISCAL YEAR *continued*

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

TYPE OF MATERIAL DISPOSED	DISPOSAL MANAGEMENT	FY TONNAGE
Residue	Incineration with Energy Production	1,608.3
Residue	Buried in a Landfill	0
	Other	
	Choose from Dropdown	
	Choose from Dropdown	
	Choose from Dropdown	
TOTAL CT Mattress Material Managed and <i>DISPOSED</i> through the MRC CT Program		1,608.3

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


MUNICIPAL TRANSFER STATION OR OTHER MUNICIPAL PROPERTY WHERE MATTRESSES WERE AGGREGATED THROUGH THE CT MRC PROGRAM	FISCAL YEAR TONNAGE
See attached.	

Add additional lines if needed

Part 2 - CERTIFICATION and SIGNATURE

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

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

Signature of the CEO or duly authorized representative of CEO:  Date: 9/16/2024
Printed name: Alison Keane

Signature of person responsible for preparing report:  Date: 9/16/2024
Printed name: Daniel McGowan **Title:** Northeast Program Manager
Phone: (860) 397-4800 **Email Address:** dmcgowan@mrc-us.org

APPENDIX A: NOTES

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

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

2. **Tonnage:** All tonnage figures reported on this form are based on data provided to MRC by unrelated third parties under contract with MRC. The recyclers submitted actual weights of inbound units throughout the reporting period. The recyclers provide to MRC actual weights for the amount of recyclable material, biomass and residue that their operations generate. MRC estimated the outbound weights specific to Connecticut recyclers which process both program and non-program materials, thus necessitating that estimation.

3. In Table 1:
 - a. Mattresses **“Delivered to an MRC Contracted Mattress Recycling Facility for Processing”** refers to discarded program mattresses and box springs received by MRC recyclers for dismantling and recycling.
 - b. Material **“Sent Out for Recycling”** refers to recyclable commodities obtained from dismantled program mattresses and box springs that MRC recyclers sell or transfer to third parties for use in manufacturing new products or as biomass fuel.
 - c. Residue **“Sent Out for Disposal”** refers to the weight of program mattresses and box springs (in whole or in part) that are not recyclable (e.g. because the material is too soiled or contaminated or there are no viable secondary markets, etc.) and has been transferred for disposal at a Waste-To-Energy facility or landfilled as solid waste.
 - d. Outbound shipments of materials recycled do not include unprocessed units or recyclable material still in inventory.

4. In Table 2:
 - a. The **“Consumer Incentive Mattress”** category was removed because MRC has no data to report for this topic this Reporting Period.
 - b. **“Other”** refers to miscellaneous sources not specifically defined in the Law, (e.g. property managers, junk haulers or storage facilities).

APPENDIX A: NOTES *continued*

5. In Table 4:

- a. “**Biomass**” refers to wood reclaimed from dismantled box springs that is converted into biomass fuel for use in generating electric power. An MRC recycler processes wood to create a final product for biomass fuel. Since the recycler sells this product to an end user for energy production, MRC classifies it as recycled wood.

