

2025-2026 Connecticut Annual Report

Report dates:

July 1, 2025 - June 30, 2026

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

Submitted on:

October 15, 2026



This year, MRC's Connecticut
Bye Bye Mattress program collected
219,675 mattresses and foundations.
Recyclers diverted **4,227** tons of
material from the waste stream.

Table of Contents

Executive Summary.....	6
Executive Summary	6
Overview of Mattress Recycling Council Connecticut, LLC	6
Connecticut Program Objectives	7
Year Eleven – Program Achievements & Highlights	7
Report Overview.....	8
Definitions.....	8
Collection Network.....	12
Overview	12
Performance Goal Evaluations & Methods	14
Municipalities.....	14
Volume Reduction Facilities	16
Retailers	17
Lodging	18
Healthcare Facilities	19
Prison Mattresses.....	20
Educational Facilities	20
Military Bases	21
Waste-to-Energy Facilities	21
Other Entities	22
Stakeholder Outreach.....	22
Recycling Mattress Components	24
Education & Outreach	27
Overview	27
Communication Efforts	27
Compliance Outreach.....	37
Evaluations	38
Research	42
Overview	42
Bridging Innovation to Commercial Scale.....	43
Industry Workgroups - Engagement in Circularity.....	44
Global Collaboration and Circularity	44

Recommendations for Change	46
Appendix A: 2025-2026 Fiscal Year DEEP Form.....	48
Appendix B: Collection Participants.....	55
Appendix C: Stakeholder Outreach	58
Appendix D: Registered Producers.....	60
Appendix E: Public Education Materials	66



Executive Summary

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

Executive Summary

Pursuant to Section 2(j) of Connecticut Public Act 13-42, as amended (the Act or the law), 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 2026 Fiscal Year (July 1, 2025 to June 30, 2026) (the reporting period).

Executive Summary

On May 1, 2025, MRC marked a decade of successful operations in Connecticut, our inaugural program state. In the 11 years since the program's launch, MRC has collected over 2.1 million mattresses and foundations, recycling 74 million pounds of valuable materials, including steel, foam, fiber and wood. Our program has meaningfully reduced the amount of waste requiring disposal in Connecticut while supporting the state's broader sustainability goals.

During this reporting period, MRC collected 219,675 units and recyclers reclaimed 4,227 tons of materials, achieving a recycling rate of 69%. These outcomes reflect progress on 14 performance goals and underscore the program's continued effectiveness and impact.

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 and 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 Dec. 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 MRC administers in Rhode Island, California and Oregon. 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 four statewide programs have collectively recycled over 17 million mattresses.

To promote the program to consumers, MRC created the "Bye Bye Mattress" brand and website to host a mattress recycling locator and key information about the recycling process and the program's environmental benefits.

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 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 Eleven – Program Achievements & Highlights

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

- Collected 219,675 units, an increase of 7,000 units, and recycled 4,227 tons of material.
- Maintained broad statewide engagement - 157 of Connecticut's 169 municipalities participate in the program.
- Obtained over 45,000 units from the retail sector - a growth of nearly 30% from the previous reporting period.
- Added 13 new lodging facilities to the program and recycled nearly 3,000 units from the sector.

- Collected over 7,000 mattresses from small solid waste haulers and other similar entities, diverting these units to recycling and away from volume reduction and waste-to-energy facilities, more than doubling the performance goal.
- Advanced industry engagement by participating in ISPA's annual Sustainability Conference, focused on mattress design, innovation, end-market development and carbon accounting.
- Supported regional expansion efforts by providing ISPA subject matter expertise as it advocated for similar mattress recycling legislation in Massachusetts, New York and New Jersey.

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 Act 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:

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

“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:

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

“Recycling” means any process in which discarded mattresses, components and 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:

- Stripping of a mattress of its ticking or filling without adding new material;
- Sanitization or sterilization of a mattress without otherwise altering the mattress; or
- Altering of a mattress by a renovator when a person retains the altered mattress for personal use, in accordance with regulations of the department of business regulation

“Renovator” means a person who renovates discarded mattresses for the purpose of reselling such mattresses 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 out.



Collection Network

MRC collects mattresses from **157 communities** and **438 public and private entities** that dispose of large and small volumes of discarded mattresses.

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 Act 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 16 municipalities could recycle mattresses through curbside bulky item collection.

In addition to these residential collection options, 438 other entities are registered to recycle discarded units through the program - an increase of 26 from the previous period. This includes 48 retailers that collect discarded units from customers when delivering a new mattress and subsequently send them to MRC's recyclers.

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



Performance Goal Evaluations & Methods

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

Performance Goal

Evaluations & Methods

As required by Connecticut General Statutes Section 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 in November 2017. The following is a summary 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. Currently, 131 transfer stations participate in the program. Additionally, 10 municipalities held 19 collection events. Reciprocity agreements allow residents in 157 Connecticut cities and towns to have direct access to these transfer stations and collection events.

METHODS:

Over the life of the program, MRC has recruited a vast majority of the state's municipal transfer stations and recycling centers to participate in the program. MRC attributes this success to maintaining regular communication, reliable transportation and recycling services and to 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, including those hosted by DEEP's Solid Waste Advisory Committee and attended conferences held by the Northeast Recycling Council and the Environmental Business Council, among others, during this reporting period.

Methods MRC used to keep municipalities engaged and well informed include:

- Conducting periodic site visits. MRC's Northeast Program Manager answers questions, confirms whether the site is following the guidelines, offers suggestions

to maintain the quality of collected mattresses and assesses whether there is a need for replacement signage or a desire to collaborate on public outreach.

- Sending regular emails to transfer stations and recycling centers. MRC's monthly newsletter and seasonal reminders throughout the year encourage proper screening, handling, storing and loading of mattresses to improve quality and collection efficiency.
- Maintaining a library of on-demand resources that help transfer stations and recycling centers understand what is expected of a collection network participant. Among these offerings is a four-part video series that addresses 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. All resources can be found on [MattressRecyclingCouncil.org](https://mattressrecyclingcouncil.org).

To recruit additional municipalities into the program, MRC periodically contacts or visits the transfer stations and recycling centers located in the 12 remaining non-participating municipalities. We keep reassessing interest, especially as we learn of leadership or ownership changes at their organization. For those that continue to lack the space or resources needed to be a permanent collection site, MRC offers a turn-key collection event solution where MRC provides event publicity and signage, labor, transportation and recycling of collected units.

In the summer of 2025, MRC assessed the availability of curbside bulky item collection across Connecticut's 169 municipalities. This effort involved surveys, phone interviews and internet research. MRC ultimately determined that 48 towns offer programs that accept mattresses, of which 16 towns are actively recycling their curbside-collected units. The remaining pick-up programs have thus far expressed reluctance to spend the extra time, trucks, and/or labor to do so and instead choose to dispose of their collected units. Nevertheless, MRC continues to seek solutions that address these barriers to participation.

Additional findings include:

- 53 towns offer curbside bulky item pick-up programs. 29 are municipally operated, while 24 are run by service providers. Of all the pick-up programs:
 - 5 towns operate curbside programs that do not accept mattresses. However, these residents are encouraged to drop off their mattresses at their town's collection location.
 - 48 towns include mattress collection in the bulky item pick-up program, of which 16 towns are recycling them.
 - 32 towns offer year-round curbside bulky item pick-up programs.
 - 16 towns operate seasonal programs.
- 116 towns do not have a curbside bulky item pick-up program.

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 18,864 units from 13 VRFs for recycling 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 7,077 units directly to a recycler and not to VRFs.

METHODS:

A total of 16 VRFs are actively registered with MRC, of which 13 used 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 who rent disposal containers for household cleanouts to properly stack or store mattresses in the containers to avoid damaging or contaminating the units.

MRC also focuses on collecting mattresses from upstream sources, such as small commercial haulers, before the units are brought to a VRF. MRC will continue working with VRFs and haulers to increase program registration and provide educational opportunities to improve the recyclability and diversion of incoming units. MRC will also encourage customers of these VRFs and haulers to discard mattresses directly at a collection site or recycler (rather than in the dumpsters provided by VRFs).

Retailers

GOAL:

Recycle approximately 30,000 mattresses from retail sources annually.

Achieved – Retailers recycled 45,139 units during this reporting period, up nearly 30% from last year. Currently, 48 retailers participate in the program.

METHODS:

MRC provides no-cost recycling to retailers that comply with the program and make delivery and scheduling arrangements with MRC's Northeast Program Manager. 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 at least 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 for the three most recent reporting periods.

TABLE 1: Units collected from retailers during reporting period

Reporting period (July 1 – June 30)	Units collected
2023–2024	31,942
2024–2025	34,795
2025-2026	45,139

Connecticut retailers have historically sold discarded units they collect from consumers to renovators or recycled those units at facilities outside MRC's network. However, as regional demand from renovators continues to decline, MRC anticipates additional Connecticut retailers will participate in the program, increasing units received from this sector.

MRC promotes recycling to the mattress industry through [MRCreporting.org](https://mrcreporting.org) portal notifications, 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 Manager. See [Education & Outreach](#) for more information on MRC's industry communications.

Lodging

GOAL:

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

Nearly achieved – During this reporting period, 13 new hotels registered with the program. In total, 15 hotels used the program and recycled 2,930 units. The program now has 145 registered lodging establishments.

METHODS:

MRC provides no-cost recycling to lodging establishments. Lodging establishments 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 at least 50 units and make arrangements with MRC's Northeast Program Manager.

To communicate with the lodging industry, MRC is an allied member of the Connecticut Lodging Association, which represents all segments of the industry, including hotels, motels, inns, bed-and-breakfasts, attractions and service providers. Three times during the reporting period, MRC used a mailing list from the Green Lodging News to invite owners and operators to learn more about our program. Participating hotels are also recommending the program to their colleagues. New participants often say someone with a positive experience referred them.

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 obtained 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
2023–2024	4,217
2024–2025	4,373
2025–2026	2,930

MRC will continue to focus its outreach to the lodging industry through stakeholder meetings and direct contact with lodging establishments.

Healthcare Facilities

GOAL:

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

Achieved – MRC continued outreach to healthcare organizations this reporting period. Four new facilities joined the program, bringing the total number of registered healthcare facilities to 32. MRC recycled 211 units.

