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bye bye mattress[®]

A Program of the Mattress Recycling Council[®]

CONNECTICUT ANNUAL REPORT

19

06/30/2019

SUBMITTED BY

Mattress Recycling Council Connecticut, LLC
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SUBMITTED TO

Connecticut Department of Energy
& Environmental Protection
79 Elm Street
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SUBMITTED ON

October 15, 2019

 **Mattress Recycling Council**[®]



This year, MRC's Connecticut Bye Bye
Mattress Program collected **184,190**
mattresses and diverted more than
2,963 tons of material from disposal.

TABLE OF CONTENTS

Executive Summary & Definitions	pg. 1
Education & Outreach	pg. 7
Performance Goals & Evaluation	pg. 28
Recommendations for Change	pg. 44
Conclusion	pg. 46
APPENDIX A • 2018-2019 Fiscal Year (covering July 1, 2018 - June 30, 2019)	pg. 49
APPENDIX B • Collection Participants	pg. 56
APPENDIX C • Stakeholder Outreach	pg. 58
APPENDIX D • Registered Producers	pg. 59



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

EXECUTIVE SUMMARY & DEFINITIONS

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Pursuant to Section 2(j) of Connecticut Public Act 13-42, as amended (the Act), as codified at Sections 22a-905a, et seq. of the Connecticut General Statutes, the Mattress Recycling Council Connecticut, LLC (MRC) submits to the Connecticut Department of Energy and Environmental Protection (DEEP) this Annual Report. The Report provides the requested data on the results that MRC achieved in administering the Connecticut mattress stewardship program (the Program) during the state's 2019 Fiscal Year (July 1, 2018 to June 30, 2019) (the Reporting Period).

OVERVIEW OF MATTRESS RECYCLING COUNCIL CONNECTICUT, LLC

The Act requires that mattress producers form a “council” that develops a statewide Program to collect mattresses and box springs (collectively units) discarded in Connecticut. The Act also provides that the Program will be funded through a visible fee collected from consumers and other purchasers on all mattresses and box springs sold in the state.

The International Sleep Products Association 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 the Program. On July 1, 2014 the Council submitted a plan to DEEP outlining how the Program would meet the Act'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. The Council proposed revised performance goals in September 2016 based on the Program's performance during its initial year, which DEEP accepted on Nov. 2, 2017.

In addition to Connecticut, the Council administers statewide mattress recycling programs in two other states - California and Rhode Island. In each of these states, the Council has developed a statewide network 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.

Effective July 1, 2017, the Council created for each state program a limited liability company in which the Council is the sole member. The Council transferred all functions related to the Connecticut Program to the Mattress Recycling Council Connecticut, LLC (MRC).

In promoting the Program to consumers, MRC has branded itself as “Bye Bye Mattress.”

PROGRAM OBJECTIVES

MRC has designed and implemented the Program to accomplish the following:

- Collect a mattress stewardship fee that funds the cost of operating and administering the Program
- Provide for free and accessible statewide, opportunities for residents to discard their used mattresses
- Provide for free collection of discarded mattresses from municipal transfer stations
- 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 discarded mattresses

PROGRAM PERFORMANCE HIGHLIGHTS

The Act required MRC to establish goals to measure the Program's performance. During the Reporting Period, MRC achieved or is on pace to achieve most of these goals. Highlights of the Program's fourth year include:

- Collected 184,190 mattresses and recycled 2,963 tons of material
- Expanded the Program from 129 to 136 municipalities and continued to enroll other entities
- Surpassed the annual goal to collect more than 30,000 mattresses from retailers by over 7,000 units
- Increased educational facility participation to 28 campuses and recycled 4,738 units from these sources
- Diverted nearly 4,000 mattresses from Volume Reduction Facilities and Waste-to-Energy Facilities by enrolling more upstream sources in the Program such as small solid waste haulers

REPORT OVERVIEW & DEFINITIONS

Pursuant to Section 2(j) of the Act, this Annual Report contains the following information:

1. The tonnage of mattresses collected pursuant to the Program from:
 - i. Municipal transfer stations
 - ii. Retailers; and
 - iii. All other covered entities;

2. The tonnage of mattresses diverted for recycling;
3. The weight of mattress materials recycled, as indicated by the weight of each of the commodities sold to secondary markets;
4. The weight of mattress materials sent for disposal at each of the following:
 - i. Waste-To-Energy facilities;
 - ii. Landfills; and
 - iii. Any other facilities;
5. A summary of the public education that supports the Program;
6. An evaluation of the effectiveness of methods and processes used to achieve performance goals of the Program;
7. Recommendations for any changes to the Program.

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:

- (A) An unattached mattress pad or unattached mattress topper, including any item with resilient filling, with or without ticking, that is intended to be used with or on top of a mattress;

(B) A sleeping bag or pillow;

(C) Car bed;

(D) Juvenile products including: a carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, crib bumper or the pads for those juvenile products;

(E) A product that contains liquid- or gaseous-filled ticking including any water bed or air mattress that does not contain upholstery material between the ticking and the mattress core;

(F) Any upholstered furniture that does not contain a detachable mattress

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

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

(A) The owner of a trademark or brand under which a mattress is sold, offered for sale or distributed in this state, whether or not such trademark or brand is registered in this state; and

(B) Any person who imports a mattress into the United States that is sold or offered for sale in this state and that is manufactured or renovated by a person who does not have a presence in the United States;

“Recycling” means any process in which discarded mattresses, components and by-products may lose their original identity or form as they are transformed into new, usable or marketable materials. “Recycling” does not include as a primary process the use of incineration for energy recovery or energy generation by means of combustion.

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

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

(A) Stripping of a mattress of its ticking or filling without adding new material;

(B) Sanitization or sterilization of a mattress without otherwise altering the mattress;
or

(C) Altering of a mattress by a renovator when a person retains the altered mattress for personal use, in accordance with regulations of the department of business regulation

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

“Retailer” means any person who sells mattresses in this state or offers mattresses in this state to a consumer.



MRC's education and outreach efforts are designed to inform consumers, mattress retailers and other stakeholders about the **Bye Bye Mattress Program**, that the fee is mandated by state law, why the fee is needed, what the fee funds, how to recycle through the Program and that some parties have obligations.

EDUCATION & OUTREACH

EDUCATION & OUTREACH

MRC's education and outreach efforts are designed to inform consumers, mattress retailers, producers and other stakeholders:

- About the Program
- That the fee is mandated by state law
- Why the fee is needed and what it funds
- About opportunities for recycling discarded mattresses through the Program
- That some parties have obligations under the Program

To reach these audiences, MRC uses a wide array of communications and marketing methods including: targeted direct mail and printed collateral, advertising and media relations, websites and social media, site visits and participation in community and industry events. MRC has trademarked the names "Mattress Recycling Council" and "MRC" for use with industry and non-consumer stakeholder audiences, and "Bye Bye Mattress" as its consumer-facing identity.

This approach aligns with MRC's Connecticut Program education and outreach performance goals:

- Distribute point-of-sale materials that explain the purpose of the recycling fee to consumers
- Identify non-compliant Connecticut mattress retailers, require them to register with MRC and collect and remit the fee
- Continue to conduct stakeholder meetings for each Covered Entity subgroup and other interested parties
- Contact and visit stakeholders to educate them about the benefits and obligations of Program participation

An evaluation of MRC's achievement of these goals is discussed in further detail in the **Goals & Methods Evaluation** section.

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

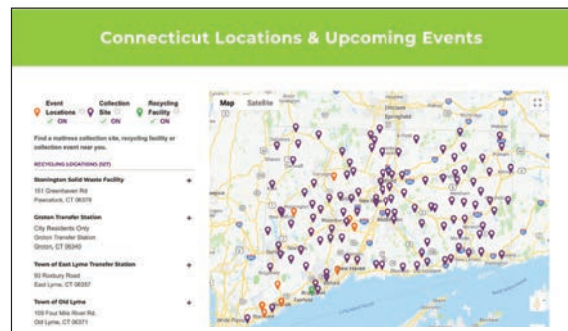
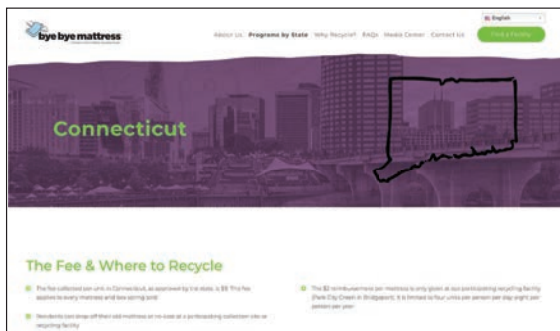
CONSUMER EDUCATION

To build awareness of Bye Bye Mattress in each state in which MRC operates, MRC developed a website (ByeByeMattress.com), consumer education materials and a Public Service Announcement (PSA) campaign. The branding strategy also uses online advertising, community events, media relations and social media to increase consumer awareness of the Program.

In May 2019, MRC conducted a consumer awareness survey. Of the surveyed Connecticut residents, 45% were aware that a mattress could be recycled. This awareness level is similar to the awareness levels MRC measured in other Program states, although it is 7% less than the awareness level measured during the preceding Reporting Period. MRC will continue to survey residents each year to monitor their awareness of the Program and if they recall key messages such as how to dispose of a mattress for recycling.

BYEBYEMATTRESS.COM

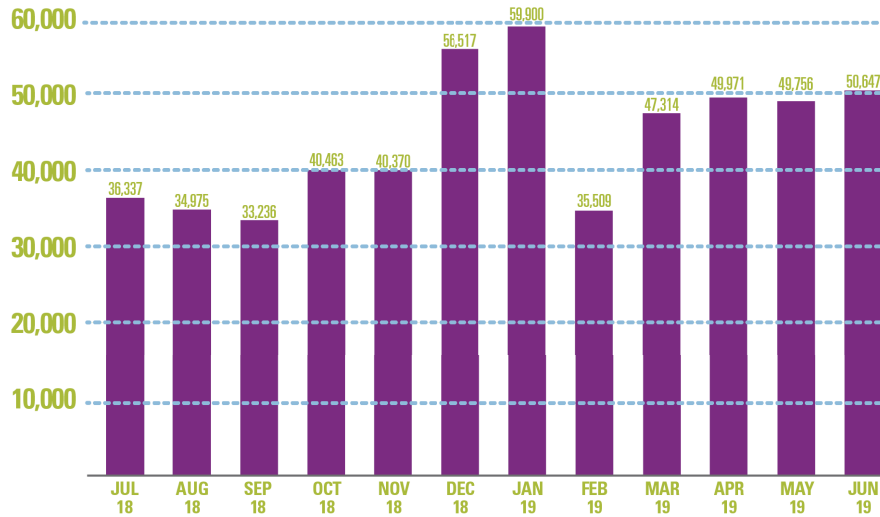
Consumers can easily find no-cost recycling locations in Connecticut and information about the recycling fee and Program on ByeByeMattress.com. MRC promotes this site in Connecticut through consumer education materials, PSAs, advertising, media relations and social media. DEEP's "What Do I Do With..." directory and RecycleCT.com also promote the Program and how to recycle mattresses in each city or town. Although most consumers visit ByeByeMattress.com to access the recycling locator, the site also contains important information about the recycling fee, updates about the Program's performance and MRC's expansion efforts in the state. It is also a platform for educating the public about the mattress recycling process and its environmental benefits.



BYEBYEMATTRESS.COM

During the Reporting Period, 417,150 users visited ByeByeMattress.com generating 534,995 sessions. This is a growth of 47% in users and 46% in sessions from the previous Reporting Period.

**Bye Bye Mattress Web Traffic Sessions
July 2018 - June 2019**



CONSUMER EDUCATION MATERIALS

MRC provides retailers with free point-of-sale materials to help them explain the Program and the fee to their customers. These include an information card, in-store posters and a Frequently Asked Questions (FAQ) document. MRC uses a monthly e-newsletter, email notifications, industry publications and events to regularly inform retailers that these materials are available from MRC and that reorders are also free.