6. In Table 5:

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

APPENDIX A: TABLE 6

PERMANENT COLLECTION SITES 2023-2024

COLLECTION LOCATION	FY2024 TONS	COLLECTION LOCATION	FY2024 TONS
Andover Transfer Station	7.9	East Haddam Transfer Station	19.7
Ansonia Transfer Station	34.0	East Hampton Transfer Station	13.2
Ashford Transfer Station	16.9	East Hartford Transfer Station	129.1
Avon Landfill Transfer Station	19.9	East Haven Landfill	3.1
Beacon Falls Public Works	1.1	East Lyme Transfer Station	32.1
Berlin Transfer Station	24.1	East Windsor Recycling Center	9.9
Bethany Recycling Center	6.9	Eastford Transfer Station	6.3
Bethel Transfer Station	9.4	Ellington Public Works Department	2.6
Bethlehem Transfer Station	8.0	Essex Transfer Station	12.0
Bolton Transfer Station	2.7	Fairfield Collection Event	1.8
Bozrah Transfer Station	1.4	Farmington Department of Public Works	21.2
Branford Transfer Station	63.1	Franklin Transfer Station	1.5
Bridgeport Transfer Station	68.7	Glastonbury Transfer Station/Recycling Facility	46.6
Bridgewater Transfer Station	3.1	Goshen Collection Event	2.9
Bristol Transfer Station	61.9	Granby Transfer Station	16.9
Brooklyn Resource and Recovery Station	21.7	Greenwich - Holly Hill Transfer Station	31.9
Burlington Transfer Station	18.8	Griswold Transfer Station	18.4
Canaan Transfer Station	2.4	Groton Transfer Station	57.9
Canterbury Transfer Station	17.9	Guilford Transfer Station	65.8
Canton Transfer Station	15.3	Haddam Transfer Station	19.2
Chaplin Transfer Station	4.1	Hamden Transfer Station	27.9
Cheshire Collection Event	13.1	Hampton Transfer Station	11.2
Clinton Transfer Station	16.1	Hartford Bulky Waste and Recycling Center	386.1
Colchester Transfer Station	20.4	Hartland Transfer Station	1.9
Columbia Transfer Station	5.6	Harwinton Collection Event	1.9
Cornwall Transfer Station	4.5	Hebron Transfer Station	17.6
Coventry Transfer Station	21.7	Kent Transfer Station	4.3
Cromwell Transfer Station	22.8	Killingly Transfer Station	15.7
Danbury Mom & Pop Transfer Station	39.8	Lebanon Transfer Station	15.9
Darien Transfer Station	17.8	Ledyard Transfer Station	27.6
Deep River Transfer Station	14.4	Litchfield Recycling Center	12.3
Durham-Middlefield Transfer Station	23.3	Lyme Bulky Waste Transfer Station	3.2
East Granby Transfer Station	8.8	Manchester Transfer Station	113.7

APPENDIX A: TABLE 6 *continued*

COLLECTION LOCATION	FY2024 TONS	COLLECTION LOCATION	FY2024 TONS
Mansfield Transfer Station	19.3	Salisbury-Sharon Transfer Station	19.6
Marlborough Transfer Station	10.1	Seymour Transfer Station	19.9
Meriden Transfer Station	40.8	Shelton Transfer Station	16.9
Middletown Recycling Center	92.1	Simsbury Transfer Station	48.0
Milford Transfer Station	25.9	Somers Transfer Station	23.7
Montville Transfer Station	44.8	Southbury Transfer Station	20.0
Morris Transfer Station	4.6	Southington Bulky Waste Transfer Station	57.5
Naugatuck Transfer Station	34.0	Sprague Transfer Station	8.9
New Britain Transfer Station	35.0	Stafford Transfer Station	28.7
New Fairfield Drop Off Center	10.5	Stamford Collection Event	0.2
New Haven Transfer Station & Collection Event	65.5	Stonington Solid Waste Facility	37.6
New London Transfer Station	55.0	Stratford Transfer Station	8.5
New Milford Transfer Station	35.4	Suffield Landfill	16.7
Newington Transfer Station	39.5	Thomaston Transfer Station	6.1
Newtown Transfer Station	36.9	Thompson Transfer Station	29.0
Norfolk Transfer Station	4.8	Trumbull Collection Event	0.9
North Branford Collection Event	1.2	Union Transfer Station	3.1
North Canaan Transfer Station	8.7	Voluntown Transfer Station	13.3
North Haven Transfer Station	2.5	Wallingford Transfer Station	6.7
North Stonington Transfer Station	14.8	Washington Transfer Station	6.6
Norwalk Collection Event	1.9	Waterbury Transfer Station	72.3
Norwich Transfer Station	73.4	Waterford Transfer Station	41.4
Old Lyme Transfer Station	25.9	Watertown Transfer Station	28.2
Old Saybrook Transfer Station	30.9	West Hartford Recycling Center	31.1
Orange Collection Event	1.4	West Haven Public Works	1.2
Oxford Transfer Station	7.1	Westbrook Transfer Station	1.9
Plainville Transfer Station	9.6	Weston Transfer Station	19.8
Plymouth Transfer Station	18.4	Westport Collection Event	7.3
Pomfret Transfer Station	4.0	Wethersfield Transfer Station	29.2
Portland Transfer Station	17.0	Willington Transfer Station	9.9
Preston Transfer Station	8.5	Wilton Transfer Station	3.8
Prospect Recycling Center	7.5	Windham Transfer Station	43.9
Putnam Transfer Station	21.9	Windsor Transfer Station	37.8
Redding Transfer Recycling Center	5.3	Wolcott Transfer Station	15.5
Regional Refuse District #1	35.7	Woodbridge Collection Event	0.6
Ridgefield Transfer Station	31.5	Woodbury Transfer/Recycling Center	11.7
Rocky Hill Transfer Station	35.5	Woodstock Transfer Station	14.0
Salem Transfer Station	10.6		