METHODS:

MRC provides no-cost recycling to healthcare facilities. Healthcare facilities 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 at least 50 units and make arrangements with MRC’s Northeast Program Manager.

MRC continues to encourage healthcare facilities to participate in the program. During the reporting period, program information was shared with the Connecticut Association of Health Care Facilities, the Connecticut Hospital Association and the Connecticut Assisted Living Association, which distributed information about the program to its members.

Hesitancy to recycle discarded mattresses continues due to concerns about pathogen contamination and compliance with regulations governing medical waste disposal. Nevertheless, MRC will continue to distribute program information to healthcare facilities and assist with recycling their discarded mattresses when requested.

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. The units the department discards are not recyclable because they are primarily composed of polyester batting, and there is currently no demand for that recycled material. MRC continues to explore recycling options for mattress materials with companies that buy recycled fiber or textiles.

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. The number of registered educational facilities has increased to 34. During the reporting period, 14 used the program. These consisted of 11 colleges and three boarding schools. Collectively, these facilities recycled 3,255 units.

METHODS:

MRC provides no-cost recycling to educational facilities that make delivery and scheduling arrangements with MRC's Northeast Program Manager. 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 will continue to share program information with interested educational facilities and build stronger relationships with these stakeholders.

Military Bases

GOAL:

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

Achieved – The Naval Submarine Base continues to utilize the program and recycled 117 units during the reporting period. Additionally, two base hotels recycled 435 more 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 for recycling at 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 – MRC continued working to divert units further upstream to keep them from reaching WTE facilities. Three newly enrolled small commercial haulers sent units directly to recyclers instead. During the period, no WTE facilities requested the recycling of any units.

METHODS:

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

Therefore, MRC's primary focus has been diverting units collected by upstream sources, such as municipalities and commercial haulers, to recyclers before they reach 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 doubled the goal by recycling 7,077 units and is now providing no-cost mattress recycling to 438 other entities. Eight businesses joined during this reporting period.

METHODS:

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

During the reporting period, MRC received requests from nonprofit organizations, multifamily housing 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 wish to use the program and to develop additional 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 conducting stakeholder meetings for each covered-entity subgroup and other interested parties.

Achieved – Stakeholder outreach is discussed within each of the above performance goals. [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 within each of the above performance goals. [Appendix C](#) lists 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 – The recycling rate was 69% for this reporting period. The goal was not fully achieved for two reasons: we disposed of stockpiled materials from a closed recycling facility that were deemed unsuitable for recycling due to their condition, and our recyclers processed more non-program beds. Non-program mattresses are often more contaminated than program units because many are not kept clean, intact, or dry during collection. As a result, the recyclers must discard significantly more material. Our data analysis attempted to measure and mitigate the impact.

TABLE 3: Recycling rate per reporting period

Reporting period (July 1 – June 30)	Recycling rate
2023-2024	68%
2024-2025	67%
2025-2026	69%

METHODS:

Once discarded mattresses arrive at a recycling facility, the recycler unloads the container and evaluates the mattresses’ condition. Units contaminated with bed bugs or putrescible solid waste may not be recycled and are typically separated for disposal to minimize facility contamination and worker exposure. Most non-program units arrived at the recycling facility contaminated during collection. Although these units went through a disassembly process similar to the one outlined below, they resulted in higher discard rates across all materials. This report therefore applied a surveyed recycling rate of 56% to contaminated non-program units.

The disassembly process varies by recycler, 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. Recyclers separate the steel from other mattress materials. Depending on the scrap buyer’s requirements, recyclers typically shred or compress wire coils and frames prior to shipment. The recycler then separates and prepares foam, fiber, wood and other commodities for sale in secondary markets, if possible.

Foam and quilt panels from recycled mattresses are typically sold to carpet padding manufacturers. MRC continues to research new, innovative uses for these materials to help its recyclers find new, more profitable markets. See the [Research section](#) for details regarding MRC's most current efforts.

In addition to fibers in the quilt panel, mattresses may contain shoddy pads and other nonwoven fiber materials. The composition of these layers varies by mattress type and may include cotton, coconut husk, wool, rayon, polyester, or other synthetic fibers. In this reporting period, recyclers sent over 45 tons of cotton and shoddy for recycling in the automotive industry.

For those materials that cannot be sold in scrap markets, MRC encourages its recyclers to explore alternative uses to minimize the amount of material landfilled or incinerated. While composting or mulching wood reclaimed from dismantled box springs is a potential end use, nails and staples often prevent it because the metal cannot be removed effectively. The next-best use for foundation wood is as biomass fuel to generate electricity.



Education & Outreach

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

Overview

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

- How MRC operates
- MRC's accomplishments and impact in Connecticut
- How and where to recycle discarded mattresses
- Why recycling is beneficial
- What the recycling fee funds
- The mattress industry's legal obligations

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 effectiveness of our efforts.

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

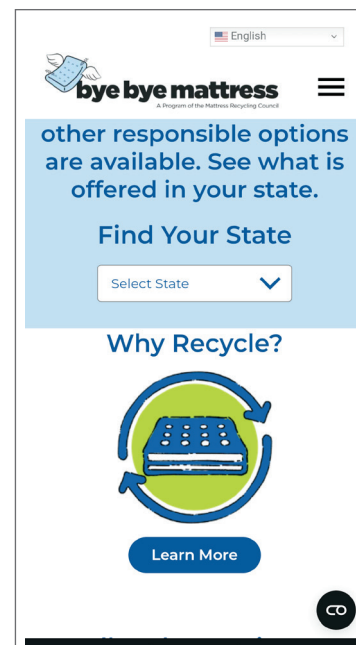
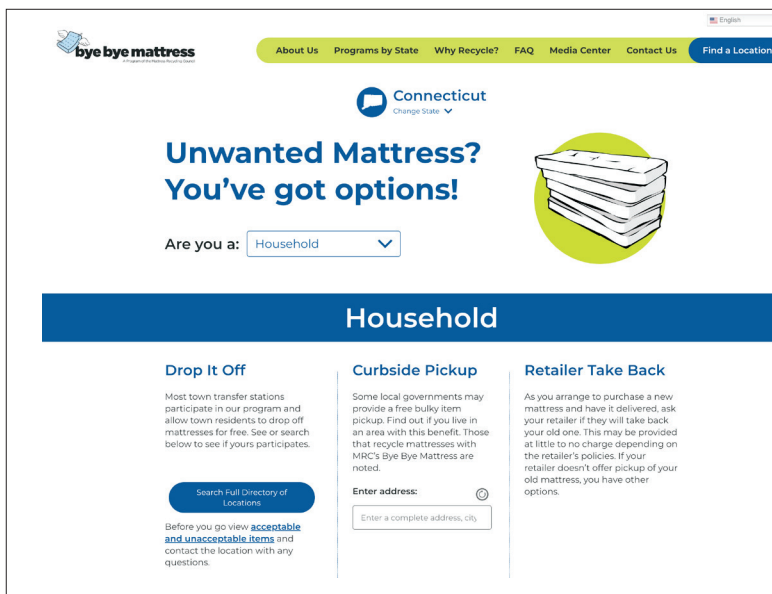
Websites

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

WEBSITES *continued*

ByeByeMattress.com: Outreach to Connecticut consumers (residents and businesses looking to dispose of a mattress) encourages them to visit [ByeByeMattress.com](https://www.byebyemattress.com) to learn how and where to recycle unwanted mattresses. For residents, the site features a searchable locator of participating drop-off locations and a curbside pickup directory, along with details on the Connecticut program. Businesses can access MRC's Commercial Volume Program information and are encouraged to coordinate with MRC to plan a drop-off or pickup. Other sections of the website provide consumers with mattress care advice and resources for addressing illegal dumping in their community.

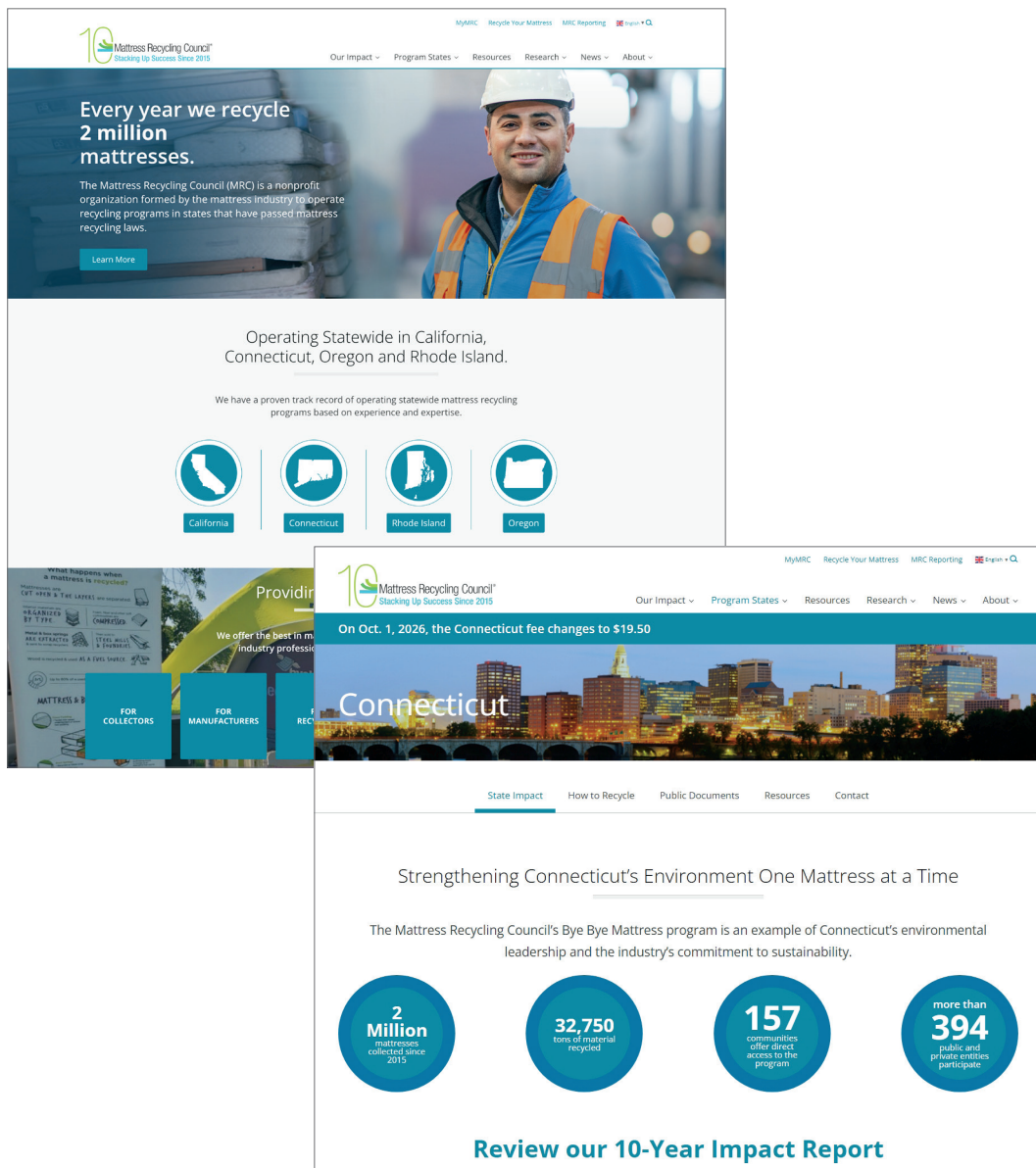
During the reporting period, more than 633,000 users visited [ByeByeMattress.com](https://www.byebyemattress.com), generating 1.17 million page views. The Connecticut program page received more than 15,400 visitors.