INFORMATIONAL CARD: The informational card is designed to accompany the consumer invoice or receipt and explain the purpose of the Program and the fee. A Spanish translation is on the reverse side.

IN-STORE POSTERS: MRC makes the posters available in two sizes to provide flexibility in how a retailer may use them in the store.

CUSTOMER FAQs: The customer FAQs are provided in English and Spanish to assist retailers with sales associate training. These are also available to the public on ByeByeMattress.com on the “FAQs” page.

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



INFORMATIONAL CARD

IN-STORE POSTER

CUSTOMER FAQs

PAID ADVERTISING CAMPAIGN

MRC supplemented its other media efforts with a statewide advertising campaigns consisting of television, radio and an outdoor billboard. The ad campaigns ran in October 2018 and again in February 2019. They coincided with holiday weekends when retailers sell large volumes of mattresses. Collectively, the campaigns generated approximately 10 million impressions.



TV AD

View Sandman. Click to watch:



:60 PSA

<https://dl.orangedox.com/MRCSandmanTV60>



:30 PSA

<https://dl.orangedox.com/MRCSandmanTV30>

Hear Sandman. Click to listen:



:60 PSA ENGLISH

<https://dl.orangedox.com/MRCSandman60>



:60 PSA SPANISH

<https://dl.orangedox.com/MRCSandmanSP60>



:30 PSA ENGLISH

<https://dl.orangedox.com/MRCSandman30>

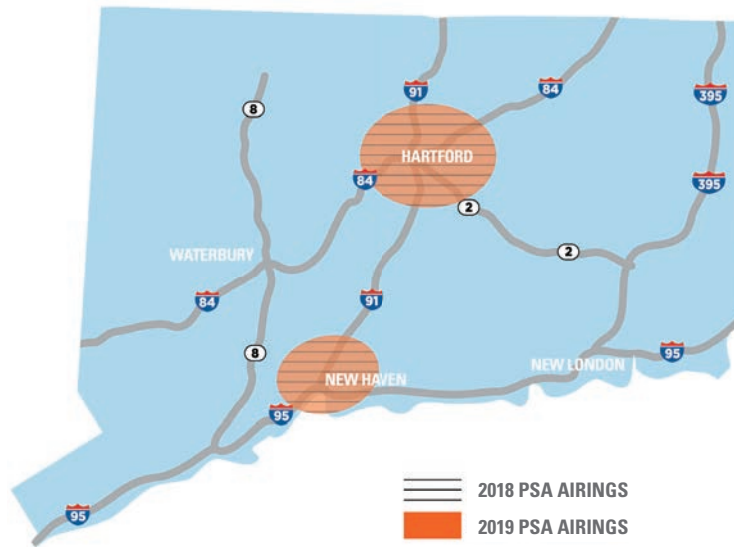


:30 PSA SPANISH

<https://dl.orangedox.com/MRCSandmanSP30>

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

MRC's current and past PSA campaigns are available in the Bye Bye Mattress Media Center. During this Reporting Period, MRC promoted use of the Stop Illegal Dumping materials and offered Connecticut communities the ability to request co-branded video spots for use in their own communication channels (websites, social media, presentations, etc.)



STOP ILLEGAL DUMPING PSA: In June 2018, MRC distributed a 30-second TV spot in English and Spanish to television stations in Connecticut and in other Program states. The TV PSA received 539 Connecticut airings during the Reporting Period and received above average airings in the early morning and daytime. The Hartford-New Haven media market consistently ranks as one of the top three markets where the PSA receives the most airings. MRC released radio, print and outdoor versions of the PSA in April 2019 but had not received confirmations of use from these media outlets by the end of the Reporting Period. MRC will continue to encourage use of the PSAs by reaching out to PSA directors and other station executives, as well as print media and billboard companies, through direct mail reminders, phone calls and emails.

In general, collection network participants in all of MRC's Program states showed little interest in using co-branded PSA spots. In Connecticut, only the Town of Branford opted to use a co-branded PSA spot in its own communication channels. For these reasons, MRC has decided not to offer co-branded spots to Program participants in the future.



View Stop Illegal Dumping. Click to watch:



TV ENGLISH

<https://dl.orangedox.com/IllegalDumpingEnglish>



TV SPANISH

<https://dl.orangedox.com/IllegalDumpingSpanish>

Hear Stop Illegal Dumping. Click to listen:



RADIO ENGLISH

<https://dl.orangedox.com/wtYyQnhTPsZ8pWYJxT>



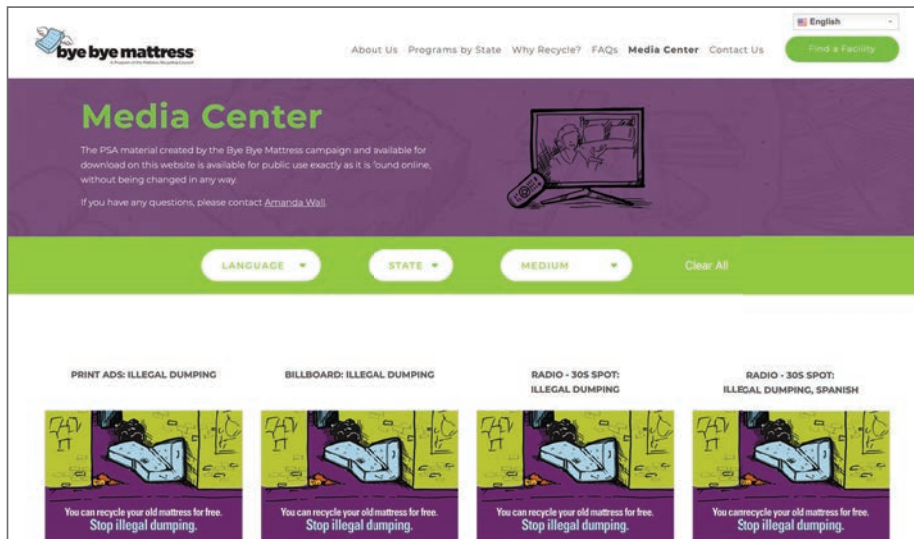
RADIO SPANISH

<https://dl.orangedox.com/5rVASIpHtA2IPCyAps>



OUTDOOR BILLBOARD

OTHER AVAILABLE CONTENT: Previously created video, radio and outdoor ads remain available for download and use. MRC periodically encourages its stakeholders to use and share this material with their local media.



ONLINE ADVERTISING

MRC received a grant from Google for free AdWords services to drive traffic to Bye-ByeMattress.com. These ads geographically target web searches for mattress recycling, disposal and junk removal in all of the states where MRC operates a Bye Bye Mattress Program and direct visitors to the recycling locator. The ad appears within the top three results.

Connecticut's ad garnered 1,962 impressions that led to 303 clicks on the recycling locator. This equates to a 15% click-through-rate, which is well above the industry standard of 2%. MRC renewed the grant in 2019 and continued paid online advertising. Paying for AdWords allows MRC to take full advantage of Google's advertising service and have more flexibility in ad design, targeting and keyword choices (the ads under the grant program come with restrictions and limitations). Paid ads garnered an additional 3.9 million impressions and received 3,731 clicks to the locator, resulting in a 0.10% click-through-rate.

MRC will continue to monitor the AdWords grant and paid ads through 2020 and make improvements to its online advertisements.

The image shows a screenshot of an online advertisement for Bye-Bye Mattress. The ad is divided into two main sections. The top section is titled "Free Mattress Recycling | Find Where and How" and includes a link to byebyemattress.com/Mattress/Recycling and the phone number 855-229-1691. Below this, there are four columns of text: "Recycling FAQs" (Most Common Questions About Mattress Recycling), "Why Recycle" (What Happens When A Mattress Is Recycled. Learn More Today), "Find A Facility" (Bye Bye Mattress Facility Locator, Find A Facility Near You Today), and "Recycling Programs" (Learn More About Mattress Recycling In Your State). The bottom section is titled "Have An Old Mattress? | Recycle It For Free" and includes the link www.byebyemattress.com. To the right of the text is a graphic with a stack of mattresses and the text "TO FIND A MATTRESS RECYCLER NEAR YOU CLICK HERE!" and the "bye bye mattress" logo.

COMMUNITY EVENTS

MRC engages with the public through collection events and public appearances. Collection events provide a way for MRC to service an area that might not have a facility capable of or willing to be a permanent collection site or targets a specific need (such as neighborhood cleanup, move out day at a university, etc.). Meanwhile, public appearances help MRC boost awareness of the Program and educate residents about the benefits of mattress recycling and how to access sites in their area.

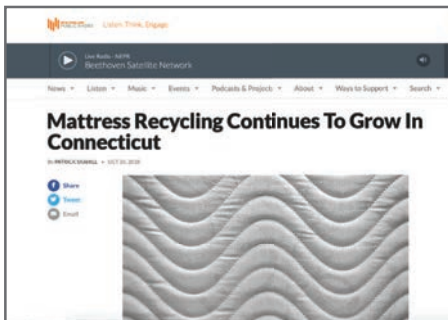
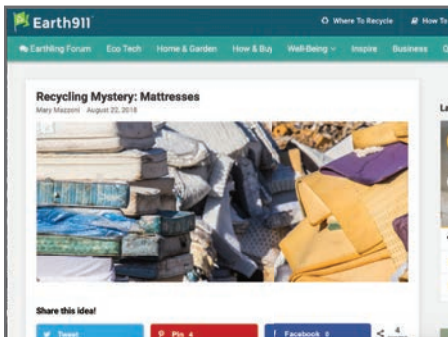
COLLECTION EVENTS: This Reporting Period, six communities held collection events, one of which worked with Farmington's curbside collection service. Meanwhile, in other communities MRC provided mattress collection to pre-established events for special waste collection such as Orange's Shred Day. MRC will continue to seek opportunities with towns that hold special waste or recycling events for other products.

PUBLIC APPEARANCES: To educate residents about mattress recycling benefits and options, MRC participated in Earth Day events in both Woodbury and Newtown, as well as Wilton's Go Green Zero-Waste Faire.

MRC also continues to monitor how Connecticut communities participate in annual events such as Keep America Beautiful's Great American Clean Up (First day of Spring), Earth Day (April 22), Public Works Week (May), Ocean Conservancy's Coastal Clean Up Day (September), World Clean Up Day (September 15), and Keep America Beautiful's America Recycles Day (November 15).

MEDIA RELATIONS

MRC's media relations activities in this Reporting Period generated press coverage equivalent to approximately \$307,000 in advertising value. Notable media placements included WNPR, New England Public Radio, WSHU, *Record Journal*, *Berlin Citizen*, *New Haven Register*, *Connecticut Post* and *The Advocate*, as well as national mentions on Earth 911 and Houzz. Major announcements distributed to Connecticut media included the implementation of the Stop Illegal Dumping campaign and media briefings surrounding the 2017-2018 Annual Report highlights.