TOTAL 3,437.3 TONS

APPENDIX B: COLLECTION PARTICIPANTS

As of June 30, 2024

MUNICIPAL COLLECTION SITES

Site limits access to its residents or service area. MRC's network included 131 sites, serving residents in 146 municipalities.

Andover	Durham# also serves Middlefield	Mansfield
Ansonia	East Granby	Marlborough
Ashford	East Haddam	Meriden
Avon	East Hampton	Middletown
Beacon Falls	East Hartford*	Milford
Berlin	East Haven	Montville
Bethany	East Lyme	Morris
Bethel	East Windsor	Naugatuck
Bethlehem	Eastford	New Britain
Bolton	Ellington	New Fairfield
Bozrah	Essex	New Haven
Branford	Franklin	New London
Bridgeport	Glastonbury	New Milford# also serves Sherman
Bridgewater	Granby	Newington
Bristol	Greenwich	Newtown
Brooklyn	Griswold	Norfolk
Burlington	Groton	North Canaan
Canaan	Guilford# also serves Madison	North Haven
Canterbury	Haddam	North Stonington
Canton	Hamden	Norwich
Chaplin	Hampton# also serves Scotland	Old Lyme
Cheshire	Hartland	Old Saybrook
Clinton# also serves Killingworth	Hartford*	Oxford Public Works
Colchester	Hebron	Plainfield# also serves Lisbon
Columbia	Kent	Plainville
Cornwall	Killingly	Plymouth
Coventry	Lebanon	Pomfret
Cromwell	Ledyard	Portland
Danbury Mom & Pop# also serves Brookfield	Litchfield	Preston
Darien	Lyme	Prospect
Deep River# also serves Chester	Manchester*	Putnam

serves the surrounding area as noted.
* curbside collection program.

MUNICIPAL COLLECTION SITES *continued*

Redding	Sprague	Watertown
Regional Refuse# serves Barkhamsted, Winsted, New Hartford	Stafford	West Hartford
Ridgefield	Stonington	West Haven
Rocky Hill	Stratford	Westbrook
Salem	Suffield	Weston
Salisbury# also serves Sharon	Thomaston	Wethersfield
Seymour	Thompson	Willington
Shelton	Union	Wilton
Simsbury	Voluntown# also serves Sterling	Windham
Somers	Wallingford	Windsor# also serves Bloomfield
Southbury	Washington# also serves Warren, Roxbury	Wolcott
Southington	Waterbury	Woodbury
	Waterford	Woodstock

serves the surrounding area as noted.
* curbside collection program.

SPECIAL COLLECTIONS

SITE

Cheshire	Fall drop-off event
Fairfield	Spring and Fall drop-off event
Farmington	Spring and Fall curbside collection
Goshen	Spring and Fall drop-off event
Harwinton	Spring and Fall drop off event
New Haven	Spring and Fall Hometown's Recycle Day
North Branford	Spring and Fall drop-off event
Norwalk	Three events this reporting period
Orange	Fall drop-off event
Stamford	Summer drop-off event
Trumbull	Spring drop-off event
Westport	Spring drop-off event
Woodbridge	Spring drop-off event