WEBSITES *continued*

MattressRecyclingCouncil.org: This website informs 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 nearly 48,000 visitors and more than 97,400 page views. More than 5,200 used the website's Connecticut program page.



MRCreporting.org: Mattress retailers, manufacturers, distributors and renovators use [MRCreporting.org](https://mrcreporting.org) to register with MRC and to report and remit recycling fees. The portal includes resources on 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 email notices for missed deadlines. MRC also emails important announcements about program changes, portal updates, available customer education materials and mattress recycling options. In 2025-2026, six email campaigns reached 586 contacts at registered Connecticut companies.

As of June 30, 2026, more than 300 companies were registered with the Connecticut program.

The screenshot shows the MRC Reporting System website. At the top is the Mattress Recycling Council logo and a green navigation bar with links for Home, Reporting, My Account, Make a Payment, and Products. The main heading is "MRC REGISTRATION & REPORTING" in green, followed by a subheading "Welcome to the MRC Online Registration and Reporting System". The text explains that California, Connecticut, Rhode Island, and Oregon have enacted laws requiring mattress recycling programs. It details the registration and reporting requirements for each state, including the collection and remittance of recycling fees. The requirements for Oregon, Connecticut, Rhode Island, and California are listed separately, each with a brief description of the process and the associated fees.

Mattress Recycling Council

Home Reporting My Account Make a Payment Products

MRC REGISTRATION & REPORTING

Welcome to the MRC Online Registration and Reporting System

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

Each state has different registration requirements:

Oregon
Each company that manufactures, imports, distributes, or renovates [included products](#) for sale in the state must register online with MRC through this system. Businesses selling [included products](#) to Oregon end users must collect a \$22.50 stewardship assessment (fee) on each unit sold on or after January 1, 2025 and submit a report and remit the collected fees to MRC monthly.

Connecticut
Each company that manufactures, imports or distributes [included products](#) for sale in the state must join MRC. To join, you must register online with MRC through this system. Businesses selling [included products](#) in Connecticut or to Connecticut end users must also register online through this system, collect a \$16.00 recycling fee, and submit a report and remit the collected fees to MRC monthly. Effective October 1, 2026, the recycling fee will be increasing to \$19.50 on each unit sold.

Rhode Island
Each company that manufactures, imports or distributes [included products](#) for sale in the state must join MRC. To join, you must register online with MRC through this system. Businesses selling [included products](#) in Rhode Island or to Rhode Island end users must also register online through this system, collect a \$22.50 recycling fee on each unit sold, and submit a report and remit the collected fees to MRC monthly.

California
Each company that manufactures, imports, distributes, or renovates [included products](#) for sale in the state must register online with MRC through this system. Businesses selling [included products](#) in California or to California end users must collect a \$18.00 recycling fee on each unit sold, and submit a report and remit the collected fees to MRC monthly.

Social Media

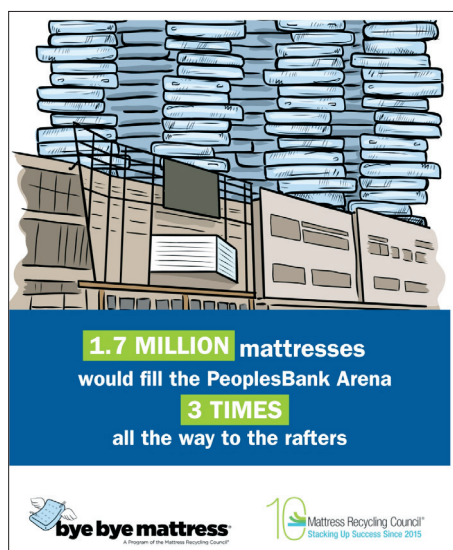
MRC maintains social media channels for both brands. We use the Bye Bye Mattress branded channels – Facebook, X, Instagram and Threads – to educate consumers and the Mattress Recycling Council branded channels – Facebook, X, LinkedIn and YouTube – to communicate with industry audiences. Our social media followers include consumers, retailers and manufacturers, civic and environmental groups, local and state governments, waste haulers and recyclers. As of June 30, 2026, the cumulative number of followers across all branded channels exceeded 9,600.

Bye Bye Mattress Branded Channels: By June 30, 2026, the collective audience had grown to 4,360 followers, a 19.5% increase from the previous report. Instagram remains the highest-performing channel and has driven much of this growth. We now have more than 1,330 followers on Instagram, about 30% of our total social media audience.

During this period, MRC published 304 posts across Bye Bye Mattress branded channels. The content reminded consumers of the multiple ways a mattress can enter the recycling stream, shared mattress care advice and encouraged efforts to mitigate illegal dumping. We also educated followers about the benefits of mattress recycling, the impact of the Connecticut program and how the fee is used.

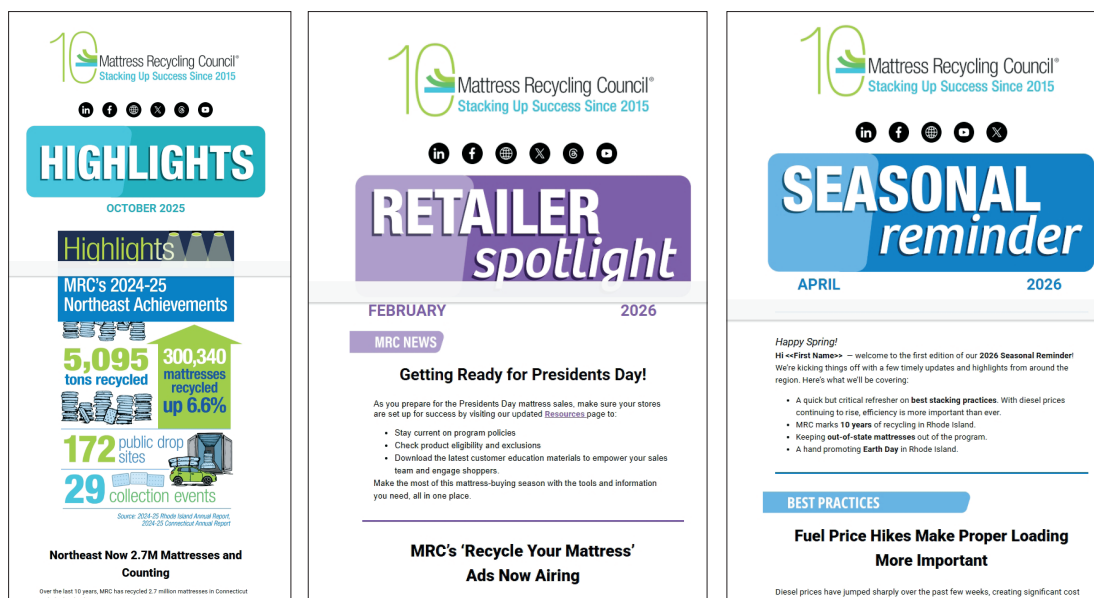
Mattress Recycling Council Branded Channels: By June 30, 2026, the collective audience had grown to 5,320 followers, a 10.5% increase from the previous report. LinkedIn, with more than 3,100 followers, remains the channel with the largest share of the audience.

During this period, MRC published 229 posts across these channels. The content announced program developments, promoted MRC's presence at industry events, shared research announcements, highlighted resources, generated interest in using the Commercial Volume Program and increased digital 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.



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 subscribing stakeholders. By June 30, 2026, the mailing list exceeded 7,500 with an average open rate of 28%. MRC also publishes each issue on MattressRecyclingCouncil.org.

Retailer Spotlight (Quarterly): Retailer Spotlight is distributed to registered retailers and provides tips for using MRCreporting.org, updates on state laws and regulations, new MRC resources for retailers and insights on mattress recycling. By June 30, 2026, the mailing list exceeded 1,400, with an average open rate of 32%.

Seasonal Reminder (Quarterly): Each of MRC's program coordinators distributes a Seasonal Reminder to the collection site operators. The newsletter primarily reminds operators of relevant MRC best practices (i.e., how to properly stack mattresses) and resources for training staff or publicizing their site.

In April, we experimented with separating the Northeast edition into two distinct editions for Connecticut and Rhode Island. The Connecticut edition had 138 subscribers and a 54% open rate. In the future, if we need to deliver distinct local content, MRC will distribute two editions rather than a combined edition.