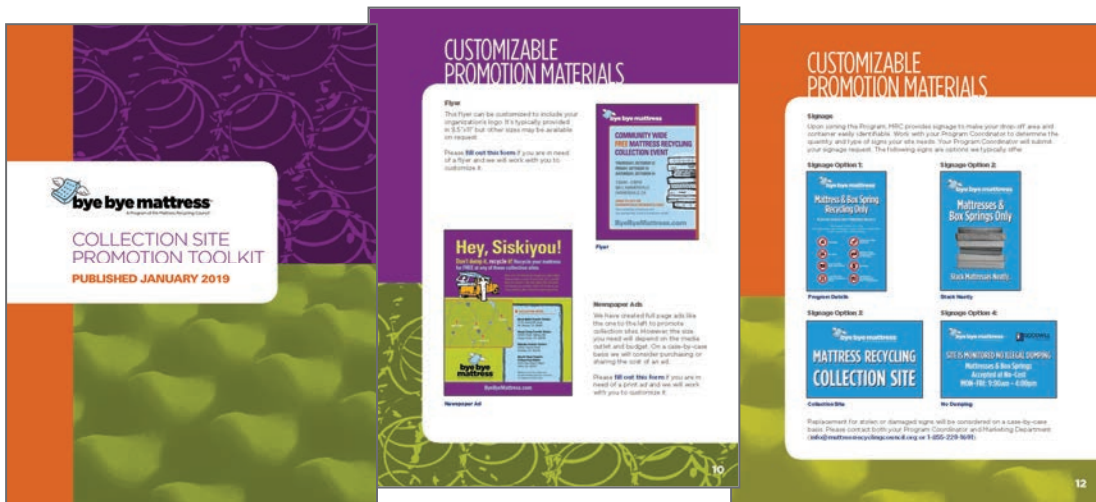
COLLECTION SITE AND EVENT TOOLKITS

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

Click Below To View

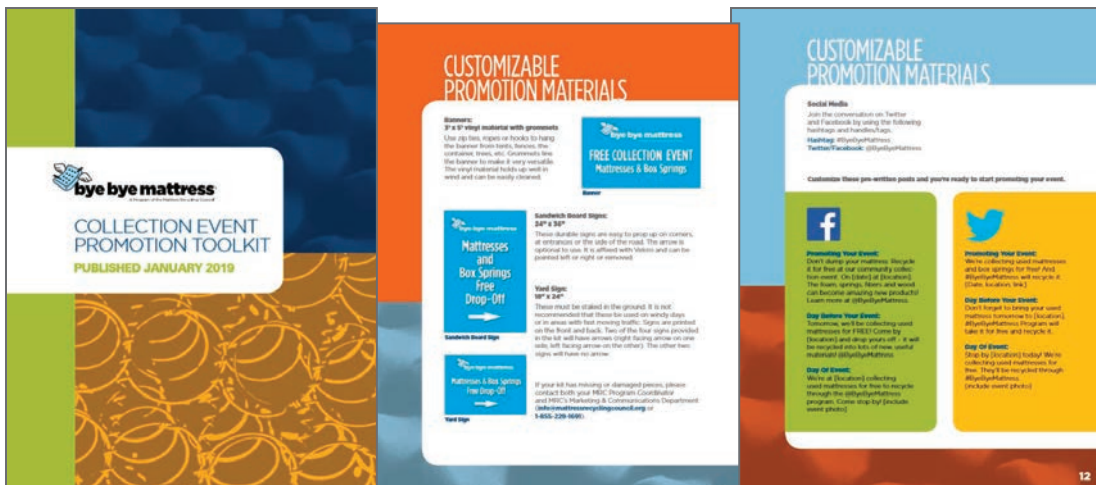
COLLECTION SITE PROMOTION TOOLKIT

<https://dl.orangedox.com/4pJlDe>



COLLECTION EVENT PROMOTION TOOLKIT

<https://dl.orangedox.com/67ephJ>



SOCIAL MEDIA

Bye Bye Mattress uses Twitter and Facebook with content shared on MRC's social media channels. However, building followers is a challenge since mattress disposal is not an ongoing activity for consumers. The average lifespan of a mattress is 10 years and many consumers discard an old mattress only when they buy a new one.

Having a daily news feed of engaging and relevant information is important for maintaining a presence on both Twitter and Facebook. To date, MRC has found social media useful in announcing community collection events and pointing visitors to ByeByeMattress.com for additional information.

During the Reporting Period, Bye Bye Mattress' national social media audience and engagement continued to grow, surpassing 1.6 million impressions on Facebook and Twitter. Meanwhile, on Facebook, more than 2,300 people each month are sharing, liking and commenting on posts. This is a 60% increase in impressions and 92% increase in engagement.



FOLLOW & LIKE
@BYEBYEMATTRESS



INDUSTRY COMMUNICATIONS

To inform retailers, producers and other industry stakeholders about the Act and their legal obligations, as well as to encourage participation in the Program, MRC uses direct mail, phone calls, websites (MattressRecyclingCouncil.org and MRCreporting.org), industry events, industry media relations and social media.

See the **Goals & Methods** section for further details on MRC's efforts to communicate with the industry and stakeholders about the Program and its benefits.

COMPLIANCE OUTREACH

MRC compiled the list of mattress retailers and producers used in its initial outreach effort in 2014 from a variety of sources, including holders of Connecticut Bedding & Upholstered Furniture Licenses, industry publication subscriber lists, Yellow Pages, the Better Business Bureau, online searches and other sources. MRC continues to monitor these lists to identify new and existing mattress retailers that may be required to register with the Program.

When MRC identifies such a party, MRC notifies the party of its potential registration and other legal obligations and follows up with a phone call or email. This outreach process continues until the party registers or explains why it is not obligated to do so. MRC also actively monitors whether retailers and other sellers are submitting their monthly reports and remitting the fees they collect by the relevant deadlines. When parties miss a deadline, MRC contacts them by email, phone and certified mail. In particularly egregious cases, MRC will involve a collections agency and legal counsel. MRC also has the authority to collect late fees and impose fines for noncompliance and may report non-compliant parties to DEEP for further action.

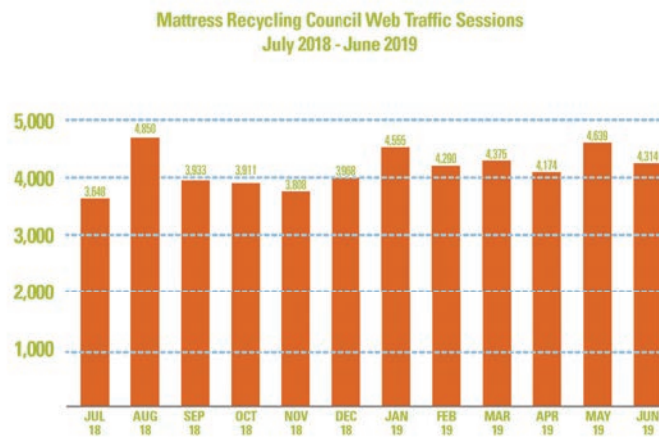
During the Reporting Period, MRC reported 19 non-compliant retailers to DEEP, five of which are now compliant. MRC also visited 10 retailers to explain how to use MRCreporting.org and discuss recycling options. MRC continues to work with DEEP on retailer compliance issues.

As required by the Law, **Appendix D** contains a complete list of registered producers. The list is current as of August 1, 2019.

WEBSITES

MattressRecyclingCouncil.org: Designed for use by the mattress industry, regulators and non-consumer stakeholders, this website attracted 40,305 users which generated 50,195 sessions between July 1, 2018 and June 30, 2019. This is a 7% increase in users and 10% increase in sessions from the previous Reporting Period.

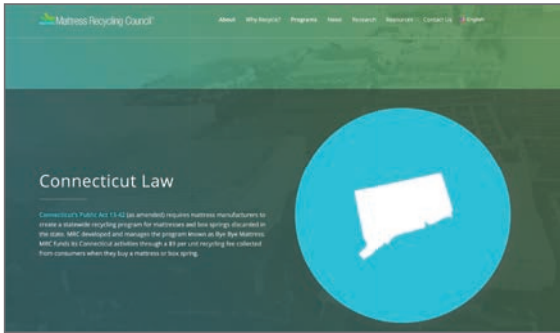
The site contains information specific to each of the three states in which MRC operates mattress recycling programs, copies of recent MRC notices, links to resources and bridges to the recycling locator (ByeByeMattress.com) and MRC's registration and payment portal (MRCreporting.org).



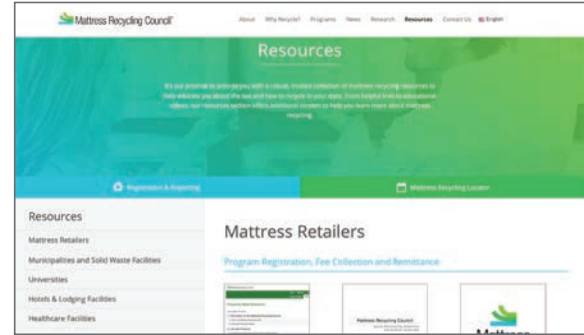
All official news from MRC is posted on the homepage and archived in the news area. The Connecticut page contains information on Connecticut's mattress recycling law and details on how the Program has expanded. By clicking on links from this page:

- Stakeholders can read the Act and information about the Program, including the approved Plan and current Annual Report
- Solid waste facilities and other eligible entities can make a request to become a collection site or event host
- Retailers and other entities can make a request to participate in the recycling Program
- Retailers and producers may link to MRC's reporting and remittance portal and learn about their legal obligations under the Program
- Stakeholders can subscribe to receive MRC's monthly newsletter

The website also contains a resources library with links and information about MRC's reporting and payment portal, consumer education materials, collection site guidelines and information sheets about recycling options for different entities (e.g. transfer stations, retailers, lodging establishments, etc.).



MATRESSRECYCLINGCOUNCIL.ORG



MRCReporting.org: Through this website, parties register with MRC and retailers and other parties that sell mattresses to end-users in Connecticut report and remit to MRC the recycling fees that they have collected.

To encourage participants to remit their fees on time, the site emails automatic reminders. The site also emails announcements to all registrants and MRC cross-posts on this website notices and information that also appear on MattressRecyclingCouncil.org.

During the Reporting Period, MRC used the site to inform Connecticut registrants about the importance of keeping their company information up to date, the availability of consumer education materials and how to recycle with the Program.



VIDEO SERIES

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

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

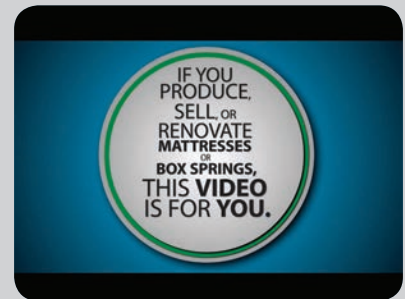
How to Register on MRCReporting.org: Provides a step-by-step guide to help retailers, producers and others understand if they must register with MRC, and if so, how to complete that process.

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

MRC also uses these videos in presentations to industry groups and in MRC's tradeshow booths.

Click Below To View

 **VIDEO SERIES**
<https://youtu.be/ptDAJNp4CSk>



MONTHLY E-NEWSLETTER

MRC emails a monthly newsletter free of charge to over 2,600 recipients, including all registered retailers and producers, collection site hosts and other stakeholders who request a subscription. Formerly known as the Program Update and now rebranded as MRC Highlights, MRC's monthly newsletter averages a 40% open rate, which, according to research conducted by Constant Contact, is nearly double the 21% average open rate for emails originating from nonprofit sources.

Content included every month includes upcoming reporting deadlines, the availability of consumer education materials and where to recycle mattresses. Other content focuses on Program results, MRC announcements and other developments.



MRC Monthly Highlights 3.29.19

MRC NEWS

Newsletter Changes Are Coming. Don't be left out!
In order to continue to bring you the most relevant news, we are considering making some changes to our newsletter. Future MRC newsletters may be divided by regional news or topics of interest.

Updating us about your preferences is greatly appreciated. [Re-subscribe here](#).

MRC President Updates Industry at ISPA Industry Conference



MRC President, Ryan Trainer, and other staff members attended and exhibited at ISPA's Industry Conference, last week in St. Petersburg, FL.

The conference gave staff the opportunity to network with over 200 mattress industry professional and give updates on the recycling program.

[Update Your Registration Account Information on MRC Reporting](#)

If 2018 brought growth and change to your company then now is a great time to review your [MRC Reporting.org](#) account information. See the [Account Guidelines](#) for how to make changes to contact information, product information or your state registrations.