STATEWIDE ACCESS

SITE

Bridgeport Park City Green
Hartford Salvation Army
Newington Salvation Army

APPENDIX C: STAKEHOLDER OUTREACH

July 1, 2023 - June 30, 2024

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
July 12, 2023	Paint and Mattress EPR Forum	Pittsfield, MA	Waste and Recycling Industry
July 13, 2023	US Mayors - Extended Producer Responsibility	Virtual	Municipalities
July 27, 2023	SWEEP - Regenis-Rematerializing Resources from Waste	Virtual	Waste and Recycling Industry
July 30-Aug. 3, 2023	Summer Las Vegas Market	Las Vegas, NV	Mattress Industry
Sept. 13-14	ISPA Sustainability Conference	Charlotte, NC	Mattress Industry
Sept. 19, 2023	Connecticut Coalition for Sustainable Materials Management	Virtual	Waste and Recycling Industry
Sept. 29, 2023	Fire Assessments	CT Recyclers	Waste and Recycling Industry
Sept. 25-27, 2023	Center for the Polyurethanes Industry Conference	San Antonio, TX	Mattress Industry
Oct. 3, 2023	ISPA Sustainability Committee Meeting	Willimantic, CT	Mattress Industry
Oct. 4, 2023	Connecticut Recyclers Coalition Conference	Hartford, CT	Waste and Recycling Industry
Oct. 24, 2023	DEEP SWAC	Virtual	Waste and Recycling Industry
Oct. 24, 2023	Environmental Business Council Solid Waste Management Conference	Virtual	Waste and Recycling Industry
Oct. 31-Nov. 2, 2023	Polyurethane Foam Association	Toronto, ONT	Mattress Industry
Nov. 1-2, 2023	Northeast Recycling Council Fall Conference	Providence, RI	Waste and Recycling Industry
Nov. 2, 2023	New Haven Recycling Article Interview	Virtual	Consumers
Nov. 3, 2023	Radio 1080 - WTIC News Talk Interview	Virtual	Consumers
Nov. 8, 2023	Hartford Courant Interview	Willimantic, CT	Consumers

APPENDIX C: STAKEHOLDER OUTREACH *continued*

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
Dec 6, 2023	Massachusetts Product Stewardship Forum	Boston, MA	State Legislature
Dec 8, 2023	Connecticut Environmental Stewardship Award presentation	Hartford, CT	Waste and Recycling Industry
Dec 11, 2023	Massachusetts Legislative Affairs Forum	Worcester, MA	Municipalities
Dec 13, 2023	Connecticut Coalition for Sustainable Materials Management	Virtual	Waste and Recycling Industry
Dec 14, 2023	DEEP Recycler Site Visit	Willimantic, CT	Waste and Recycling Industry
Dec 15, 2023	For the People Interview	Virtual	Consumers
Jan. 7-9, 2024	Northeast Furniture & Accessory Market	Edison, NJ	Mattress Industry
Jan. 18, 2024	Gold Bond Tour	Hartford, CT	Mattress Industry
Jan. 28-31, 2024	Las Vegas Winter Market	Las Vegas, NV	Mattress Industry
Feb. 12-14, 2024	Keep America Beautiful National Conference	San Diego, CA	Waste and Recycling Industry & Municipalities
March 8, 2024	A&S Innersprings USA	Windsor, CT	Mattress Industry
March 12-14, 2024	ISPA EXPO	Columbus, OH	Mattress Industry
March 19, 2024	Massachusetts Recycle Conference and Trade Show	Marlboro, MA	Waste and Recycling Industry
March 26, 2024	DEEP SWAC	Virtual	Waste and Recycling Industry
April 18, 2024	Albert Bros. Tour	Waterbury, CT	Waste and Recycling Industry
April 29, 2024	Original Mattress Tour of WWP	Willimantic, CT	Mattress Industry
May 6, 2024	Connecticut Tourism Statewide Listening Tour	Branford, CT	Lodging Industry
May 21-23, 2024	Polyurethane Foam Association Annual Meeting	St. Petersburg, FL	Mattress Industry
June 6, 2024	Connecticut Recyclers Coalition Conference	Hartford, CT	Waste and Recycling Industry
June 13, 2024	Connecticut Convention and Sport Bureau Annual Meeting	Bristol, CT	Lodging Industry

APPENDIX C: STAKEHOLDER OUTREACH *continued*

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
June 21, 2024	New Hampshire Solid Waste Working Group Meeting	Virtual	Waste and Recycling Industry
June 25, 2024	DEEP SWAC	Virtual	Waste and Recycling Industry