PAID

Industry Advertising

To advertise CVP, MRC used digital and print ads, as well as targeted emails to subscribers of trade publications in the bedding, home furnishings, healthcare and lodging industries. MRC also placed ads in a scientific journal seeking research proposals for new ways to reuse recycled mattress foam. Overall, MRC's printed advertisements reached 38,730 readers and digital ads received more than 176,000 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.
- **ISPA Sustainability Conference:** In September 2025, ISPA held its fourth 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 broaden understanding of end-of-life challenges recyclers face with mattresses and generate interest in research projects.
- **ISPA EXPO:** In March 2026, more than 2,740 attendees from nearly 55 countries attended the world's largest trade show exclusively for the sleep products industry. Sustainability and product circularity were central themes among the educational programming and exhibitor's offerings. New equipment and products on display considered end-of-life deconstruction and aimed to advance recycling. MRC played a central role in the Innovation Stage, which highlighted several funded research projects and the 10-year impact of our state programs. MRC's booth visitors asked about our 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 point-of-sale materials to the mattress industry. Items include an information card, poster, consumer FAQ document and digital badge. All Connecticut materials are available in English and Spanish. Since 2023, each card and poster has featured a QR code to quickly access the Connecticut page on ByeByeMattress.com.

A retailer may request these items from MRC or download artwork from MRC's Resources Library. MRC uses Retailer Spotlight, email notifications via MRCreporting.org, industry publications and industry events to regularly inform retailers of these educational materials. For newly registered retailers or those opening new stores in the state, MRC sends a starter kit with a postage-paid response card to request an automatic refill of materials.

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



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 \$16.00 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.



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.



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.





bye bye mattress®
A Program of the Mattress Recycling Council®

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



Media Relations

During the reporting period, industry and consumer media coverage mentioning MRC or the Bye Bye Mattress program received approximately 463 million impressions. This amount of coverage equates to more than \$645,000 in advertising value.

MRC proactively generated local coverage of the organization's 10-year anniversary and the results of research projects with more than 40 million impressions. Other mentions of MRC or Bye Bye Mattress resulted from ISPA's announcements, reporters attributing MRC as their source for mattress recycling information or referencing our program as an example of industry-led recycling.

A community-focused recycling effort

Proof Connecticut can create lasting change for environment, neighborhoods, future generations



An employee at Williams' Waste, owned by Cardin Waste Systems Inc., carries the springs from a used mattress to be shredded for recycling. Anne Flann, Hartford Courant

By Dan McGowan

On Earth Day, we're reminded that protecting the planet often begins with simple actions, like recycling a bottle, planting a tree, or using a little less energy at home. In Connecticut, another initiative has been making a tangible impact for over a decade, the nonprofit Mattress Recycling Council's Bye Bye Mattress program, which provides residents and businesses with convenient no-cost options to recycle old mattresses and box springs.

Launched in 2015, Connecticut became the first state in the nation to implement the bedding industry's innovative statewide mattress recycling solution.

Today, the program stands as a model of sustainable, community-focused recycling.

Over the past 10 years, more than 2 million mattresses discarded by Connecticut consumers have been recycled, enough to fill the People's Bank Arena in Hartford to the rafters over three times.

In the process, 32,750 tons of foam, fiber, steel, and wood have been diverted from the waste stream. These materials are dismantled locally, creating jobs and transforming what would have been waste into products like carpet padding, insulation, and items that incorporate scrap steel, all while saving municipalities millions of dollars in disposal costs.

To date, nearly 400 businesses and institutions, from retailers, universities, hotels and healthcare facilities to apartment property managers, now partner with the program, ensuring that even large volumes of mattresses are kept out of landfills.

Mattress recycling also addresses broader waste management challenges in Connecticut.

With the closure of the trash-burning facility in Hartford and ongoing discussions about the state's long-term options, initiatives like MRC's Bye Bye Mattress provide a practical, environmentally sound solution.

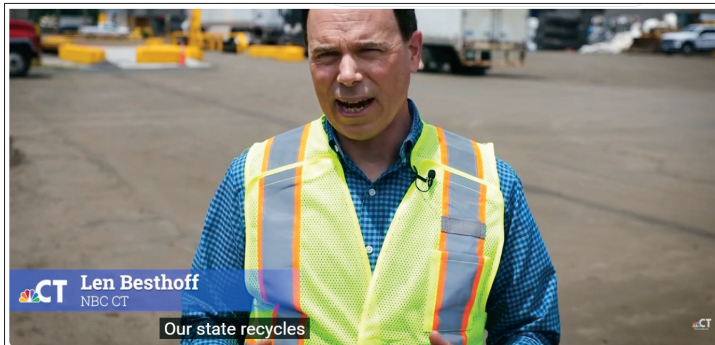
Each mattress recycled reduces the amount of waste shipped out of state for disposal, saving space in regional landfills and avoiding unnecessary incineration.

By providing convenient recycling options, including no-cost drop-off locations at transfer stations, seasonal collection events, and curbside collection through waste haulers, MRC's Bye Bye Mattress has given towns and cities a tool to reduce illegal dumping.

So on April 22nd, Earth Day 2026, as you evaluate your own recycling habits, remember that even something as simple as a mattress can be transformed from waste into a resource.

Connecticut's decade-long commitment to mattress recycling is proof that thoughtful policies, community engagement, and responsible disposal practices can create lasting change for our environment, our neighborhoods, and future generations.

Dan McGowan is program manager, Northeast, Mattress Recycling Council.



How do they sort that stuff? An insider's tour of a recycling facility

NBC Connecticut

63.9K subscribers

Subscribe

3

Share

Ask

Save

...

April 14

What To Do With Your Old Mattress

Griffin & Company

6m

The Northeast Program Manager for the Mattress Recycling Council, Dan McGowan joins us to discuss how you can get rid of your old mattress the right way!

Bye Bye Mattress recycling program find success in Connecticut



News

Weather

Sports

FOX 61

+

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.

Collection Site & Event Promotion Toolkits: https://mattressrecyclingcouncil.org/resources/publicity_toolkits



Public Service Announcement

MRC's current Public Service Announcement, "The Influencer," has generated 4.8 million impressions program-wide since its debut in 2025. We contact PSA directors each spring and fall, encouraging stations to air the campaign; however, no Connecticut station has put it into rotation yet.



"The Influencer" is available in 15-second and 30-second radio and television spots in English and Spanish. These are available in the Media Center of 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 sends a notice by certified mail 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 monitors whether retailers and other mattress sellers submit monthly reports and remit collected recycling fees on time. MRC uses a protocol to alert parties more than 90 days delinquent of late fees and associated interest.

As required by law, [Appendix D](#) contains a complete list of registered producers as of June 30, 2026.

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

Delinquency stage	Late reporter	Late remitter
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 BEHAVIOR AND AWARENESS

MRC surveyed consumers throughout Connecticut in April/May 2026. MRC contracted with KB Insights, an experienced marketing consultant and analyst, to create and implement the survey (N=200). All responses were collected online.

The survey measured consumer awareness of mattress recycling, how to dispose of a mattress for recycling, knowledge of “free” recycling and awareness of the Bye Bye Mattress program name (these comprise our four Key Performance Indicators, or “KPIs”).

When comparing the 2026 results to the same KPI measurements from the Spring of 2025, we found that most 2026 KPIs were statistically similar to those achieved in 2025 at the 90% confidence level. However, while most changes fell within our +/-6% margin of error, one metric improved considerably--the knowledge of mattress recycling.

TABLE 5: MRC’S statewide consumer awareness key performance indices
2024-2026

Key Performance Indicator	2024	2025	2026
Knowledge that mattresses can be recycled	43%	46%	54%
Knowledge that recycling is free	20%	22%	23%
Knowledge of how to dispose of a mattress so it can be recycled	21%	29%	25%
Recall of Bye Bye Mattress program name	7%	10%	10%

The survey also provided MRC the opportunity to monitor mattress purchasing and disposal behavior. In 2026, 20% of respondents (N=212) said they had purchased or acquired a mattress in the last 12 months. As in 2025, most consumers purchased from brick-and-mortar retailers (65%) and about a quarter purchased from online-only retailers.

Disposal rates were higher in 2026 than in 2025 (20% versus 13%). The top three disposal methods were: having the retailer take it away (22%), dropping it off at a landfill (16%) and throwing it away in the trash (13%).

Almost half (43%) said they were “extremely likely” to recycle a mattress in the future. The top three motivators were protecting the environment (20%), doing the right thing (15%) and saving space in the landfill (10%). The top perceived barriers remain a lack of knowledge and not having a vehicle big enough to haul a mattress. MRC will continue to address the motivating factors and perceived barriers going forward.

MRC’s consumer survey strategy in 2027 will include a comprehensive, statewide behavioral/awareness study to gauge success against the 2026 and prior surveys.

ANNUAL INDUSTRY SURVEY

In 2025, MRC invited all 1,672 registered participants in North America (retailers, institutional sellers, manufacturers, distributors and renovators) to complete its annual survey; 247 participants responded, for a 15% response rate. There were 41 Connecticut participants – 29 completing the retailer survey and 21 completing the manufacturers survey. Because the sample size is small, interpret the results anecdotally.

Some of the major takeaways from Connecticut respondents:

Retailers

Information: Nearly nine out of 10 retailers said they proactively provided information explaining the recycling fee to their customers. About half (48%) provided program fee information using MRC's posters and/or cards.

Take-back: Over half of retailers (52%) said they regularly take back customers' mattresses, while another 29% said they did so "sometimes."

Locator: Just shy of 20% use the [ByeByeMattress.com](https://www.ByeByeMattress.com) website to find a drop-off facility.

Satisfaction: Two-thirds were extremely/somewhat satisfied with the program resources they receive from MRC. No retailer expressed dissatisfaction. Three-quarters utilized MRC's Customer Service department in the past and 62% were satisfied with their experiences. MRC continues to fine-tune its live support and educational resources through coaching and materials enhancements.

Manufacturers

Among the nine manufacturers who responded, all said they offer green/sustainable products and practices. The top communications vehicles for conveying this information included sales materials, manufacturer websites and/or product documentation.

Five of the six who responded were extremely/somewhat satisfied with the resources they receive from MRC. While six utilized MRC's Customer Service department, all but one were satisfied with their experiences.



Research

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

Overview

While demand for foam and quilt in carpet padding declines (our primary end market), mattress recyclers are steadily increasing their output of these materials. To sustain foam recycling rates, our recyclers need additional economically viable end markets.