IN THIS ISSUE

MRC NEWS

- Newsletter Changes Coming Soon
- MRC Attends ISPA's Industry Conference
- Account Registration Updates
- Meet Grant Johnson
- MRC Communications & Marketing Team Expanding

IN THE COMMUNITY

- 2019 Earth Day Events

COLLECTIONS SITES

- New Publicity Toolkits Available

CALIFORNIA NEWS

- Commercial Volume Pickup Launch

INDUSTRY EVENTS

During the Reporting Period, MRC participated in the following industry events:

Las Vegas Market: During the Summer 2018 and Winter 2019 Las Vegas Markets, MRC exhibited in the Home Furnishing Association's Retailer Resource Center. MRC answered retailers' registration, reporting, payment and recycling questions. Las Vegas Market is the largest bedding show in the United States. It attracts retailers, distributors and manufacturers from all 50 states and over 80 countries. Many new companies entering the U.S. bedding market also debut their products here.

ISPA Industry Conference: In March 2019, MRC exhibited at ISPA Industry Conference. MRC answered attendees' questions about recycling and the Program's progress and discussed collaborating on research projects to improve the recycling process and investigate the viability of potential new end markets.

HFA Insights: MRC participated in the HFA Insights event in September 2018 and will evaluate whether it continues to provide a good venue for MRC to reach mattress retailers and educate them about state mattress recycling laws and their recycling options.

In addition to exhibiting at HFA's conference, MRC contributes content to HFA's Legislative Update email and *RetailerNOW* magazine and meets with its members during trips to Washington, D.C. to meet federal elected officials. MRC will continue to work with HFA to connect with furniture retailers that either are not registered with the Program and should be, or are not participating in the Program as a collector of discarded mattresses for recycling.



MEDIA RELATIONS

MRC contributes content to *Sleep Savvy* and *BedTimes*. This coverage appears in each publication's sustainability section and ranges from information about the fee and its collection to updates about the Program or other recycling trends. MRC news has been published in other industry media including *Furniture Today*, *Home Furnishings Business*, *RetailerNOW* and *Sleep Retailer*. MRC also distributes news to the waste and recycling industry media. During the Reporting Period, these outlets received announcements regarding MRC's launch of the Stop Illegal Dumping campaign and expansion of the Northeast Program staff.

SOCIAL MEDIA

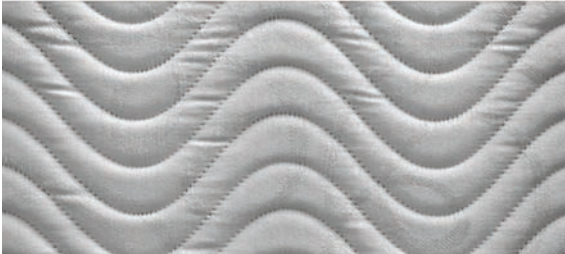
MRC uses Twitter, Facebook, LinkedIn and YouTube. Collectively, MRC has more than 650 followers on social media, comprised of a mix of individuals, civic/environmental groups, retailers, local and state government, waste haulers and recyclers.

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

Over the course of the Reporting Period, social media posts referred approximately 1% of visitors to MRC's websites and the recycling locator. MRC will continue to use social media and evaluate its effectiveness in driving traffic to MRCreporting.org,


Mattress Recycling Council
November 2, 2018

Thanks to Patrick Skahill at Connecticut Public Radio for hosting us last week to check how our program is growing in Connecticut. You can check out the interview on this link <https://bit.ly/2OjPFFD> #byebyemattress #mattressrecyclingcouncil



MattressRecycCouncil @MattRecyCouncil · Oct 24, 2018

Thanks to Renee DiNino for hosting us today at iHeartRadio in Connecticut! Look for our interview that will air 11/4 and learn how you can recycle your mattress! #MyCommunityAccess #mattressrecycling #Connecticut



Mattress Recycling Council
284 subscribers

HOME | VIDEOS | PLAYLISTS | CHANNELS | ENGAGEMENT | ABOUT

Uploads

- Shelton King's Success in California
- MRC Standard Refisher Take Back
- Bed Bug Warning
- Portable Airless Blowers in Home Depot P&L EXHAUST
- How Long Does a Mattress Last?

MattressRecycCouncil @MattRecyCouncil · Jan 8

#TestimonialTuesday

“I want to thank you for your excellent coordination in providing the trailers for the mattresses. We, at the University of Hartford, appreciate your help and look forward to continuing our relationship with you.”



— Judy Denny
University of Hartford Facilities

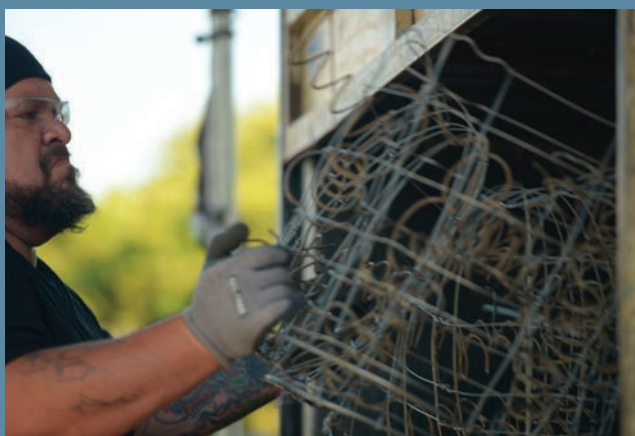
MattressRecycCouncil @MattRecyCouncil · May 23

#DYK: the wooden frame in your unwanted mattress can be recycled into landscaping mulch. Check out byebyemattress.com to learn what happens when you recycle your mattress using the @byebyemattress Program.

MRC Mattress Recycling Process and Benefits
In this video, learn about MRC's mattress recycling program, the process of how mattresses are recycle...
youtube.com

FOLLOW & LIKE
@MATTRECYCOUNCIL



MRC collects mattresses from **136** communities and **239** public and private entities that dispose of large volumes of discarded mattresses.

PERFORMANCE GOALS & EVALUATION

PERFORMANCE GOALS & EVALUATION

CONNECTICUT'S MATTRESS COLLECTION NETWORK

The success of Connecticut's Program relies largely on MRC obtaining discarded units from the existing statewide infrastructure of "Covered Entities" that collect discarded mattresses as part of their ongoing operations. The 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 discarded mattress that was discarded in the state, as well as other entities that may be eligible to participate in the Program. Of these entities, town municipal transfer stations handle the largest volume of discarded mattresses.

During this Reporting Period, residents in 136 towns had a no-cost drop-off option to recycle discarded mattresses and box springs (together referred to as "units"). These municipalities provided either permanent sites for residential drop-off, curbside collection or collection events. While many collection sites limited access to their city or town residents, all state residents can drop-off discarded mattresses for recycling at Park City Green in Bridgeport or Salvation Army stores in Newington and Hartford.

In addition to these residential collection options, 239 other entities that dispose of large volumes of discarded mattresses are also recycling their used units through the Program.

MRC continues to bring new municipalities and other entities into the Program. They must contact MRC if they want to host a collection site or one-day event, drop-off at a recycling facility, or have collected the minimum number of units to qualify for no-cost transportation services.



EVALUATION OF PERFORMANCE GOALS & METHODS

As required by Connecticut General Statutes §22a-905a(f)(2), MRC submitted updated performance goals based on its experience administering the Program following the first year of the Program's operations. DEEP accepted the updated goals on Nov. 2, 2017. Below is an evaluation of the current Program 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 - As of June 30, 2019, MRC established collection sites at 116 municipal transfer stations, giving 130 communities direct access to the Program. In addition, six public works departments held annual or bi-annual collection events. Together, sites and events gave 136 communities access to the Program.

METHODS: During the Reporting Period, MRC added seven municipal transfer stations to the collection network and held one additional event at a public works department. This increases the number of communities participating in the Program from 129 in the previous year to 136. MRC attributes the increase to maintaining regular communication with new entities, increased awareness of the Program among public works officials and proactively addressing barriers to participation.

There are currently four participants that deliver units from the curb to a collection container provided by MRC or directly to an MRC recycler. These curbside collection services serve approximately 287,000 residents in Connecticut. Units collected from the curb are often wet, soiled and damaged, making them less recyclable and more likely to be disposed of by the recycler.

To maintain communication with municipal transfer stations, MRC uses in-person meetings, phone calls and email. MRC's Northeast Program Coordinator conducts unannounced site visits, as well as scheduled appointments, to discuss the Program and compliance with participation requirements. Topics covered in these meetings include identifying non-Program material that MRC recyclers cannot accept, screening mattresses for excessive damage or contamination, informing residents about the Program and addressing illegal dumping concerns. In addition to in-person meetings, MRC also sends updated Collection Site Guidelines to all participants to reinforce product acceptance and contamination criteria. These contacts also receive MRC's monthly newsletter throughout the year.

MRC continues to discuss the Program with non-participating municipal transfer stations. Barriers to participation include limited labor resources (required to stack and handle mattresses), space constraints, challenges with curbside logistics (coordinating with third parties for separate mattress collection) and bed bug concerns.

For municipalities lacking resources or space to participate as permanent collection sites, MRC offered to host a community collection event. All event costs including staffing, labor, transportation and recycling of the collected mattresses are provided at no-cost. MRC also assists with event publicity and signage (as described in **Education & Outreach**).

For those experiencing challenges with curbside logistics, MRC offered to provide alternate access to residents through a permanent collection site or collection events.

For municipalities concerned about bed bugs, MRC posted a bed bug training webinar to the resources section of MattressRecyclingCouncil.org that participants can view on demand. The training was hosted by the Connecticut Coalition Against Bed Bugs (CCABB) and remains available to all Program participants at no cost. MRC promoted the webinar to municipalities during individual site visits and meetings. Highlights of the presentation include dispelling health-related myths, bed bug identification and best practices for protecting facility staff. MRC also integrated CCABB's information into MRC's Program Collection Site Guidelines.

COLLECTION GUIDELINES



**Connecticut Mattress Recycling Program
COLLECTION GUIDELINES**

Revised September 2017

CONTACTS

MRC Program Coordination
MRC Office
1111 Park Street
Hartford, CT 06103
Phone: 860.426.1234
Email: info@mattressrecycling.org
Please contact MRC directly with any questions, comments, or for more additional information.

Assigned Transporter
Assigned Recycler

TABLE OF CONTENTS

2. Program Materials
5. Mattress Collection & Handling
7. Transportation & Processing
8. Recycle/Disposal
8. Program Withdrawal & Termination

About the Mattress Recycling Council
The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to develop and operate the Connecticut mattress recycling program. MRC submitted an implementation plan to the Connecticut Department of Energy and Environmental Protection (CT DEEP) on July 1, 2014. The plan was approved on December 31, 2014. The Connecticut mattress recycling program will begin on May 1, 2015.

MRC has contracted with service providers to transport mattresses for recycling from collection sites throughout the state. This Program is funded by recycling fees collected when Connecticut consumers buy a mattress or sleeping (like foundation). For simplicity, we will refer to both mattresses and bed springs as just mattresses. These Guidelines describe the Program and what your facility needs to do to participate. These Guidelines may also be subject to change.

Public Law
In 2013, Connecticut enacted Public Act 13-45, later amended by Public Act 14-233, which requires mattress manufacturers to create a recycling program for mattresses discarded in the state. The mattress industry created MRC to fulfill these requirements.

What MRC Provides
Staff at all participating collection sites must be knowledgeable regarding these Guidelines before accepting mattresses.

The MRC program will provide the following to participating municipalities:

- A collection container to store mattresses that is appropriate for the number of mattresses that the collection site expects to generate and the site's available space.
- Transportation from the municipal collection site to a contracted recycler.
- No cost mattress recycling services.