APPENDIX D: REGISTERED PRODUCERS

As of June 30, 2024

ACCOUNT

815 Healthy & Beautiful Co. Ltd
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.
Bedgear, LLC
Best Choice Products Inc.
Bio Sleep Concept Inc.
Blue Bell Mattress Co., LLC
Bob Barker Company Inc.
Bourdon's Institutional Sales Inc.
Boyd Flotation Inc.
Brentwood Home, LLC
Brick Church Manufacturing, LLC
BRN Sleep Solutions USA, LLC
Brooklyn Bedding, LLC

Bryte Inc.
Carico International Inc.
Carpenter Co.
CCB Hope Ventures, LLC
Children's Products, LLC
Classic Brands, LLC
COA Inc.
Colchones Wendy SA De CV
Comfort Bedding of the USA, LLC
Comfort Revolution, LLC
Comfort Sleep Systems Inc.
Corsicana Acquisition, LLC
Custom Comfort Mattress Company Inc.

DBA NAME

King's Castle HK Import and Export Co. Limited
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
Bedgear
Best Choice Products 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.
Hope Mattress
Simmons Juvenile Furniture
Classic Brands
Coaster Company of America
Colchones Wendy
Comfort Bedding of the USA, LLC
Comfort Revolution, LLC
Comfort Sleep Systems
Corsicana Mattress Company
Custom Comfort Mattress

APPENDIX D: PRODUCERS *continued*

ACCOUNT

Custom Mattress Makers Inc.
CVB Inc.
Deluxe Home of USA Inc.
Denver Mattress Company, LLC
Dishuo Furniture PTE. Ltd
Dorel Home Products
DUX Interiors Inc.
E&E Bedding Co. Inc.
E.S. Kluft & Company, LLC
Eco Bedroom Solutions, LLC
Elements International
Elite Comfort Solutions, LLC
Engineered Sleep, LLC
Ezine Inc.
Factory Direct Inc.
Feng Ben International (HK) Limited
Fibre Processing Corporation
Flex-A-Bed Inc.
Flotation Innovations Inc.
Fredman Bros. Furniture Company Inc.
Friendship Upholstery Company Inc.
Future Foam Inc.
FXI Inc.
GF Health Products Inc.
Golden Well International (HK) Ltd
Grand Life Inc.
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
Honor Global Industry PTE. LTD
Honor Home (Laos) Sole Co. LTD
IKEA Supply AG
Illinois Sleep Products Inc.

DBA NAME

Custom Mattress Makers Inc.
Lucid Mattress, Wellsville, Linenspa
Deluxe Home of USA Inc.
Denver Mattress Company
Dishuo Furniture PTE. Ltd
Ameriwood Industreis Inc.
DUX Interiors Inc.
Spring Air
Aireloom Mattress
Ergovea Natural Mattress
Kyvno, LLC
Elite Comfort Solutions
Engineered Sleep, LLC
Eastern Accents
Lady Americana SW
Feng Ben International (HK) Limited
Fibre Processing Corporation
Flex-A-Bed
Innovations
Glideaway Sleep Products
Friendship Upholstery Company Inc.
Future Foam Inc.
FXI
GF Health Products Inc.
Golden Well International (HK) Ltd
Grand Life Inc.
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
Glory
Honor Home (Laos) Sole Co. LTD
IKEA
ISP

APPENDIX D: PRODUCERS *continued*

ACCOUNT

InnoMax Corporation
Innovative Bedding Solutions Inc.
Invacare Corporation
Jeffco Foam, LLC
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
Kingsdown Inc.
Klaussner Home Furnishings Inc.
Kuka Sleep Inc.
Lakewood Candies, LLC
Latex Foam International, LLC
Legends Home
Leggett & Platt Automotive Group de Mexico, S. de R.L. de C.V.
Leggett & Platt Components Co. Inc.
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
Matelas Martin Inc.
Mattress Team Works Inc.
McNeillys 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
Neiser Mattress and Furniture Corp.

DBA NAME

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
Deluxe Home of USA Inc.