Some recent projects and activities that may benefit our New England programs are included in this overview. MRC conducted extensive research in 2025-2026 to improve mattress collection, dismantling and recycling operations, and to advance source reduction, with funding from the California program. These efforts benefit all MRC state programs and focus on expanding end markets and strengthening industry collaboration to advance circularity.

Our priority is developing higher-value, scalable end markets for recovered mattress materials, especially polyurethane foam, which remains one of the largest residual waste streams. Key 2025-2026 projects included:



Foam powder technology

- **Foam Powder Technology:** MRC funded the development of an innovative non-cryogenic grinding process by RoCo to convert post-consumer flexible polyurethane foam into engineered powders with tunable surface properties. These powders demonstrated potential as additives or fillers in cement, rigid foam, coatings, adhesives and engineered plastics. Testing showed benefits such as reduced material density, modified thermal properties and sound absorption performance. The first phase of this project was successful, and MRC is funding a second phase to scale production and evaluate reincorporation into new, flexible foams to improve circularity.



*A shoe sole prototype.
Photo courtesy of EGI*

- **Footwear Applications:** Research at George Mason University demonstrated that mechanically recycled mattress foam can be successfully incorporated into footwear components. Up to 50% recycled content was achieved in midsole materials while maintaining key performance attributes such as cushioning, durability and energy absorption. Recycled-content composites were also validated for outer sole applications, confirming comparable traction and abrasion resistance to conventional materials. These results expand viable markets for foam beyond traditional downcycled uses.



Vitrimer

- **Vitrimer and Advanced Recycling Research:** A new collaborative research project with BASF, a global chemical company, and Northwestern University is exploring chemical pathways to reprocess thermoset polyurethane foam using vitrimer chemistry. This work aims to enable foam-to-foam recycling and production of new polyurethane products, representing a potential pathway toward material circularity.



Testing of full-size Panel with Mattress Foam Core

- **Construction and Building Materials:** Building on prior feasibility work, MRC is supporting development by West Virginia University of cementitious composites incorporating modified foam and textile materials which exhibit enhanced acoustic and structural properties. The materials are being evaluated for architectural applications, including acoustic panels and sound barriers.



Mattress recycling residue

- **Waste Characterization Findings:** A 2025 study confirmed that polyurethane foam was the largest component of residual waste (19.5%), reinforcing the importance of continued investment in foam market development and recovery technologies.

These findings are published in the [Research section of our website](#).

Collectively, these projects reflect a strategic approach: near-term expansion of mechanical recycling markets alongside longer-term investment in advanced recycling technologies.

Bridging Innovation to Commercial Scale

MRC is addressing barriers to commercialization by focusing on pilot-scale development, industry partnerships and co-investment strategies to advance innovations from laboratory validation to market adoption. In 2025, progress was made in scaling vitrimer technologies, while additional opportunities in composites and building materials are advancing through the research pipeline.

Industry Workgroups - Engagement in Circularity

MRC plays a leading role in convening stakeholders and advancing industry-wide collaboration on circular economy initiatives. In 2025, MRC expanded its technical workgroup model to include dedicated groups on polyurethane foam and textiles. These groups bring together stakeholders across the value chain to:

- Generate new research concepts
- Evaluate current and prospective research proposals
- Address disassembly and material separation challenges
- Support commercialization of recycled materials
- Improve product design for end-of-life recovery

MRC also continued to lead its Circular Design Workgroup, which focuses on design for disassembly, waste reduction, use of recycled materials and lifecycle emissions reduction. This workgroup meets each fall during ISPA's Sustainability Conference.

Global Collaboration and Circularity

Through participation in international forums and the Global Recycling Summit, MRC collaborates with organizations across North America, Europe and other regions to share best practices, align on research priorities and support the development of global recycling infrastructure. The group met in March 2026 during ISPA EXPO.

Globally, industry stakeholders are increasingly aligned on key priorities, including design for recyclability, increased recycled content, improved material identification and end-market development.

MRC's current research portfolio reflects a balanced strategy of improving current recycling operations while investing in transformative technologies and market development. Significant progress was made in expanding viable end markets for polyurethane foam, particularly in engineered materials, footwear and construction applications. At the same time, MRC strengthened its leadership role in convening industry stakeholders to advance circularity through collaboration, innovation and shared best practices.

These combined efforts position the program to improve material recovery, reduce reliance on landfills and support the long-term transition to a more circular mattress industry.



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 11 years, we continue 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 – After 11 years of collecting and processing more than 2 million units, our recyclers have yet to report any incidents involving worker exposure or safety. While bed bugs are a nuisance, they do not carry pathogens. MRC maintains a bed bug training workshop video and materials library to educate solid waste facility workers on bed bug identification, behavior and proper disposal of contaminated units.

2. Stacking Requirement – Poorly stacked loads greatly increase the cost of transportation, which is a primary greenhouse gas contributor to our program. Some site managers are reluctant to require employees to properly pack mattress containers because of unfounded bed bug concerns.

MRC will continue to work collaboratively with DEEP to encourage these non-participating municipalities to learn the facts about bed bug behavior and join the program.

- 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. MRC will continue to support regional expansion efforts and provide operational insights as ISPA works to develop mattress recycling legislation throughout the New England and Mid-Atlantic regions.
- ISPA recently hosted its fifth annual sustainability conference, featuring a dynamic lineup of speakers, panels and discussions on topics such as energy management in manufacturing, circular design principles, legislative updates and MRC's research projects seeking new and better uses for post-consumer mattress components. Attendees gained practical insights, forged new connections and explored strategies to drive meaningful change across the industry. ISPA will continue to actively engage these stakeholders to emphasize the relationship between product design, deconstruction and circularity.



Appendices

Appendix A: 2025-2026 Fiscal Year DEEP Form



Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**

Connecticut Mattress Stewardship Program - Annual Report Appendix A – Tonnages of CT Mattresses Managed through the CT Mattress Stewardship Program

Report Submitted by: *Mattress Recycling Council, Connecticut LLC*

Reporting Period: *Fiscal Year (FY) 26 July 1, 2025 thru June 30, 2026*

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

	FY Tonnage
MRC CT Mattresses <i>Delivered to an MRC Contracted Mattress Recycling Facility for Processing</i>	5,938.9
MRC CT Mattress Material Recovered (from MRC mattresses processed) & <i>Sent Out for Recycling</i> by MRC Contracted Recycling Facilities	4,226.9
MRC CT Mattress Processing Residue (from MRC mattresses processed) <i>Sent Out for Disposal</i> by MRC Contracted Recycling Facilities	1,934.7

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)	3,681.6
CT Regional Solid Waste Facilities (e.g. Resource Recovery Facilities, Volume Reduction Plants, Regional Transfer Stations, Recycling Facilities, etc.)	535.8
CT Correctional Facilities	0
CT Hospitals	3.3
CT Hotels	85.8
CT Military Base	11.4
CT Retailers	1,383.5
CT Schools/Universities	58.7
CT Other: Other	178.9
CT Other:	
TOTAL	5,938.9

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	145.3	149.2
Willimantic Waste, 185 Recycling Way, Willimantic, CT	5,793.6	5,793.6
TOTAL	5,938.9	5,942.8

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:	2,046.0
Foam	Manufacturer-End User Other –Specify:	1,090.3
Cotton	Recycling Processing Facility Other –Specify:	26.6
Wood	Manufacturer-End User Other –Specify:	14.3
Other – Specify type: Quilts	Manufacturer-End User Other –Specify:	335.9
Other – Specify type: Felt/Shoddy	Recycling Processing Facility Other –Specify:	19.2
Other – Specify type: Biomass (wood)	Recycling Processing Facility Other –Specify: Biomass	694.6
Other – Specify type:	Recycling Processing Facility Other –Specify:	
Other – Specify type:	Other-Specify Other –Specify:	
Other – Specify type:	Other-Specify Other –Specify:	
Other – Specify type:	Other-Specify Other –Specify:	
TOTAL CT Mattress Material Managed and <i>RECYCLED</i> through the MRC CT Program		4,226.9

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	1,934.7
Residue	Buried in a Landfill	0
	Other	
TOTAL CT Mattress Material Managed and <i>DISPOSED</i> through the MRC CT Program		1,934.7

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 Section 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 Section 53a-157b of the Connecticut General Statutes and any other applicable law.”

Signature of the CEO or *duly authorized representative of CEO*:



Date: **9/24/2026**

Printed name: **Alison Keane**

Signature of *person responsible for preparing report*:



Date: **9/24/2026**

Printed name: **Daniel McGowan** Title: **Northeast Program Manager** Phone: **(860) 830-3832**

Email Address: dmcgowan@mrc-us.org

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 program units as the recyclers 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 have 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).

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.

Table 6 - Permanent Collection Sites 2025–2026

Collection Location	Tons
Andover Transfer Station	7.2
Ansonia Transfer Station	36.7
Ashford Transfer Station	18.1
Avon Landfill Transfer Station	21.8
Beacon Falls Public Works	-
Berlin Transfer Station	27.2
Bethany Recycling Center	7.3
Bethel Transfer Station	5.4
Bethlehem Transfer Station	10.0
Bolton Transfer Station	3.4
Bozrah Transfer Station	1.2
Branford Transfer Station	61.9
Bridgeport Transfer Station	17.0
Bridgewater Transfer Station	1.7
Bristol Transfer Station	63.8
Brooklyn Resource and Recovery Station	24.6
Burlington Transfer Station	18.3
Canaan Transfer Station	2.6
Canterbury Transfer Station	14.7
Canton Transfer Station	18.7
Chaplin Transfer Station	4.3
Cheshire TS & CE	18.3
Clinton Transfer Station	17.5
Colchester Transfer Station	19.1
Columbia Transfer Station	13.4
Cornwall Transfer Station	4.1
Coventry Transfer Station	26.6
Cromwell Transfer Station	22.4
Danbury Mom & Pop Transfer Station	96.0
Darien Transfer Station	15.1
Deep River Transfer Station	17.5
Durham-Middlefield Transfer Station	24.3
East Granby Transfer Station	7.8
East Haddam Transfer Station	22.8
East Hampton Transfer Station	13.9
East Hartford Transfer Station	149.4
East Haven Landfill	5.6
East Lyme Transfer Station	37.8