Page 1

MATERIALS COLLECTION & HANDLING

Each collection site will have unique operational considerations. Participating facilities must make their own decisions about how to best manage their operations in the safest manner possible in accordance with applicable laws. At a minimum, each participating site must meet these requirements:

TYPE	OPERATIONAL REQUIREMENTS
SITE	Each collection site must be secure with adequate space and staffing to handle and store recyclable mattresses.
STAFF	Each collection site must have knowledge of, and comply with all applicable Federal, state and local laws. These may include, but are not limited to, zoning requirements, state permit requirements, and OSHA or other workplace requirements. Please contact CT DEEP's general permitting information line at 860.426.1234 to confirm whether your site is in compliance with all applicable regulations or requirements for accepting mattresses for recycling at your site.
INSURANCE	Each collection site must maintain general liability insurance of at least \$1,000,000 per occurrence.
TRAINING	Staff at each collection site must be trained and knowledgeable regarding these Guidelines before accepting mattresses for recycling.
PERMITS & COMPLIANCE (SEE FOOTNOTE)	A collection site that has a CT DEEP General Permit for Municipal Transfer Stations must also permit program materials to be stored at that site, or make every effort to ensure their recyclability. In addition, all collection sites must: <ul style="list-style-type: none"> • Make every effort to place mattresses in MRC designated storage containers immediately upon acceptance. • Keep mattresses intact and not intentionally crush or puncture them. • Efficiently stack mattresses to maximize the number of units loaded in each storage container. • Provide oversight to keep unacceptable items out of MRC designated storage containers. • Remove any non-program materials from MRC designated storage containers before transport to MRC recyclers. • Practice good housekeeping standards, and keep storage containers and program materials in a neat and orderly condition.
WYS ACCESS	Collection sites must allow MRC access to confirm compliance with these Guidelines.

Page 2

PROGRAM MATERIALS

ACCEPTABLE

Only mattresses good and discarded in Connecticut can be accepted by the Program. Below are mattresses that are acceptable by the program.



A participating collection site may not charge for mattresses that are dropped off at its site and accepted through the Program, but may charge for the cost of collecting a mattress of improper weight or other items that do not qualify as a collection site for recycling.

Page 2

MRC continues to contact non-participating municipalities through individual site visits and meetings. This Reporting Period MRC contacted all Regional Councils of Governments to discuss methods of outreach to non-participating municipalities, presented at a South-Central Regional Council of Governments meeting and worked with sustainability groups to address municipal concerns. MRC also attends meetings hosted by DEEP for municipal recycling coordinators and city leaders to discuss Program progress and encourage participation.

MRC's municipal information sheet and Program Guidelines (also available on MRC's website) are useful informational tools as MRC interacts with these stakeholders.

VOLUME REDUCTION FACILITIES

GOAL: Volume Reduction Facilities (VRF) 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 contacted all permitted VRFs to inform them about the Program. Currently, 13 VRFs participate in the Program and one VRF joined during this Reporting Period. The progress made with upstream sources includes adding 14 small haulers to the Program, seven municipal transfer stations and one additional collection site that accepts mattresses from any resident in the state.

METHODS: The methods VRFs use to collect mattresses contaminate and damage them, rendering them unsuitable for recycling. However, VRFs remain an important stakeholder because of their relationships with the municipalities and businesses that use their facility to dispose of mattresses.

Instead of collecting mattresses directly from VRFs, MRC offered assistance to these facilities to educate their customers about the Program and encourage them to divert their units through another channel (a collection site, event or recycler). MRC also encourages VRFs to educate customers that rent disposal containers for household cleanouts to stack or store mattresses in containers properly to decrease damage or contamination of the units.

During the Reporting Period, MRC also focused on increasing diversion of mattresses from upstream sources by recruiting 14 small haulers to participate in the Program. This resulted in nearly 4,000 units being recycled. In addition, the eight new municipalities added this Reporting Period and 11 collection events also helped divert units from VRFs.

MRC will continue to work with VRFs on educational opportunities to increase the recyclability of its units and diversion to upstream collection sources.

RETAILERS

GOAL: Recycle approximately 30,000 mattresses from retail sources annually.



ACHIEVED – Retailers recycled 37,577 units from retail sources during this Reporting Period.

METHODS: MRC provides no-cost recycling to retailers that comply with the Program and make delivery and scheduling arrangements with MRC’s Northeast Program Coordinator. The retailer may self-haul or use a third-party to deliver discarded mattresses directly to an MRC recycler. MRC provides no-cost transportation to retailers that collect a minimum of 50 units.

Traditional brick-and-mortar retailers were the source for 37,577 units recycled during this Reporting Period. Four retailers joined the Program, bringing the total number of retailers that provide units for recycling to 35. Although the Program reached its goal, units collected from retailers are 9% below the number collected during the preceding year.

MRC understands that this decrease reflects the impact of several long-term market trends that is resulting in traditional brick-and-mortar retailers collecting fewer discarded units from consumers. These factors include the increasing share of the mattress market captured by boxed beds sold over the Internet. Few of these units are sold and delivered by brick-and-mortar retailers, resulting in fewer discarded units being collected by those retailers. Furthermore, sales of new box springs have been falling for a number of years. This is resulting in fewer box springs being discarded for recycling. Both of these factors reduce the number of discarded units being collected by traditional brick-and-mortar retailers. In addition, MRC understands that a number of retailers provide the discarded mattresses they collect to renovators and do not make them available for recycling through the Program. Although the exact number of units collected for recycling from retailers annually will fluctuate, MRC anticipates that these trends will result in retailers’ share of recycled mattresses gradually declining over the long term.

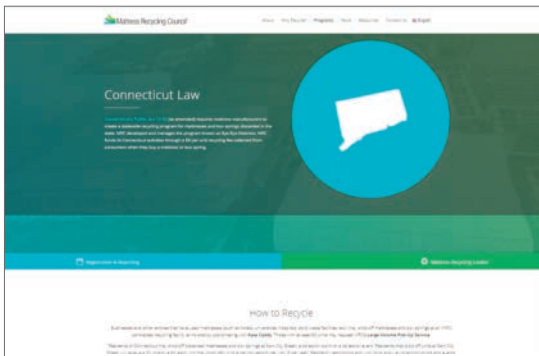
The following table demonstrates the number of units collected from retailers year over year.

TABLE 1: UNITS COLLECTED FROM RETAILERS DURING REPORTING PERIOD

Reporting Period (July 1 – June 30)	2015-2016	2016-2017	2017-2018	2018-2019
UNITS	24,514	28,737	41,247	37,577

MRC promotes recycling to the mattress industry through its website (MattressRecyclingCouncil.org), online portal notifications (MRCreporting.org), a monthly e-newsletter, 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 the retailer information sheet and brochure explain the benefits of recycling, what MRC provides retailers and how to contact the Northeast Program Coordinator. During this Reporting Period, MRC launched an ad campaign to increase retailer and consumer awareness of the Program.



LODGING

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



NEARLY ACHIEVED – Ten hotels used the Program this Reporting Period recycling 3,719 units, which achieves 74% of this goal. Nine hotels joined the Program this Reporting Period bringing the total number of hotels participating in the Program to 49.

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

To reach the lodging industry, MRC sends information to area properties through the Connecticut Lodging Association (CLA) newsletter twice per year and maintains an Allied Membership with the CLA. CLA represents all segments of the lodging industry, including hotels, motels, inns, bed & breakfasts, attractions and service providers. To increase awareness of the Program MRC sponsored and exhibited at the CLA 114th Annual Dinner and Stars of the Industry event.

Industry Partner Highlight: Mattress Recycling Council

Local nonprofit that manages the mattress recycling program in the state.

Through this program the lodging industry can receive **no cost recycling of mattresses.**

[CLICK HERE](#) to view pdf with program details.

The Mattress Recycling Council

Kate Caddy

Northeast Program Coordinator

Cell: 571-279-7366

kcaddy@mattressrecyclingcouncil.org

www.mattressrecyclingcouncil.org



CLA NEWSLETTER

MRC also continues to communicate with those that have received Connecticut’s Green Lodging certification from DEEP and maintains mattress recycling information in the Green Lodging certification program resources library. Twice each year, MRC is featured in an email blast to Green Lodging members.

In addition to these industry groups, MRC maintains ongoing communications with sustainability directors of major hotel brands and companies that help lodging establishments refresh and renovate their properties.

The 3,719 units collected by MRC this Reporting Period represents a decrease from the previous period. Although nine additional lodging establishments began sending their units to Program recyclers, this goal is contingent on the number of lodging establishments replacing their mattresses and the number of units being discarded for recycling. Based on our experience administering the Program, MRC has learned that instead of sending their discarded units to MRC recyclers for processing, some lodging establishments provide their discards to renovators.

Hotels replace and discard mattresses intermittently. As a result, the total number of units the Program obtains from lodging establishments will fluctuate from year to year. If business is good, replacements tend to occur more frequently, but if business is slow, the establishments tend to defer replacements.

MRC understands that lodging sector business in Connecticut has been hurt by several factors in recent years that have resulted in hotel room occupancy rates in the state lagging behind the national average. For example, ongoing state budget problems have resulted in the state providing less money to promote Connecticut tourism. At the same time, the combined 15% Connecticut lodging and sales tax collected on hotel room charges – the highest in the United States – creates a disincentive for individuals to travel to and stay in Connecticut lodging establishments. Likewise, it appears that Connecticut’s 10% admissions tax collected from attendees at conventions and entertainment and sporting events discourages promoters from hosting such events in the state. If these conditions continue, it could result in further reductions in the number of units these establishments discard in the future.

The following table demonstrates the fluctuation in units collected from lodging establishments year over year.

TABLE 2: UNITS COLLECTED FROM LODGING FACILITIES DURING REPORTING PERIOD

Reporting Period (July 1 – June 30)	2015-2016	2016-2017	2017-2018	2018-2019
UNITS	4,205	3,518	4,444	3,719

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

HEALTHCARE FACILITIES

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



ACHIEVED - MRC conducted extensive outreach to healthcare organizations this Reporting Period. Two facilities joined the Program and recycled 46 units. Ten healthcare facilities are now participating in the Program by sending their discarded mattresses for recycling.

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

During the implementation phase of the Program, MRC learned that units discarded by healthcare facilities are not recycled for two primary reasons: mattress value and biological contamination. A strong secondary market exists for specialty hospital mattresses discarded by healthcare facilities. These discarded units are frequently resold domestically or exported and are not being landfilled or incinerated in Connecticut and therefore are not available for recycling in the state.

Furthermore, healthcare facility mattresses with breached outer ticking or physical contamination are not suitable for recycling through the Program and are instead disposed of as solid or biological waste due to liability concerns.

Persuading healthcare facilities to participate in the Program given the existence of these factors has proven difficult. Nevertheless, MRC continues to contact Connecticut healthcare organizations including Connecticut Healthcare Environmental Roundtable, Connecticut Hospital Association, Practice Green Health, Connecticut Association of HealthCare Facilities and Leading Age. Many of these groups assisted MRC with distributing information to their members. MRC used email and phone calls to communicate with the larger healthcare facilities in Connecticut that have not joined the Program. During the Reporting Period, MRC also requested that EPA's Region 1 Healthcare and Social Assistance Sector (whose jurisdiction includes Connecticut) include MRC's healthcare facility information sheet in its online newsletter.

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

PRISON MATTRESSES

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



ACHIEVED - Two prison facilities joined the Program this Reporting Period and 400 units were evaluated for recycling. MRC and a contracted recycler are researching alternative end markets and uses for mattress commodities to increase the recyclability of products from all sources.

METHODS: During this Reporting Period, discarded prison mattresses were received by an MRC recycler. The recycler concluded that the Program could not recycle prison mattresses because prison mattresses tend to be made primarily of polyester batting which has no demand as a post-consumer commodity. 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 - Two facilities joined the Program this Reporting Period bringing the total number of participants to 28. Educational facilities recycled 4,738 units this Reporting Period.

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

Fifteen educational facilities recycled 4,738 units this Reporting Period. Of the educational facilities that used the Program this Reporting Period, 13 were colleges and universities and two were boarding schools.

MRC continued to contact non-participating colleges and universities. It also focused on building a network of off-campus student housing contacts. This outreach resulted in two new educational facilities joining the Program during the Reporting Period.