Kingsdown Inc.
Enso Sleep Systems
Kuka Sleep Inc.
Milliard Bedding
Talalay Global
Legends Home
Leggett & Platt Automotive Group de Mexico, S. de R.L. de C.V.
Leggett & Platt Bedding
Leggett & Platt Incorporated
Linon Home Decor Products Inc.
Lippert Components Inc.
Live and Sleep
Made Rite Bedding
Magniflex USA LTD
Rize
Literie Laurier
MTW
McNeilly Furniture
Drive Medical Design and Manufacturing
Medical Device Manufacturer and Distributor
Mellow Inc.
The MT Company
University Sleep Products
MTJ American
Arizona Premium Mattress
Jazvin
Neiser Mattress and Furniture Corp.

APPENDIX D: PRODUCERS *continued*

ACCOUNT

Norix Group Inc.
Norwalk Mattress Co. Inc.
Oddello Industries, LLC
Organic Mattresses Inc.
Pacific Urethanes, LLC
Paramount Industrial Cos. Inc.
Peace Lily Sleep
Poliuretanos SA De CV
PPJ, LLC
Pragma Coroporation
PranaSleep, LLC
Prestige Fabricators Inc.
Progressive Products Inc.
PT. Graha Seribusatujaya
Puffy, LLC
Purple Innovation, LLC
Quality Sleep Shop
Reliatex of Connecticut LTD
Resident Home, LLC
Rest Easy, LLC
Rest-Medic Sleep Products
Restmore, LLC
Restopedic Inc.
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
Shanghai Shenbao Mattress Factory
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.

DBA NAME

Norix Group Inc.
Norwalk Mattress Co. Inc.
Oddello Industries, LLC
Organic Mattresses Inc.
Pacific Urethanes
Paramount Sleep
Peace Lily
Poliuretanos SA De CV
Customatic Adjustable Bedz
Pragma Corporation
PranaSleep
Prestige Fabricators Inc.
Progressive Products Inc.
PT. Graha Seribusatujaya
Puffy Mattress
Purple
My Green Mattress
Reliatex of Connecticut LTD
Resident
Pacific Mattress Co.
Rest-Medic Sleep Products/Luen Tai Global LTD
Restmore
Restopedic Inc.
Restwell Mattress Factory
Safavieh
Naturepedic
SBI, LLC
Seahawk Designs Inc.
Sealy Mattress Manufacturing Company
Sleep Number
Serta and Simmons
Shanghai Shenbao Mattress Factory
Luen Tai Global LTD
Luen Tai Global LTD
Sherwood Midwest
Sherwood Bedding
Sleep on Latex
Sinomax USA Inc.

APPENDIX D: PRODUCERS *continued*

ACCOUNT

Sleep Studio, LLC
Sleeping Pure, LLC
Solstice Sleep Products Inc.
Somnium Inc.
Sound Sleep Products Inc.
South Bay International Inc.
Southerland Inc.
Span America Medical Systems Inc.
Star Seeds Co. LTD
Suite Sleep Inc.
Technogel US Inc.
Tempur Production USA, LLC
Tempur Sealy International Inc.
The Bedding Group Inc.
The Furniture Bank
The Original Mattress Factory Inc.
The Standard Mattress Co.
Therapedic of New England, LLC
Therapedic Sleep Products Inc.
Transcosmos America Inc.
Tudor House Furniture Co. 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
Yankee Mattress Factory Inc.
Zhejiang Alright Home Textiles Co. LTD
Zinus Inc.
Zoma Sleep, LLC

DBA NAME

Authentic Comfort
Sleeping Pure
Solstice Sleep Products Inc.
Somnium Inc.
Sound Sleep Products Inc.
South Bay International Inc.
Southerland Inc.
Span America Medical Systems
Star Seeds Co. LTD
Suite Sleep
Technogel US
Mountain Top Foam
Tempur Sealy
The Bedding Group Inc.
Houston Furniture Bank
The Original Mattress Factory
Gold Bond
Therapedic of New England
Bedding Industries of America
Transcosmos America Inc.
Tudor House
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
Yankee Mattress Factory Inc.
Zhejiang Alright Home Textiles Co. LTD
Zinus Inc.
Zoma Sleep

APPENDIX E: PUBLIC EDUCATION MATERIALS

CONSUMER EDUCATION MATERIALS FOR RETAILERS

2023 INFORMATION CARD

byebye, mattress.