Collection Location	Tons
East Windsor Recycling Center	12.1
Eastford Transfer Station	5.4
Ellington Public Works Department	12.6
Essex Transfer Station	11.7
Fairfield Collection Event	3.4
Farmington Department of Public Works	22.0
Franklin Transfer Station	2.5
Glastonbury Transfer Station/ Recycling Facility	45.1
Goshen Collection Event	2.3
Granby Transfer Station	19.4
Greenwich - Holly Hill Transfer Station	19.2
Griswold Transfer Station	20.4
Groton Transfer Station	64.4
Guilford Transfer Station	67.3
Haddam Transfer Station	25.5
Hamden Transfer Station	7.2
Hampton Transfer Station	11.3
Hartford Bulky Waste and Recycling Center	437.6
Hartland Transfer Station	3.2
Harwinton Collection Event	2.5
Hebron Transfer Station	17.8
Kent Transfer Station	3.6
Killingly Transfer Station	19.0
Lebanon Transfer Station	14.4
Ledyard Transfer Station	23.6
Litchfield Recycling Center	15.8
Lyme Bulky Waste Transfer Station	4.8
Manchester Transfer Station	112.6
Mansfield Transfer Station	23.5
Marlborough Transfer Station	10.1
Meriden Transfer Station	57.6
Middlebury Transfer Station	10.0
Middletown Recycling Center	97.2
Milford Transfer Station	36.1
Montville Transfer Station	39.4
Morris Transfer Station	5.1

PERMANENT COLLECTION SITES *continued*

Collection Location	Tons
Naugatuck Transfer Station	40.9
New Britain Transfer Station	45.0
New Fairfield Drop Off Center	11.5
New Haven Transfer Station & Collection Event	88.5
New London Transfer Station	55.3
New Milford Transfer Station	34.7
Newington Transfer Station	38.1
Newtown Transfer Station	31.7
Norfolk Transfer Station	3.6
North Branford Collection Event	1.3
North Canaan Transfer Station	11.1
North Stonington Transfer Station	13.8
Norwalk Collection Event	2.4
Norwich Transfer Station	78.2
Old Lyme Transfer Station	24.2
Old Saybrook Transfer Station	31.7
Orange Collection Event	2.6
Oxford Transfer Station	13.6
Plainfield Transfer Station	46.9
Plainville Transfer Station	10.7
Plymouth Transfer Station	18.0
Pomfret Transfer Station	16.0
Portland Transfer Station	17.8
Preston Transfer Station	11.8
Prospect Recycling Center	5.7
Putnam Transfer Station	9.3
Redding Transfer Recycling Center	3.4
Regional Refuse District #1	37.9
Ridgefield Transfer Station	30.4
Rocky Hill Transfer Station	32.9
Salem Transfer Station	9.4
Salisbury-Sharon Transfer Station	19.8
Seymour Transfer Station	11.2
Shelton Transfer Station	41.6
Simsbury Transfer Station	45.2
Somers Transfer Station	23.3
Southbury Transfer Station	23.2
Southington Bulky Waste Transfer Station	51.7

Collection Location	Tons
Sprague Transfer Station	9.9
Stafford Transfer Station	36.5
Stamford Collection Event	-
Stonington Solid Waste Facility	37.2
Stratford Transfer Station	10.1
Suffield Landfill	22.2
Thomaston Transfer Station	5.5
Thompson Transfer Station	26.2
Trumbull Collection Event	1.5
Union Transfer Station	4.4
Voluntown Transfer Station	10.9
Wallingford Transfer Station	1.9
Washington Transfer Station	6.4
Waterbury Transfer Station	60.3
Waterford Transfer Station	48.0
Watertown Transfer Station	26.0
West Hartford Recycling Center	27.4
Westbrook Transfer Station	20.7
Weston Transfer Station	8.3
Westport Collection Event	1.5
Wethersfield Transfer Station	33.8
Willington Transfer Station	12.9
Wilton Transfer Station	4.3
Windham Transfer Station	31.1
Windsor Transfer Station	36.5
Wolcott Transfer Station	16.3
Woodbridge Collection Event	0.7
Woodbury Transfer/Recycling Center	10.1
Woodstock Transfer Station	13.8
Total tons	3,681.6

Appendix B: Collection Participants

Municipal Collection Sites

Site limits access to its residents or service area. MRC's network included 131 sites, serving residents in 147 municipalities.

Andover	Danbury Mom & Pop#	Hartford*
Ansonia	<i>also serves Brookfield</i>	Harwinton
Ashford	Darien*	Hebron
Avon	Deep River#	Kent
Beacon Falls	<i>also serves Chester</i>	Killingly
Berlin	Durham#	Lebanon
Bethany	<i>also serves Middlefield</i>	Ledyard
Bethel	East Granby	Litchfield
Bethlehem	East Haddam	Lyme
Bolton*	East Hampton	Manchester*
Bozrah	East Hartford*	Mansfield
Branford	East Haven	Marlborough
Bridgeport	East Lyme*	Meriden*
Bridgewater	East Windsor	Middlebury
Bristol	Eastford	Middletown*
Brooklyn	Ellington	Milford
Burlington	Essex	Montville
Canaan	Franklin	Morris
Canton	Glastonbury	Naugatuck
Canterbury	Granby	New Britain
Chaplin	Greenwich	New Fairfield
Cheshire	Griswold	New Haven
Clinton#	Groton	<i>also serves West Haven</i>
<i>also serves Killingworth</i>	Guilford#	New London*
Colchester	<i>also serves Madison</i>	New Milford#
Columbia	Haddam	<i>also serves Sherman</i>
Cornwall	Hamden	Newington
Coventry	Hampton#	Newtown
Cromwell*	<i>also serves Scotland</i>	Norfolk
	Hartland	North Canaan

serves the surrounding area as noted.

* curbside collection program.

MUNICIPAL COLLECTION SITES *continued*

North Stonington	Salem	Washington#
Norwich*	Salisbury#	<i>also serves Warren,</i>
Old Lyme	<i>also serves Sharon</i>	<i>Roxbury</i>
Old Saybrook	Seymour	Waterbury
Oxford Public Works	Shelton	Waterford*
Plainfield#	Simsbury	Watertown
<i>also serves Lisbon</i>	Somers	West Hartford*
Plainville*	Southbury	Westbrook
Plymouth	Southington	Weston
Pomfret	Sprague	Wethersfield*
Portland	Stafford	Willington
Preston	Stonington	Wilton
Prospect	Stratford	Windham
Putnam	Suffield	Windsor#
Redding	Thomaston	<i>also serves Bloomfield</i>
Regional Refuse#	Thompson	Wolcott
<i>serves Barkhamsted,</i>	Union	Woodbury
<i>Winsted, New Hartford</i>	Voluntown#	Woodstock
Ridgefield	<i>also serves Sterling</i>	
Rocky Hill*	Wallingford	

serves the surrounding area as noted.

* curbside collection program.

Special Collections

Site	Event
Fairfield	Spring and Fall drop-off event
Farmington	Spring and Fall curbside collection
Goshen	Spring and Fall drop-off event
North Branford	Three events this reporting period
Norwalk	Three events this reporting period
Orange	Spring and Fall drop-off event
Stamford	Summer drop off event
Trumbull	Spring and Fall 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, 2025 - June 30, 2026

Date	Event	Location	Stakeholder Group
July 16, 2025	MA EPR Commission Meeting	Virtual	Municipalities, Waste and Recycling
July 17, 2025	MOPSC Mattress Workgroup Presentation	Virtual	Municipalities, Waste and Recycling
July 27-31, 2025	Summer Las Vegas Market	Las Vegas, NV	Mattress Industry
August 19, 2025	Connecticut Lodging Association Special Meeting	Old Saybrook	Hospitality
Sept. 10, 2025	SCRRRA Roundtable Meeting	Ledyard	Municipalities, Waste and Recycling
Sept. 10-11, 2025	ISPA Sustainability Conference	Atlanta, GA	Mattress Industry
Sept 16, 2025	Recycled Metals Commodities Markets Update	Virtual	Waste and Recycling
Sept 17, 2025	MA EPR Commission Meeting	Virtual/ Boston	Municipalities, Waste and Recycling
Sept. 29, 2025	Connecticut Lodging Association Annual Meeting	Virtual	Hospitality
Oct. 6-8, 2025	NERC Rethink Resource Use Conference	Boston, MA	Waste and Recycling
Oct. 6-8, 2025	Polyurethane Technical Conference	St. Louis, MO	Research Community
Oct 14-15, 2025	Illinois Circularity Conference	East Peoria, IL	Municipalities, Waste and Recycling
Oct. 21, 2025	RecycleCT Board meeting	Rocky Hill	Waste and Recycling
Oct. 23, 2025	PRO Biannual Meeting	Washington, DC	Waste and Recycling
Oct. 28, 2025	Solid Waste Advisory Committee (SWAC)	Virtual	Waste and Recycling
Nov. 4-6, 2025	Polyurethane Foam Association - 2025 Fall Meeting	Austin, TX	Research Community
Dec 16, 2025	RecycleCT Board meeting	Virtual	Waste and Recycling
Jan. 25-29, 2026	Winter Las Vegas Market	Las Vegas, NV	Mattress Industry
Jan. 27, 2026	Solid Waste Advisory Committee (SWAC)	Virtual	Waste and Recycling
Feb. 17, 2026	RecycleCT Board meeting	Virtual	Waste and Recycling
Feb. 18, 2026	Podcast w/ Brian Smith	Virtual	Consumers
Feb. 23, 2026	Resource Recycling Conference	San Diego, CA	Waste and Recycling
March 10-12, 2026	ISPA EXPO	Orlando, FL	Mattress Industry
March 11-13, 2026	ReMade Circular Economy Tech Summit	Washington, DC	Research Community
March 23, 2026	CT Realtors Interview	West Hartford	Consumers