Major outreach to this stakeholder group included exhibiting at Eastern Connecticut State University during Campus Sustainability Month sponsored by Sustainable CT. MRC will continue to assist colleges and universities with mattress recycling efforts. MRC will contact all Connecticut boarding schools to educate them about the Program and encourage participation.

MILITARY BASES

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



ACHIEVED - The Naval Submarine Base continues to use the Program to recycle mattresses. Previously MRC contacted other military facilities in Connecticut but learned that the Naval Submarine Base is the only Connecticut facility that generates discarded units.

METHODS: The Naval Submarine Base used the Program one time this Reporting Period. Since it joined the Program, 2,067 mattresses have been collected for recycling.

MRC will continue to work with the Naval Submarine Base to recycle future discards.

WASTE-TO-ENERGY FACILITIES

GOAL: MRC will work with Waste-to-Energy (WTE) Facilities not in the Program to evaluate their mattresses for recycling and work with upstream sources to divert them for recycling before they become contaminated.



ACHIEVED - During the Reporting Period, MRC reached out to WTE facilities to discuss participation and evaluate mattresses for recycling. The primary focus for MRC was to divert upstream sources for recycling. As a result of these efforts, seven new municipalities joined the Program as permanent collection sites and one town signed up for collection events.

METHODS: Over the course of the Program's implementation, MRC learned that mattresses received by WTE facilities are not in a recyclable condition because the vehicles that collect discarded units delivered to these facilities also collect putrescible solid waste; contaminating the discarded units.

To address this problem, MRC has focused on upstream diversion of recyclable mattresses from municipal sources, in hopes that such action would reduce the number of units sent to WTE facilities. MRC contacted all Connecticut Councils of Governments to encourage member towns to participate in the Program. MRC also met with the South-Central Regional Council of Government to discuss the benefit its member towns would receive from participating in the Program. We are currently working with three of those towns to become a permanent collection site or collection event host. During the Reporting Period, MRC also recruited 14 small haulers to participate in the Program, which resulted in nearly 4,000 units recycled from upstream sources. MRC continues to contact non-participating municipalities, transfer stations and bulky waste haulers through individual site visits and meetings to educate them about participation in the Program and to encourage them to send units they collect directly to the Program for recycling, as opposed to delivering them to WTE facilities.

OTHER ENTITIES

GOAL: MRC proposes to recycle 3,500 mattresses annually from other entities and document their participation in the Annual Report. MRC will continue to respond to other entities interested in participating in the Program.



ACHIEVED - MRC is now providing no-cost mattress recycling to 101 other entities. Those that used the Program this Reporting Period recycled 5,520 units, surpassing the goal by 58%.

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

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

MRC is now providing no-cost recycling to 101 other entities, of which 14 joined during this Reporting Period, representing a 16% growth. Those that used the Program this Reporting Period recycled 5,520 units.

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

STAKEHOLDER OUTREACH

GOAL: Distribute point-of-sale materials that explain the purpose of the recycling Fee to consumers.

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

GOAL: Continue to conduct stakeholder meetings for each Covered Entity subgroup and other interested parties.

GOAL: Contact and visit stakeholders to educate them about the benefits and obligations of Program participation.



*ACHIEVED - See **Education & Outreach** for details regarding MRC's point-of-sale materials and compliance outreach. Stakeholder outreach is discussed above. **Appendix C** provides a full list of meetings, site visits and other stakeholder interactions.*

METHODS: As described in the **Education & Outreach** section, MRC uses a wide array of communications and marketing methods to educate consumers and the industry including:

- Targeted direct mail and printed collateral
- Advertising and media relations
- Websites and social media
- Site visits
- Community and industry events

MRC continues to identify new mattress retailers and follows a protocol to make them aware of their legal obligations under the Program.

MRC's Northeast Program Coordinator remains dedicated to meeting with all stakeholders, Covered Entity subgroups and other interested parties. See **Appendix C** for a full list of meetings, site visits and stakeholder interactions.

RECYCLING MATTRESS COMPONENTS

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



NOT ACHIEVED – MRC recyclers strove to meet this recycling target but faced challenges in identifying end markets and receiving units in a recyclable condition from curbside collectors. Lower demand for some post-consumer materials depressed commodity prices for those materials during the Reporting Period, making it economically infeasible in some cases to recycle them.

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

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

For those materials that cannot be sold in scrap markets for use in making new products, MRC encourages its contracted recyclers to explore alternative uses to

minimize the amount of material landfilled or incinerated. For example, although composting or mulching wood reclaimed from dismantled box springs is a potential end use, nails and staples used to fabricate mattress box springs may render the wood unusable for these applications if they cannot be thoroughly and efficiently removed. The next best use for foundation wood is biomass fuel used in generating electric power.

Currently, recyclers sell foam and quilt panels from mattresses exclusively to companies that manufacture carpet padding. However, consumer preferences are shifting from carpet to hard flooring surfaces, which may reduce future demand for post-consumer mattress foam.

In addition to fiber in the quilt panel, mattresses may contain shoddy pads and other non-woven materials made of fiber. The composition of these layers varies by mattress type and may be made from cotton, coconut husk, other natural fiber, rayon, polyester or other synthetic fibers. These mixed fiber materials have few secondary markets. Cotton has a limited market as an insulation product, but during the Reporting Period, demand for this commodity was limited. MRC is working with manufacturers to understand the economic barriers and quality issues associated with this material.

Facilities in the northeast have been informally piloting the use of coconut fibers from deconstructed mattresses for erosion control measures. While the results have been promising, the quantity and quality of coconut fiber has no demand in post-consumer markets.

MRC took several important steps during the Reporting Period to begin identifying best practices for mattress recycling. First, MRC conducted a study that measured the average age of mattresses entering its recycling facilities. This metric can help MRC and its recyclers forecast how the mix of materials that recyclers remove from discarded mattresses today will change as the kinds of materials used to make new mattresses change over time.

The study examined samples taken from mattresses and box springs processed at MRC recyclers in California, Connecticut and Rhode Island, with the goal of determining the average age of both mattresses and box springs based on manufacturing date information stated on the “Do Not Remove” tags that most states require to be affixed to new mattresses. In conducting this study, MSW Consultants, a Florida-based solid waste and recycling consulting firm, encountered three data collection problems. First, it is estimated that 65% of the mattresses had no mattress tag when examined. The tag was either removed prior to processing or the discarded unit never had a tag affixed. Second, the information on mattress tags varies from state to state and over time. As a result, the information on the analyzed tags varied considerably and sometimes included no date of manufacture. Finally, even if the tag had manufacturing date information, it was not always legible.

The consultant aggregated manufacturing date information on approximately 1,500 tags with a clear manufacturing date. Based on this sample, the consultant estimated that the average age of a discarded unit is currently 11.2 years. MRC will repeat this study periodically to determine whether this metric is changing. MRC plans to use the results of this study, other mattress replacement cycle information published by the International Sleep Products Association (ISPA), and changes over time in the material content of new mattresses to forecast how and when MRC's recyclers can anticipate changes to the mix of materials that they recycle.

Second, MRC began several research projects in 2018 to develop ways to increase MRC's recycling rate, e.g. additional and better uses for recycled mattress materials. If mattress recyclers are more profitable because they can sell more of their recycled materials at higher prices, this may result in them charging MRC less to provide recycling services.

MRC also continues to identify methods for improving the recyclability of discarded units. For example, units currently collected at curbside are often too damaged, wet or frozen to recycle. Unless curbside haulers implement significant changes in how they collect mattresses, units collected through curbside collection will continue to compromise the quality of discarded units collected for recycling and will reduce MRC's recycling rate.

At permanent collection sites, MRC conducted regular site visits with the collection network to reinforce how to properly sort, store, stack and handle mattresses. MRC also conducted outreach with the city of Hartford to increase the recyclability of units dropped off at its site as described in the **Education & Outreach** section.



MRC remains committed to creating a Program that is convenient and accessible for all Connecticut residents and businesses.

RECOMMENDATIONS FOR CHANGE

RECOMMENDATIONS FOR CHANGE

Based on MRC's experience throughout the Program's four years of operations, MRC proposes no changes to the Program or performance goals.



MRC has achieved or exceeded many goals from the Program Plan and is making progress towards updated performance goals.

CONCLUSION

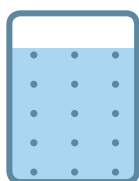
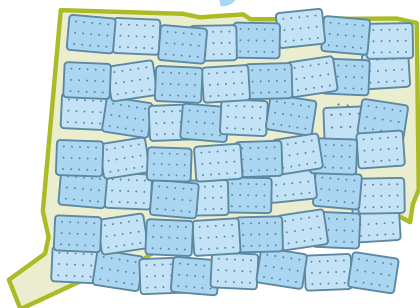
CONCLUSION

MRC appreciates greatly the strong support that DEEP, consumers, businesses, the media and other stakeholders in Connecticut and elsewhere have provided as we developed and administered the Bye Bye Mattress Program. As a result, MRC accomplished many of the Program's performance goals and continues to expand the number of collection sites, increase the volume of discarded units recycled and improve the overall efficiency of the services that the Program provides.

In four years (from the Program's inception on May 1, 2015 through the end of this Reporting Period), the Program has achieved the following:

Collected nearly 680,000 mattresses for recycling. If each unit was placed end to end, those mattresses would span 805 miles – enough to make over 7 trips across Connecticut.

680,000



11,155

Diverted 11,155 tons of material from disposal.



239

Coordinated with 239 other public and private entities to recycle through the Program. These include mattress retailers, hotels, universities, junk haulers and apartment complexes.

139 

Established 139 collection locations throughout the state. That number is comprised of 130 municipalities that permit residents to access a local site, three statewide resident-accessible sites and six collection event locations.

MRC remains committed to creating a Program that is convenient and accessible for all Connecticut residents and businesses. In the upcoming year, MRC will continue to focus on growing participation from municipal transfer stations, as well as increasing the number of mattresses collected from retailers, hotels and educational facilities. We also look forward to diverting mattresses from volume reduction facilities and Waste-To-Energy facilities and furthering our research and development of new and better end markets for recycled mattress materials.



APPENDICES

APPENDIX A: 2018 - 2019 FISCAL YEAR



Connecticut Mattress Stewardship Program - Annual Report

Appendix A – Tonnages of CT Mattresses Managed through the CT Mattress Stewardship Program

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

Reporting Period: *Fiscal Year (FY) _____ July 1 2018 thru June 30 2019*

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>	5,071.2
MRC CT Mattress Material Recovered (from MRC mattresses processed) & <i>Sent Out for Recycling</i> by MRC Contracted Recycling Facilities	2,963.7
MRC CT Mattress Processing Residue (from MRC mattresses processed) <i>Sent Out for Disposal</i> by MRC Contracted Recycling Facilities	1,453.8

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)	3,181.4
CT Regional Solid Waste Facilities (e.g. Resource Recovery Facilities, Volume Reduction Plants, Regional Transfer Stations, Recycling Facilities, etc.)	451.3
CT Correctional Facilities	4.4
CT Hospitals	1.3
CT Hotels	106.9
CT Military Base	1.1
CT Retailers	1,049.3
CT Schools/Universities	123.6
CT Other: Other	151.9
CT Other:	
TOTAL	5,071.2

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

Facility- Name and Address	Fiscal Year Tonnage MRC CT Mattresses Received	FY Tonnage MRC CT Mattresses Processed
Park City Green, 459 Iranistan Avenue, Bridgeport, CT	1,712.2	1,719.0
Willimantic Waste, 185 Recycling Way, Willimantic, CT	3,359.0	3,359.0
TOTAL	5,071.2	5,078.0

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

Type of Material Recycled	Type of Recycling Destination	FY Tonnage Recycled
Scrap Metal	Recycling Processing Facility Other –Specify:	1,539.4
Foam	Manufacturer-End User Other –Specify:	175.1
Cotton	Manufacturer-End User	37.2

APPENDIX A: 2018 - 2019 FISCAL YEAR

Wood	Other—Specify: Manufacturer-End User	137.4
Other – Specify type: Quilts & Toppers	Other—Specify: Manufacturer-End User	44.7
Other – Specify type: Felt/Shoddy	Other—Specify: Recycling Processing Facility	0
Other – Specify type: Cardboard	Other—Specify: Recycling Processing Facility	64.3
Other – Specify type: Plastic	Other—Specify: Recycling Processing Facility	135.6
Other – Specify type: Biomass (wood)	Other-Specify: Other—Specify: Biomass	825.0
Other – Specify type: Coconut	Other-Specify: Other—Specify: End User	5.0
Other – Specify type:	Other-Specify: Other—Specify:	
TOTAL CT Mattress Material Managed and <i>RECYCLED</i> through the MRC CT Program		2,963.7

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	625.2
Residue	Buried in a Landfill	828.6
	Other	
	Choose from Dropdown	
	Choose from Dropdown	
	Choose from Dropdown	
TOTAL CT Mattress Material Managed and <i>DISPOSED</i> through the MRC CT Program		1,453.8

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.	