That recycling fee supports a statewide mattress recycling program.

The recycling fee listed on your receipt, which is required by law for each mattress and box spring sold, supports the statewide mattress recycling program known as Bye Bye Mattress.

The Program allows any mattress or box spring, regardless of date of purchase, to be dropped off at no-cost at a participating collection location, event or recycling facility.

Retailers may also use the Program. If you're having a new mattress delivered ask them to take back your old one. The fees they may charge for delivery or set-up will still apply.

When mattresses and box springs are recycled they are dismantled. The steel, foam, fiber and wood become other products such as carpet padding or industrial filters.

Find your nearest drop-off location or learn more about the fee and how the Program works at

byebyemattress.com
A Program of the Mattress Recycling Council®

Or contact us at info@byebyemattress.com or 1-855-494-8400

byebye, mattress.

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 viejo. Los cargos que le pueden cobrar por la entrega o el armado siguen aplicándose.

Cuando los colchones y bases de resortes se reciclan, se desarmen. 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

byebyemattress.com
A Program of the Mattress Recycling Council®

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

DIGITAL BADGE



2024 INFORMATION CARD

bye bye mattress
A Program of the Mattress Recycling Council®

This program is the result of a law passed in your state. It is funded through the recycling fee listed on your receipt.

Bye Bye Mattress is a program of the Mattress Recycling Council. Fees are used to provide participating locations with containers, transportation and recycling discarded mattresses as well as consumer outreach, industry communication and program administration.

Your Mattress Recycling Options

Drop Off At A Participating Location	Ask Your Retailer to Take It Back	Contact Your Solid Waste Collector
Use our website to find the one nearest you.	Retailers offering delivery of mattresses and box springs may offer to pick up an old one. Discuss during your purchase.	Your solid waste collector may pick up old mattresses and box springs at the curb. Ask them about recycling!

VISIT ByeByeMattress.com FOR DETAILS.
Contact info@byebyemattress.com or 1-855-494-8400.

bye bye mattress
Un programa de Mattress Recycling Council®

Este programa es el resultado de una ley aprobada en su estado. Se financia a través de la tarifa de reciclaje que figura en su recibo.

Bye Bye Mattress es un programa de Mattress Recycling Council. Las tarifas se utilizan para proporcionar a las ubicaciones participantes contenedores, transporte y reciclaje de colchones desechados, así como contactos con el consumidor, comunicaciones de la industria y administración de programas.

Sus opciones de reciclaje de colchones

Llévelo a una ubicación participante	Pídale a su minorista que lo reciba	Póngase en contacto con el recolector de residuos sólidos
Utilice nuestro sitio web para encontrar la más cercana.	Los minoristas que ofrecen entrega de colchones y bases de resortes pueden ofrecer recoger uno viejo. Analícelo durante su compra.	El recolector de residuos sólidos puede recoger colchones y bases de resortes viejos en la acera. ¡Pregúntele sobre el reciclaje!

VISITE ByeByeMattress.com PARA OBTENER MÁS DETALLES.
Póngase en contacto: info@byebyemattress.com o 1-855-494-8400.

Rest Easy! Your Old Mattress Can Be Recycled.

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



Connecticut law has created a mattress recycling program that requires retailers to collect a \$11.75 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.

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 Connecticut customers may recycle them through the program. Ask your retailer if they participate. *Delivery or set up fees for new mattresses may still apply.*



byebyemattress.com

A Program of the Mattress Recycling Council®

Visit ByeByeMattress.com to learn more.



Rest Easy! Your Old Mattress CAN Be Recycled.

Drop it off at a participating location,
use your solid waste provider, or ask
your retailer about taking it back.

Connecticut's Mattress Recycling Fee Is \$11.75 Per Unit

Bye Bye Mattress is a program of the Mattress Recycling Council. Fees are used to provide participating locations with containers, transportation and recycling discarded mattresses as well as consumer outreach, industry communication and program administration.



YOUR MATTRESS RECYCLING OPTIONS

Drop Off At A Participating Location

There are collection sites throughout the state. Residency requirements, access stickers and unit limits may apply.