STAKEHOLDER OUTREACH *continued*

Date	Event	Location	Stakeholder Group
March 24, 2026	MA Recycling Conference	Boxborough, MA	Municipalities, Waste and Recycling
April 14, 2026	WTIC 1080 Interview	Virtual	Consumers
April 15, 2026	PRO Biannual Meeting	Washington, DC	Waste and Recycling
April 20, 2026	WOW Radio Interview	Virtual	Consumers
April 21, 2026	RecycleCT Board meeting	Virtual	Waste and Recycling
April 28, 2026	EBC Conference	Boxborough, MA	Municipalities, Waste and Recycling
May 7, 2026	HRRA Transfer Station Operators Meeting	Virtual	Municipalities, Waste and Recycling
May 20-21, 2026	Polyurethane Foam Association - 2026 Spring Meeting	Pittsburgh, PA	Research Community
June 16, 2026	RecycleCT Board meeting	Middletown	Waste and Recycling
June 23, 2026	Solid Waste Advisory Committee (SWAC) Presentation	Virtual	Waste and Recycling

Appendix D: Registered Producers

Account	DBA Name
815 Healthy & Beautiful Co. LTD	King's Castle HK Import and Export Co. Limited
Abad Foam Inc.	Abad Foam Inc.
Adven Group, LLC	Nap Queen Sleep
Alessanderx SpA	Alessanderx SpA
Allied Aerofoam, LLC	Allied Aerofoam, LLC
American Bedding Mfg. Inc.	American Bedding Mfg. Inc.
American National Manufacturing	American National Manufacturing
American Pacific Plastic Fabricators Inc.	Sterling Sleep Systems
American Tent, LLC	American Tent, LLC
Apartment Furnishings Company Inc.	Apartment Furnishings Company Inc.
Artaban Therapedic SA De CV	Artaban Bedding
Ascion, LLC	Reverie
Ashley Digital, LLC	Resident
Ashley Furniture Industries, LLC	Ashley Furniture Industries, LLC
Avatar Enterprises Inc.	Comfortex
Avocado Mattress, LLC	Avocado Green Mattress
Bedding Industries of America, LLC	Bedding Industries of America
Bedgear, LLC	Bedgear
Bedstory USA Corp.	Bedstory USA Corp.
Best Choice Products Inc.	Best Choice Products Inc.
Bio Sleep Concept Inc.	Bio Sleep Concept
Blue Bell Mattress Co., LLC	King Koil Northeast
Bob Barker Company Inc.	Bob Barker Company Inc.
Bourdon's Institutional Sales Inc.	Bourdon's Institutional Sales Inc.
Boyd Flotation Inc.	Boyd Specialty Sleep
Brentwood Home, LLC	Simply Modern Mattress
Brick Church Manufacturing, LLC	Brick Church Mfg.
BRN Sleep Solutions USA, LLC	BRN Sleep Solutions
Brooklyn Bedding, LLC	Dreamfoam Bedding, Brooklyn Bedding, Helix Sleep, Bear Mattress, Nolah Sleep, Leesa Sleep, Southerland, 3Z Brands
Bryte Inc.	Bryte Labs
Bryte Labs Inc.	Bryte Labs Inc.
Carico International Inc.	Carico
Carpenter Co.	Carpenter Co.
CBI Manufacturing Investments, LLC	MD Mattress
Children's Products, LLC	Simmons Juvenile Furniture
Classic Brands, LLC	Classic Brands
COA Inc.	Coaster Company of America

REGISTERED PRODUCERS *continued*

Account	DBA Name
Colchones Wendy SA De CV	Colchones Wendy
Comfort Bedding of the USA, LLC	Comfort Bedding of the USA, LLC
Comfort Revolution, LLC	Comfort Revolution, LLC
Comfort Sleep Systems Inc.	Comfort Sleep Systems
Corsicana Acquisition, LLC	Corsicana Mattress Company
Custom Comfort Mattress Company Inc.	Custom Comfort Mattress
Custom Mattress Makers Inc.	Custom Mattress Makers Inc.
Deluxe Home of USA Inc.	Deluxe Home of USA Inc.
Denver Mattress Company, LLC	Denver Mattress Company
Dishuo Furniture PTE. LTD	Dishuo Furniture PTE. LTD
Dorel Home Products	Ameriwood Industreis Inc.
Duroflex Private LTD	Duroflex Private LTD
DUX Interiors Inc.	DUX Interiors Inc.
E&E Bedding Co. Inc.	Spring Air
E.S. Klufft & Company Inc.	E.S. Klufft & Co.
Eco Bedroom Solutions, LLC	Ergovea Natural Mattress
Elements Sleep, LLC	Elements Sleep, LLC
Elite Comfort Solutions, LLC	Elite Comfort Solutions
Engineered Sleep, LLC	Engineered Sleep
EverRest US, LLC	EverRest
Ezine Inc.	Eastern Accents
Factory Direct Inc.	Lady Americana SW
Feng Ben International (HK) Limited	Feng Ben International (HK) Limited
Fibre Processing Corporation	Fibre Processing Corporation
Flex-A-Bed Inc.	Flex-A-Bed
Flotation Innovations Inc.	Innovations
Fredman Bros. Furniture Company Inc.	Glideaway Sleep Products
Friendship Upholstery Company Inc.	Friendship Upholstery Company Inc.
Future Foam Inc.	Future Foam Inc.
FXI Inc.	FXI
GF Health Products Inc.	GF Health Products Inc.
Golden Well International (HK) Ltd	Golden Well International (HK) Ltd
Grand Life Inc.	Grand Life Inc.
Gruppo Industriale Buoninfante SPA	Gruppo Industriale Buoninfante SPA
Hammer Bedding Corp.	Shifman Mattress
Health Care Co. LTD	Health Care Co. LTD
Healthcare Arizona, LLC	Healthcare Arizona, LLC
Healthcare SC, LLC	Healthcare SC, LLC
Hickory Springs Manufacturing Company	HSM
Hickory Springs of California, LLC	HSM

REGISTERED PRODUCERS *continued*

Account	DBA Name
Hill-Rom Inc.	Hill-Rom Company, Inc.; Hill-Rom Holdings, Inc.; Hill-Rom DTC, Inc.
Hong Kong Gesin Technology Company LTD	Hong Kong Gesin Technology Company LTD
Honor Global Industry PTE. LTD	Glory
Honor Home (Laos) Sole Co. LTD	Honor Home (Laos) Sole Co. LTD
IKEA Supply AG	IKEA
Illinois Sleep Products Inc.	ISP
InnoMax Corporation	InnoMax Corporation
Innovative Bedding Solutions Inc.	IBS
Invacare Corporation	Invacare Corporation
Jeffco Foam, LLC	Jeffco Fibres
Jiaxing Taien Springs Co. LTD	Jiaxing Taien Springs Co. LTD
Joerns Healthcare, LLC	Joerns Healthcare
Jussi Beds	Colet & Scandinavian Bed Company & Carpe Diem
Keeson Technology Corporation LTD	Keeson Technology Corporation LTD
Keetsa Inc.	Keetsa
King's Castle HK Import and Export Co. Limited	Deluxe Home of USA Inc.
Kingsdown Inc.	Kingsdown Inc.
Klaussner Home Furnishings Inc.	Enso Sleep Systems
Kuka Sleep Inc.	Kuka Sleep Inc.
Lakewood Candies, LLC	Milliard Bedding
Latex Foam International, LLC	Talalay Global
Legends Home	Legends Home
Leggett & Platt Automotive Group de Mexico, S. de R.L. de C.V.	Leggett & Platt Automotive Group de Mexico, S. de R.L. de C.V.
Leggett & Platt Components Co. Inc.	Leggett & Platt Bedding
Leggett & Platt Incorporated	Leggett & Platt Incorporated
Linon Home Decor Products Inc.	Linon Home Decor Products Inc.
Lippert Components Inc.	Lippert Components Inc.
Live and Sleep, LLC	Live and Sleep
Made Rite Bedding Company	Made Rite Bedding
Magniflex USA LTD	Magniflex USA LTD
Mantua Manufacturing Company	Rize
Matelas Martin Inc.	Literie Laurier
Mattress Industries Inc.	Mattress Industries Inc.
Mattress Team Works Inc.	MTW
Maxwood Furniture Inc.	Max & Lily, Maxtrix Kids, Plank + Beam, Bunk Beds for Adults, Little Sleepery
MBC Mattress Co. Inc.	MBC Mattress Co. Inc.
McNeillys Inc.	McNeilly Furniture
Medical Depot Inc.	Drive Medical Design and Manufacturing
Medline Industries Inc.	Medical Device Manufacturer and Distributor

REGISTERED PRODUCERS *continued*

Account	DBA Name
Mellow Inc.	Mellow Inc.
Michael Thomas Furniture Inc.	The MT Company
Moonlight Slumber, LLC	University Sleep Products
Mozaic Company	Mozaic Company
MTJ American, LLC	MTJ American
Naturally Beds Inc.	Arizona Premium Mattress
Nature Sleep System, LLC	Jazvin
Neiser Mattress and Furniture Corp.	Neiser Mattress and Furniture Corp.
Nipponflex, LLC	Nipponflex, LLC
Norix Group Inc.	Norix Group Inc.
North America Mattress Corp.	North America Mattress Corp.
Northeast Mattress, LLC	Northeast Mattress, LLC
Obasan Limited	Obasan Limited
Oddello Industries, LLC	Oddello Industries, LLC
Organic Mattresses Inc.	Organic Mattresses Inc.
Pacific Urethanes, LLC	Pacific Urethanes
Paramount Industrial Cos. Inc.	Paramount Sleep
Peace Lily Sleep	Peace Lily
Poliuretanos SA De CV	Poliuretanos SA De CV
PPJ, LLC	Customatic Adjustable Bedz
Pragma Coroporation	Pragma Corporation
PranaSleep, LLC	PranaSleep
Prestige Fabricators Inc.	Prestige Fabricators Inc.
Progressive Products Inc.	Progressive Products Inc.
PT Champion Mattresses Indonesia Manufacturing	Sweetnight
PT. Graha Seribusatujaya	PT. Graha Seribusatujaya
Puffy, LLC	Puffy Mattress
Purple Innovation, LLC	Purple
Quality Sleep Shop	My Green Mattress
Reliatex of Connecticut LTD	Reliatex of Connecticut LTD
Rest Easy, LLC	Pacific Mattress Co.
Rest-Medic Sleep Products	Rest-Medic Sleep Products/Luen Tai Global LTD
Restmore, LLC	Restmore
Restwell Mattress Co.	Restwell Mattress Factory
Rubic JP Co. LTD	Rubic JP Co. LTD
Safavieh International, LLC	Safavieh
Safe For Home Products, LLC	Naturepedic
Sandman Bedding, LLC	Nest and Wild
SBL, LLC	SBI, LLC
Seahawk Designs Inc.	Seahawk Designs Inc.