APPENDIX A: 2018 - 2019 FISCAL YEAR

Add additional lines if needed

Part 2 - CERTIFICATION and SIGNATURE

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

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

Signature of the CEO or *duly authorized representative of CEO*:  Date: 10/12/2019

Printed name: Ryan Trainer, President

Signature of *person responsible for preparing report*:  Date: 10/12/2019

Printed name: .Kate Caddy Phone: 571-279-7366

E:mail Address: kcaddy@mattressrecyclingcouncil.org

APPENDIX A: NOTES

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

- 1. “Mattresses”** refers collectively to mattresses and box springs. Together, mattresses and box springs are also referred to as **“units.”**
- 2. Tonnage:** All tonnage figures reported on this form are based on data provided to MRC by unrelated third parties under contract with MRC. To estimate the weight of units one MRC recycler reported to MRC for purposes of this Annual Report as having been received and processed, MRC converted the number of units into tonnage using an average weight of 55 pounds per unit. One MRC recycler submitted actual weights therefore estimating at 55 pounds per unit was not necessary. Most MRC recyclers provide to MRC actual weights for the amount of recyclable material, biomass and residue that their operations generate. Therefore, tonnage figures reported elsewhere on the form are based on actual (or estimated, in one case) weight data provided by those parties.
- 3. In Table 1:**
 - a.** Mattresses “Delivered to an MRC Contracted Mattress Recycling Facility for Processing” refers to discarded 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 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 mattresses and box springs (in whole or in part) that are not recyclable (e.g. because the material is too soiled or contaminated or there are no viable secondary markets, etc.) and has been transferred for disposal at a Waste-To-Energy facility or landfilled as municipal solid waste.
 - d.** Outbound shipments of materials recycled do not include unprocessed units or recyclable material still in inventory. MRC is currently working with recyclers on standard operating procedures and internal controls for the collection and reporting of inbound and outbound weight data.
- 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.

APPENDIX A: TABLE 6

PERMANENT COLLECTION SITES 2018-2019

COLLECTION LOCATION	FY2018 TONS	COLLECTION LOCATION	FY2018 TONS
Andover Transfer Station	7.5	Hebron Transfer Station	19.4
Ashford Transfer Station	16.7	Kent Transfer Station	4.8
Avon Landfill Transfer Station	18.0	Killingly Transfer Station	17.4
Beacon Falls Public Works	2.9	Lebanon Transfer Station	13.9
Berlin Transfer Station	5.4	Ledyard Transfer Station	18.6
Bethany Recycling Center	8.6	Litchfield Recycling Center	16.3
Bethel Transfer Station	12.1	Lyme Bulky Waste Transfer Station	2.5
Bethlehem Transfer Station	11.9	Manchester Transfer Station	140.0
Bolton Transfer Station	0.9	Mansfield Transfer Station	17.6
Bozrah Transfer Station	1.2	Marlborough Transfer Station	11.6
Branford Transfer Station	42.9	Meriden Transfer Station	15.4
Bridgeport Transfer Station	74.0	Middletown Recycling Center	65.0
Bridgewater Transfer Station	1.9	Milford Transfer Station	18.9
Bristol Transfer Station	74.8	Montville Transfer Station	41.1
Brooklyn Resource and Recovery Station	18.8	Morris Transfer Station	8.3
Burlington Transfer Station	11.4	Naugatuck Transfer Station	28.0
Canaan Transfer Station	4.6	New Britain Transfer Station	46.9
Canterbury Transfer Station	18.2	New Fairfield Drop Off Center	9.2
Canton Transfer Station	12.8	New Haven Transfer Station	44.8
Chaplin Transfer Station	4.4	New London Transfer Station	74.0
Cheshire Collection Event	17.6	New Milford Transfer Station	31.0
Clinton Transfer Station	13.6	Newtown Transfer Station	38.1
Colchester Transfer Station	18.6	Norfolk Transfer Station	5.0
Columbia Transfer Station	0.8	North Canaan Transfer Station	6.5
Cornwall Transfer Station	5.0	North Stonington Transfer Station	11.7
Cromwell Transfer Station	20.4	Norwich Transfer Station	98.6
Danbury Mom & Pop Transfer Station	36.7	Old Lyme Transfer Station	25.4
Darien Transfer Station	24.5	Old Saybrook Transfer Station	36.9
Durham-Middlefield Transfer Station	25.7	Orange Collection Event	1.3
East Granby Transfer Station	21.7	Oxford Transfer Station	26.7
East Haddam Transfer Station	26.2	Plainville Transfer Station	9.6
East Hartford Transfer Station	115.9	Plymouth Transfer Station	20.2
East Lyme Transfer Station	42.5	Pomfret Transfer Station	5.9
East Windsor Recycling Center	7.6	Portland Transfer Station	15.4
Eastford Transfer Station	3.9	Preston Transfer Station	10.5
Essex Transfer Station	13.2	Prospect Recycling Center	13.0
Farmington Department of Public Works	23.6	Putnam Transfer Station	15.5
Glastonbury Transfer Station/Recycling Facility	49.3	Redding Transfer Recycling Center	5.7
Granby Transfer Station	20.3	Regional Refuse District #1	50.1
Greenwich - Holly Hill Transfer Station	29.5	Ridgefield Transfer Station	42.7
Griswold Transfer Station	20.6	Rocky Hill Transfer Station	38.1
Groton Transfer Station	43.4	Roxbury Collection Event	0.3
Guilford Transfer Station	66.5	Salem Transfer Station	6.9
Haddam Transfer Station	18.7	Salisbury-Sharon Transfer Station	23.6
Hamden Transfer Station	27.6	Shelton Transfer Station	34.3
Hampton Transfer Station	9.5	Simsbury Transfer Station	36.4
Hartford Bulky Waste and Recycling Center	376.6	Somers Transfer Station	19.8
Harwinton Collection Event	1.7	Southbury Transfer Station	20.8

APPENDIX A: TABLE 6

COLLECTION LOCATION	FY2018 TONS
Southington Bulky Waste Transfer Station	71.1
Sprague Transfer Station	7.1
Stamford Collection Event	1.0
Stonington Solid Waste Facility	39.7
Stratford Transfer Station	0.6
Suffield Landfill	31.3
Thomaston Transfer Station	5.8
Thompson Transfer Station	27.8
Trumbull Transfer Station	5.6
Union Transfer Station	3.5
Voluntown Transfer Station	9.9
Waterford Transfer Station	38.5
Watertown Transfer Station	22.4
West Hartford Recycling Center	39.7
West Haven Public Works	4.6
Westbrook Transfer Station	18.2
Wethersfield Transfer Station	28.6
Willington Transfer Station	6.3
Windham Transfer Station	41.8
Windsor Transfer Station	38.6
Wolcott Transfer Station	21.0
Woodbury Transfer/Recycling Center	9.8
Woodstock Transfer Station	15.0
Total	3,181.4 TONS

APPENDIX B: COLLECTION PARTICIPANTS

AS OF JUNE 30, 2019

COLLECTION SITES

MUNICIPAL COLLECTION SITES (116 sites & 130 served) Site limits access to its city or town residents.

Andover	Guilford**	Plymouth
Ashford	<i>also serves Madison</i>	Pomfret
Avon	Haddam	Portland
Beacon Falls	Hamden	Preston
Berlin	Hampton**	Prospect
Bethany	<i>also serves Scotland</i>	Putnam
Bethel	Hartford*	Redding
Bethlehem	Hebron	Regional Refuse - Barkhamsted** <i>also serves Winsted, New Hartford</i>
Bolton	Kent	Ridgefield
Bozrah	Killingly	Rocky Hill
Branford	Lebanon	Salem
Bridgeport	Ledyard	Salisbury** <i>also serves Sharon</i>
Bridgewater	Litchfield	Shelton
Bristol	Lyme	Simsbury
Brooklyn	Manchester*	Somers
Burlington	Mansfield	Southbury
Canaan	Marlborough	Southington
Canterbury	Meriden	Sprague
Canton	Middlefield**	Sterling** <i>also serves Voluntown</i>
Chaplin	<i>also serves Durham</i>	Stonington
Clinton** <i>also serves Killingworth</i>	Middletown	Stratford
Colchester	Milford	Suffield
Columbia	Montville	Thomaston
Cornwall	Morris	Thompson
Coventry	Naugatuck	Trumbull** <i>also serves Easton, Monroe</i>
Cromwell	New Britain	Union
Danbury Mom & Pop	New Fairfield	Waterford
Darien	New Haven	Watertown
East Granby	New London	West Hartford
East Haddam	New Milford** <i>also serves Sherman, Brookfield</i>	West Haven*
East Hartford*	Newtown	Westbrook
East Lyme	Norfolk	Wethersfield
East Windsor	North Canaan	Willington
Eastford	North Stonington	Windham
Essex	Norwich	Windsor** <i>also serves Bloomfield</i>
Franklin	Old Lyme	Wolcott
Glastonbury	Old Saybrook	Woodbury
Granby	Oxford Public Works	Woodstock
Greenwich	Plainfield**	
Griswold	<i>also serves Lisbon</i>	
Groton	Plainville	

* curbside collection program

** serve surrounding areas as noted.

APPENDIX B: COLLECTION SITES, RECYCLERS, & EVENTS

SPECIAL COLLECTIONS

SITE

Cheshire
Farmington
Harwinton
Orange
Stamford
Roxbury

ACCESS

Spring and fall drop off event
Spring and fall curbside collection
Spring and fall drop off event
Spring and fall drop off event
Summer and fall drop off event
Spring drop off event

STATEWIDE ACCESS

SITE

Salvation Army Newington
Salvation Army Hartford
Park City Green Bridgeport

APPENDIX C: STAKEHOLDER OUTREACH

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
5/7-5/9/19	Furniture Today Bedding Conference	Tucson, AZ	Mattress Industry
5/4/2019	Woodbury Earth Day	Woodbury, CT	Residents
4/27/2019	Newtown Earth Day	Newtown, CT	Residents
3/23/2019	Zero Waste Faire	Wilton, CT	Residents
3/19-3/21/19	NERC Conference	Willmington, DE	Waste & Recycling Industry
3/13-14/19	ISPA Industry Conference	St. Petersburg, FL	Mattress Industry
3/12/2019	South Central Regional Council of Governments	North Haven, CT	Regulators, Municipalities, Waste & Recycling
2/28/2019	EPR Summit	Boston, MA	Regulators, Municipalities, Waste & Recycling
2/19/2019	Connecticut Recyclers Coalition	Plantsville, CT	Regulators, Municipalities, Waste & Recycling
1/27-31/19	Las Vegas Market - Winter	Las Vegas, NV	Mattress Industry
1/22/2019	SWAC Meeting	Hartford, CT	Regulators & Municipalities
1/16/2019	Connecticut Council of Small Towns Annual Meeting		Regulators & Municipalities
11/1/2018	Latexco		Mattress Industry/End Markets
11/1/2018	Polyurethane Foam Association	St. Louis, MO	Recycling End Markets
10/31/2018	NERC Conference	Rocky Hill, CT	Waste & Recycling Industry
10/30/2018	Connecticut Conference of Municipalities	Foxwoods, CT	Regulators & Municipalities
10/29/2018	Municipal Recycling Compliance Check-In	Conference Call	Regulators & Municipalities
10/24/2018	Sustainability Month	Windham, CT	Educational Facilities & Residents
10/23/2018	SWAC Meeting	Hartford, CT	Regulators & Municipalities
10/2/2018	Connecticut Lodging Association Annual Dinner	Fairfield, CT	Lodging Facilities
9/25/2018	Retailer phone call	Phone Call	Mattress Retailers
9/25/2018	SWAC meeting	Hartford, CT	Regulators & Municipalities
9/14-15/2018	Home Furnishings Association	Minneapolis, MN	Mattress Industry
7/29-8/2/2018	Las Vegas Market - Summer	Las Vegas, NV	Mattress Industry