Contact Your Solid Waste Provider



Your solid waste provider may offer pickup of large, bulky items at the curb. See which ones recycle with Bye Bye Mattress on our website.

Ask Your Retailer To Take It Back

If you are having your mattress or box spring delivered, ask your retailer if they will take back an unwanted one. Retailers may choose to recycle with Bye Bye Mattress. Discuss during your purchase.



bye bye mattress®

A Program of the Mattress Recycling Council®

VISIT ByeByeMattress.com FOR DETAILS.
Contact info@byebyemattress.com or 1-855-494-8400.



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 www.MattressRecyclingCouncil.org. To learn how to recycle your mattress or to find a collection location or event near you, visit www.ByeByeMattress.com.

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 -

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=xYqdlU_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-up” Final



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.

Hey, I'm your mattress.

(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).

We’ve been together for a while now, and its been *g-r-e-a-t*.

Door closes behind MM.

But let’s be honest. I think we are *both* 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 *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.

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 recycled into *new* things... there’s still a lot of good parts here to use.

MM holds up a sign with ByeByeMattress.com on it.

Check out **ByeByeMattress dot com.**

Super: Bye Bye Mattress logo (room for tag space)

Learn more about recycling and the *easy* ways to get rid of an old mattress, like me, for free!

BREAK UP THE RIGHT WAY WITH YOUR OLD MATTRESS *continued*

File name: VYMI0100000H (1)_VO
 Client: Williams Whittle (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 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.	Hola, soy tu colchón. 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.

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 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.	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 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！

Bye Bye Mattress

TV :15

PSA TV #1 “the break-up” v1



: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.

Door closes behind MM.

Hey, I'm your mattress... and we both know it's time I get recycled into something brand new.

Things that the MM could be recycled to pops up (I-beams, carpet foam, mulch...)

Scene of mattress in alley pops up behind MM.

Just don't toss me outside before checking out **ByeByeMattress dot com** -- where you can learn the easy ways to get rid of an old mattress, like me, for free!

MM holds up a sign with ByeByeMattress.com on it and alley scene fades away.

Super: Bye Bye Mattress logo (room for tag space)

File name: VYMI0101000H MRC - Break Up_15-FINAL_FINAL_VO
Client: Williams Whittle (Bye Bye Mattress)
Job ID: US1139221
Transcribed by TransPerfect

Timecode	Source	Translation
00:00:01 00:00:14	Hey, I'm your mattress, and we both know it's time I get recycled into something brand new. Just don't toss me out before checking out ByeByeMattress.com and learn the easy ways to get rid of an old mattress, like me, for free!	Hola, soy tu colchón y ambos sabemos que es hora de reciclarme. No me descartes sin consultar ByeByeMattress.com. Descubre formas fáciles de deshacerte de tu colchón viejo, ¡y gratis!

File name: VYMI0101000H MRC - Break Up_15-FINAL_FINAL_VO
Client: Williams Whittle (Bye Bye Mattress)
Job ID: US1139221
Transcribed by TransPerfect

Timecode	Source	Translation
00:00:01 00:00:14	Hey, I'm your mattress, and we both know it's time I get recycled into something brand new. Just don't toss me out before checking out ByeByeMattress.com and learn the easy ways to get rid of an old mattress, like me, for free!	嗨，我是您的床垫，是时候让我焕发新生了 不要把我随意丢弃，请先访问 ByeByeMattress.com，了解免费处理像我一样的旧床垫的简单方法！

INDUSTRY ADVERTISEMENT

DIGITAL



WE'RE TAKING A
LOAD OFF RETAILERS,
FOR FREE. [LEARN
MORE!](#) 



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mattress**
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PRINT

WE ARE TAKING A LOAD OFF RETAILERS, **FOR FREE.**



If you operate in California, Connecticut or Rhode Island, we can recycle the old mattresses you've taken back from your customers. Ask us how.

California:
Contact Joy Broussard (707) 394-8620
cvp@mrc-us.org

Connecticut/Rhode Island:
Contact Dan McGowan (860) 397-4800
dmcgowan@mrc-us.org



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