REGISTERED PRODUCERS *continued*

Account	DBA Name
Sealy Mattress Manufacturing Company, LLC	Sealy Mattress Manufacturing Company
Select Comfort Retail Corporation	Sleep Number
Serta Simmons Bedding, LLC	Serta and Simmons
Shanghai Shenbao Mattress Factory	Shanghai Shenbao Mattress Factory
Shen Zhen L&T Industrial Co. LTD	Luen Tai Global LTD
ShenZhen Yun Lee Sponge Products Co. LTD	Luen Tai Global LTD
Sherwood Northeast, LLC	Sherwood Bedding
Shevick Sales Corp.	Sleep on Latex
Sinomax USA Inc.	Sinomax USA Inc.
Sleep Studio, LLC	Authentic Comfort
Sleeping Pure, LLC	Sleeping Pure
Solstice Sleep Products Inc.	Solstice Sleep Products Inc.
Somnium Inc.	Somnium Inc.
Somnus Mattress International, LLC	Somnus Mattress
Sound Sleep Products Inc.	Sound Sleep Products Inc.
South Bay International Inc.	South Bay International Inc.
Southerland Inc.	Southerland Inc.
Span America Medical Systems Inc.	Span America Medical Systems
Spring Coil of the USA, LLC	Comfort Bedding of the USA, LLC
Star Seeds Co, LTD	Star Seeds Co, LTD
Stork Craft Manufacturing Inc.	Stork Craft Manufacturing USA Inc.
Suite Sleep Inc.	Suite Sleep
Technogel US Inc.	Technogel US
Tempur Production USA, LLC	Mountain Top Foam
Tempur Sealy International Inc.	Tempur Sealy
Tempur Sherwood, LLC	Sherwood West, LLC, Sherwood Southeast, LLC, Sherwood Southwest, LLC, Sherwood Midwest, LLC, Sherwood Northeast, LLC
The Bedding Group Inc.	The Bedding Group Inc.
The Furniture Bank	Houston Furniture Bank
The Original Mattress Factory Inc.	The Original Mattress Factory
The Standard Mattress Co.	Gold Bond
Therapedic of New England, LLC	Therapedic of New England
Therapedic Sleep Products Inc.	Bedding Industries of America
Tudor House Furniture Co. Inc.	Tudor House
University Loft Company	University Loft Company
Ureblock S.A. DE C.V.	Ureblock
Venture Products, LLC	Venture Products, LLC
Vien Lam Co. LTD	Vien Lam Co. LTD
Vinyl Products Mfg. Inc.	Vinyl Products Mfg. Inc.
Vispring Limited	Vispring Limited
Vi-Spring Limited	Vispring

REGISTERED PRODUCERS *continued*

Account	DBA Name
VPC Group Inc.	VPC Group
Werner Media Partners, LLC	Ghostbed
White Dove Mattress, LTD	White Dove Mattress, LTD
Wings On Furniture Inc.	Wings On Furniture Inc.
Woodhaven Furniture Industries	Woodhaven Furniture Industries
Yankee Mattress Factory Inc.	Yankee Mattress Factory Inc.
Zhejiang Alright Home Textiles Co. LTD	Zhejiang Alright Home Textiles Co. LTD
Zinus Inc.	Zinus Inc.
Zoma Sleep, LLC	Zoma Sleep

Appendix E:

Public Education Materials

Consumer Education Materials for Retailers

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

Use our website to find the one nearest you.



Ask Your Retailer to Take It Back

Retailers offering delivery of mattresses and box springs may offer to pick up an old one. Discuss during your purchase.

Contact Your Solid Waste Collector

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

Utilice nuestro sitio web para encontrar la más cercana.



Pídale a su minorista que lo reciba

Los minoristas que ofrecen entrega de colchones y bases de resortes pueden ofrecer recoger uno viejo. Analícelo durante su compra.

Póngase en contacto con el recolector de residuos sólidos

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.



DIGITAL BADGE





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 \$16.00 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.



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.



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.





bye bye mattress®
A Program of the Mattress Recycling Council®

VISIT [ByeByeMattress.com](https://www.ByeByeMattress.com) FOR DETAILS.

Contact info@byebyemattress.com or 1-855-494-8400.



CUSTOMER FAQs PUBLIC SERVICE ANNOUNCEMENTS



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](#).

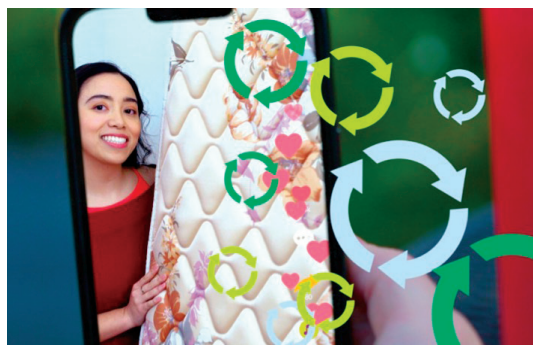
SUBSCRIBE TO OUR NEWSLETTER: [Sign up here](#) for customer education tips, program news and free resources.

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 Announcements (Video)

INFLUENCER (ENGLISH)

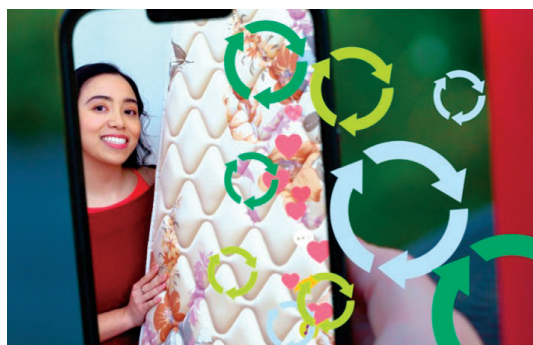


30-sec. spot: <https://youtu.be/Tei9F-2cTd4>

15-sec. spot: <https://youtu.be/vSXL5f7U2ec>

Video description:	English audio/voice over:
Open on a cell phone being swiped up to show the next reel. Reel has a female influencer (multiracial), in her apartment, with a mattress leaning against the wall in the back-ground. Spot is fast-paced with cuts and lots of “filters” on the non-phone part of the screen.	SFX: upbeat music and individual sfx for cartoon imagery.
Influencer points to mattress be-hind her nodding her head. Cartoon stars filter appears on mattress.	Girl Influencer: Hey, all!! GORGEOUS, right???
Cartoon crown filter pops up.	OK seriously. My sister gave me her new-ish mattress so it’s time to say goodbye to this old queen.
Quick cut to girl walking in neighborhood, near a park — view is her phone recording herself.	But we are NOT trashing our neighborhood or the planet today, ...no...we...are...not.
Quick cut to her spinning in a circle with arms out-stretched.	(techno singing in VO) “It’s easy to do the right thing and it feels so good!”
Cut back to girl in her room stand-ing next to her old mattress. Re-cycle symbol art pops up in the background.	This queen is getting re-cy-cled!
Cut to website popping up on screen. Cut out of girl over website, saying “for free”.	Go to ByeByeMattress dot com and see how EASY it is to recycle your mattress! FOR FREE!
Screen behind her switches to end card. She is nods, snaps her fingers and points to logo and web address. Music gets louder.	(under breath, fades in back-ground) Buh bye queen... or twin... or king...
Super: Bye Bye Mattress logo Super: ByeByeMattress.com	

INFLUENCER (SPANISH)



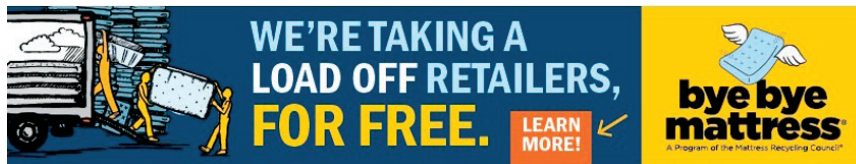
30-sec. spot: <https://youtu.be/IEuxo9dclwA>

15-sec. spot: <https://youtu.be/fWBtfm4NN08>

Video description:	Spanish audio/voice over:
Open on a cell phone being swiped up to show the next reel. Reel has a female influencer (multiracial), in her apartment, with a mattress leaning against the wall in the back-ground. Spot is fast-paced with cuts and lots of “filters” on the non-phone part of the screen.	SFX: upbeat music and individual sfx for cartoon imagery.
Influencer points to mattress be-hind her nodding her head. Cartoon stars filter appears on mattress.	Girl Influencer: ¡Hola a todos!
Cartoon crown filter pops up.	OK, mi hermana me dio su col-chón casi nuevo, así que es hora de decir adiós a mi viejo queen.
Quick cut to girl walking in neighborhood, near a park — view is her phone recording herself.	¡Pero hoy NO vamos a contaminar nuestro vecindario ni el planeta!
	No, no lo haremos.
Quick cut to her spinning in a circle with arms out-stretched.	(techno singing in VO) ¡Mi colchón se va a re-ci-clar!
	¡Es fácil hacer lo correcto y se si-ente tan bien!
Cut back to girl in her room stand-ing next to her old mattress. Re-cycle symbol art pops up in the background.	
Cut to website popping up on screen. Cut out of girl over website, saying “for free”.	Vayan a ByeByeMattress dot com y comprueben lo FÁCIL que es re-ciclar sus colchones ¡GRATIS!
Screen behind her switches to end card. She is nods, snaps her fingers and points to logo and web address. Music gets louder.	(under breath, fades in back-ground) diós queen... o twin... o king... ya saben, lo que tengan.
Super: Bye Bye Mattress logo Super: ByeByeMattress.com	

Industry Advertisement

DIGITAL



PRINT

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



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

California/Oregon:
Contact Joy Broussard (707) 307-3052
California: cvp@mrc-us.org
Oregon: ORcvp@mrc-us.org

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



**bye bye
mattress®**
A Program of the Mattress Recycling Council®