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2019

ACCOUNT

Airweave, LLC
Alessanderx SpA
Allied Aerofoam LLC
American Pacific Plastic Fabricators Inc.
AMF Support Surfaces Inc.
Anodyne Medical Device, Inc.
Apartment Furnishings Company Inc.
Asayesh Inc.
Ascion, LLC
Ashley Furniture Industries, Inc.
Barnhardt Manufacturing Company
Bedgear, LLC
Bedinabox, LLC
Best Price Mattress Inc.
Bestar Inc.
Bigolbed, Inc.
Bio Sleep Concept, Inc.
Blue Bell Mattress Co. LLC
Bob Barker Company, Inc.
Bourdon's Institutional Sales, Inc.
Boyd Flotation, Inc.
Brentwood Home LLC
Brick Church Manufacturing LLC
Carico International, Inc.
Carpenter Co.
Children's Products LLC
Classic Brands LLC
COA, INC.
Columbia Mattress & Upholstery Company Inc.
Comfort Bedding of the USA LLC
Comfort Revolution, LLC
Comfort Sleep Systems Inc.
Corsicana Bedding, LLC
CVB Inc.
David Chavez
Denver Mattress Company, LLC
Dorel Home Products
DUX Interiors, Inc.
E&E Bedding Co. Inc.
E.S. Klufft & Company, LLC
Eastern Sleep Products Company
Eco Bedroom Solutions LLC
Elite Foam, Inc.

DBA NAME

Airweave
Alessanderx SpA
Allied Aerofoam LLC
Sterling Sleep Systems
Restex
Tridien Medical
Apartment Furnishings Company Inc.
Relex
Reverie
Ashley Furniture Industries, Inc.
BedInABox
BEDGEAR
Bedinabox.com
Best Price Mattress
Bestar Inc.
Bigolbed
Bio Sleep Concept
King Koil Northeast
Bob Barker Company, Inc.
Bourdon's Institutional Sales, Inc.
Boyd Specialty Sleep
Silver Rest Sleep Products
Brick Church Mfg.
Carico
Carpenter Co.
Simmons Juvenile Furniture
Classic Brands, LLC
Coaster Company of America
Columbia Mattress & Upholstery Company
Comfort Bedding of the USA LLC
Comfort Revolution, LLC
Comfort Sleep Systems
Corsicana Mattress Company
Lucid Mattress, Wellsville, Linenspa
David Chavez
Denver Mattress Company
Ameriwood Industries Inc.
DUX Interiors, Inc.
SPRING AIR
Aireloom Mattress
Symbol Mattress
Ergovea Natural Mattress
Elite Foam, Inc.

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2019

ACCOUNT

Engineered Sleep, LLC
Ergomotion Inc.
Eric Casey
Ethan Allen Retail, Inc.
Eve Sleep Inc.
Everrest, Inc.
Exel Inc.
Ezine Inc.
Factory Direct Inc.
Flex-A-Bed, Inc.
Flotation Innovations, Inc.
Fredman Bros. Furniture Company, Inc.
Friendship Upholstery Company Inc.
Future Foam Inc.
Future Foam Inc.
FXI, Inc.
GF Health Products, Inc.
Hammer Bedding Corp.
HealthCare Co. Ltd.
Hickory Springs Manufacturing Company
Hickory Springs of California, LLC
Hill-Rom, Inc.
Inncor, Inc.
Innocor, Inc.
Innovative Bedding Solutions, Inc.
Invacare Corporation
Jeffco Fibres Inc.
Jiaxing Taien Springs Co., Ltd.
Joerns Healthcare, LLC
Jussi Beds
Keetsa, Inc.
Kingsdown, Inc.
Klaussner Home Furnishings, Inc.
Latex Foam International, LLC
Leggett & Platt, Incorporated
Linon Home Decor Products, Inc.
Lippert Components, Inc.
Live and Sleep, LLC
Made Rite Bedding Company
Magniflex USA Ltd.
Mantua Mfg. Co.
Matelas Martin Inc.
McNeilys Inc.
Medical Depot, Inc.

DBA NAME

Engineered Sleep LLC
Ergomotion Inc.
Mattress By Appointment
Ethan Allen
Eve Sleep Inc.
Danican
Exel Inc.
Eastern Accents
Lady Americana SW
Flex-A-Bed
Innovations
Glideaway Sleep Products
Friendship Upholstery Company Inc.
Future Foam Inc.
Foam Craft
FXI, Inc.
GF Health Products, Inc.
Shifman Mattress
HealthCare Co. Ltd.
HSM
HSM
Hill-Rom Company, Inc.; Hill-Rom Holdings, Inc.; Hill-Rom DTC, Inc.
Sleep Innovations, Inc.
Innocor Comfort
IBS
Invacare Corporation
Jeffco Fibres Inc.
Jiaxing Taien Springs Co., Ltd.
Joerns Healthcare
Colet & Scandinavian Bed Company & Carpe Diem
Keetsa
Kingsdown, Inc.
Enso Sleep Systems
Talalay Global
Leggett & Platt, Incorporated
Linon Home Decor Products, Inc.
Lippert Components, Inc.
Live and Sleep
Made Rite Bedding
Magniflex USA Ltd.
Mantua Mfg. Co.
Literie Laurier
McNeilly Furniture
Drive Medical Design and Manufacturing

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2019

ACCOUNT

Medline Industries, Inc.
MFL, Inc.
Moonlight Slumber, LLC
NASRA Enterprises LLC
NASRA Enterprises LLC
Naturally Beds, Inc.
Nature Sleep System LLC
Neiser Mattress and Furniture Corp.
Nipponflex LLC
Nitori USA, Inc.
Noble House Home Furnishings, LLC
Norix Group Inc.
Norix Group, Inc.
Northeast Mattress, LLC
Norwalk Mattress Co., Inc.
Oddello Industries, LLC
Ohio Mattress Recycling
Organic Mattresses, Inc.
Pacific Urethanes, LLC
Paramount Industrial Cos., Inc.
PPJ LLC
Pragma Corporation
PranaSleep, LLC
Prestige Fabricators Inc.
Progressive Products, Inc.
Puffy LLC
Purple Innovation, LLC
R.C. Harmon & Co., LLC
Rainbow Bedding Co. Ltd.
Rainbow Bedding, Ltd.
Reliatex of Connecticut, Ltd.
Rest Easy LLC
Rest-Medic Sleep Products
Restmore, LLC
Restopedic, Inc.
Restwell Mattress Co.
Revive Sleep Inc.
Rio Home Fashions, Inc.
Safavieh International LLC
Safe For Home Products LLC
SBL, LLC
Seahawk Designs, Inc.
Sealy Mattress Manufacturing Company LLC
Select Comfort Retail Corporation

DBA NAME

Medical Device Manufacturer and Distributor
MFL, Inc.
University Sleep Products
Ashley Furniture Homestore
NASRA Enterprises LLC
Arizona Premium Mattress
Jazvin
Neiser Mattress and Furniture Corp.
Nipponflex LLC
Aki Home
Noble House Home Furnishings, LLC
Norix Furniture
Norix Group, Inc.
Northeast Mattress, LLC
Norwalk Mattress Co., Inc.
Oddello Industries, LLC
Ohio Mattress Recycling
Organic Mattresses, Inc.
Pacific Urethanes
Paramount Sleep
Customatic Adjustable Bedz
Pragma Corporation
PranaSleep
Prestige Fabricators Inc.
Progressive Products, Inc.
Puffy Mattress
Purple
R.C. Harmon & Co., LLC
Rainbow Bedding Co. Ltd.
Rainbow Bedding, Ltd.
Reliatex of Connecticut, Ltd.
Pacific Mattress Co.
Rest-Medic Sleep Products/Luen Tai Global Ltd.
Restmore
Restopedic, Inc.
Restwell Mattress Factory
Revive Sleep
Rio Home Fashions
Safavieh
Naturepedic
SBI, LLC
Seahawk Designs, Inc.
Sealy Mattress Manufacturing Company
Sleep Number

APPENDIX D: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2019

ACCOUNT

Select Comfort SC Corporation
Serta Simmons Bedding, LLC
Shanghai Shenbao Mattress Factory
Shen Zhen L&T Industrial Co. Ltd.
ShenZhen Yun Lee Sponge Products Co Ltd.
Shevick Sales Corp
Sinomax USA, Inc.
Sleep Studio, LLC
Sleeping Pure, LLC
Sleeptek MFG Limited
Solstisce Sleep Products, Inc.
Sommex Bedding Corporation
Somnium Inc.
South Bay International Inc.
Southerland Inc.
Span America Medical Systems, Inc.
Spring Coil of the USA LLC
Suite Sleep, Inc.
Switlik Parachute Company, Inc.
Technogel US Inc.
Tempur Sealy International, Inc.
Thanepohn Corp.
The Bedding Group Inc.
The Chairworks Manufacturing Group Limited
The House of the Foaming Case, Inc.
The Original Mattress Factory, Inc.
The Standard Mattress Co.
Therapedic of New England, LLC
Therapedic Sleep Products Inc.
TudorHouseFurnitureco.,inc.
Ultracomfort, Inc.
University Loft Company
Ureblock S.A. DE C.V.
Venture Products LLC
Vinyl Products Mfg. Inc.
Vispring Limited
Vi-Spring Limited
Washabelle LLC
Werner Media Partners LLC
White Dove Mattress Ltd.
Woodhaven Furniture Industries
Yaasa Studios, Inc.
Yankee Mattress Factory, Inc.
Zhejiang Alright Home Textiles Co., Ltd.
Zinus Inc.

DBA NAME

Comfortaire
Serta and Simmons
Shanghai Shenbao Mattress Factory
Luen Tai Global Ltd.
Luen Tai Global Ltd.
Sleep on Latex
Sinomax USA, Inc.
Authentic Comfort
Sleeping Pure
Sleeptek MFG Limited
Solstice Sleep Products, Inc.
Sommex Bedding Corporation
Somnium Inc.
South Bay International Inc.
Southerland Inc.
Span America Medical Systems
Comfort Bedding of the USA LLC
Suite Sleep
SWITLIK Comfort Technology
Technogel US
Tempurpedic, Tempur, Sealy, Stearns & Foster
Mattress Mill
The Bedding Group Inc.
The Chairworks Manufacturing Group Limited
Orthosleep Products
The Original Mattress Factory
Gold Bond
Therapedic of New England
Therapedic, Eclipse, Eastman House
Tudor House
Qomfort
University Loft Company
Ureblock
Venture Products, LLC
Vinyl Products Mfg. Inc.
Vispring Limited
Vispring
Washabelle LLC.
Ghostbed
White Dove Mattress Ltd.
Woodhaven Furniture Industries
Yaasa Studios, Inc.
Yankee Mattress Factory, Inc.
Zhejiang Alright Home Textiles Co., Ltd.
Zinus Inc.