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RHODE ISLAND ANNUAL REPORT

SUBMITTED BY

Mattress Recycling Council Rhode Island, LLC
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SUBMITTED TO

Rhode Island Resource Recovery Corporation
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SUBMITTED ON

October 1, 2018

 Mattress Recycling Council®



This year, MRC's Rhode Island Bye Bye Mattress Program collected more than **83,762** mattresses and diverted more than **1,645** tons of material from disposal.

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

EXECUTIVE SUMMARY & DEFINITIONS

EXECUTIVE SUMMARY & DEFINITIONS

Pursuant to Section 23-90-5(j) of Rhode Island General Laws (the Law), the Mattress Recycling Council Rhode Island, LLC (MRC) submits to Rhode Island Resource Recovery Corporation (RIRRC) this Annual Report, which provides the requested data on the results that MRC achieved in administering the Rhode Island mattress stewardship program (the Program) during the state's 2017-2018 Fiscal Year (July 1, 2017 to June 30, 2018) (the Reporting Period).

OVERVIEW OF MATTRESS RECYCLING COUNCIL RHODE ISLAND, LLC

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

The International Sleep Products Association created the Mattress Recycling Council (the Council), a

non-profit organization under Section 501(c)(3) of the Internal Revenue Code of 1986, to develop and administer the Program. On July 1, 2015, the Council submitted a plan to RIRRC outlining how the Program would meet the Law's requirements and proposed initial performance goals. RIRRC approved this Plan on January 13, 2016, and the Program officially began operating on May 1, 2016. The Council proposed revised performance goals in 2017, which RIRRC accepted in June 2018.

In addition to Rhode Island, the Council administers statewide mattress recycling programs in two other states – California and Connecticut. 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 Rhode Island Program to the Mattress

Recycling Council Rhode Island, LLC (MRC).

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

RHODE ISLAND’S 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 state 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 mattresses
- Establish a financial incentive for consumers that deliver their mattresses to recyclers

The Law 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 second year include:

- Collecting 83,762 mattresses and recycling 1,645 tons of material.
- Expanding the Program to 37 of 39 Rhode Island municipalities and continuing to recruit other entities and small bulky waste haulers.
- Surpassing the goal to collect more than 15,000 mattresses from retailers in the first two years of the Program.
- Securing more participation from lodging, educational, and healthcare facilities. MRC this year increased the total units collected from these sources by 69%.
- Recycling mattresses collected from Naval Station Newport and its off-base housing complexes.
- Confirming that in-store public education materials, a public service campaign, media relations, and social media outreach developed and promoted by MRC have helped make 55% of surveyed Rhode Islanders aware of mattress recycling.

REPORT OVERVIEW

Pursuant to § 23-90-5(j) of the Law, this Annual Report contains the following information:

1. The weight of mattresses collected pursuant to the program from:
 - i. Municipal and/or transfer stations;
 - ii. Retailers; and
 - iii. All other covered entities;
2. The weight of mattresses diverted for recycling;

3. Identification of the mattress recycling facilities to which mattresses were delivered for recycling;

4. The weight of discarded mattresses recycled, as indicated by the weight of each of the commodities sold to secondary markets;

5. The weight of mattresses, or parts thereof, sent for disposal at each of the following:

- i. Rhode Island Resource Recovery Corporation; and
- ii. Any other facilities;

6. Samples of public education materials and methods used to support the program;

7. A description of efforts undertaken and evaluation of the methods used to disseminate such materials;

8. Updated performance goals and an evaluation of the effectiveness of the methods and processes used to achieve performance goals of the program; and

9. Recommendations for any changes to the program.

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

“Covered entity” “ means any political subdivision of the state, any mattress retailer, any permitted transfer station, any waste to energy facility, any healthcare facility, any educational facility, any correctional facility, any military base, or any commercial or non-profit lodging establishment that

possesses a discarded mattress that was discarded in this state. Covered entity does not include any renovator, refurbisher or any person who transports a discarded mattress.

“Foundation” means any ticking-covered structure that is used to support a mattress and that is composed of one or more of the following: A constructed frame, foam, or a box spring. “Foundation” does not include any bed frame or base made of wood, metal, or other material that rests upon the floor and that serves as a brace for a mattress.

“Mattress” means any resilient material, or combination of materials, that is enclosed by ticking, used alone or in combination with other products, and that is intended for, or promoted for, sleeping upon.

“Mattress” includes any foundation, renovated foundation, or renovated mattress.

“Mattress” does not include any of the following:

- A. An unattached mattress pad, an 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, pillow;
- C. A crib or bassinet mattress, car bed;
- D. Juvenile products, including: a carriage, basket, dressing table, stroller, playpen, infant carrier, lounge pad, crib

bumper, and the pads for those juvenile products;

E. A product that contains liquid- or gaseous-filled ticking, including any waterbed or air mattress that does not contain upholstery material between the ticking and the mattress core;

F. Any upholstered furniture that does not contain a detachable mattress; or

G. A fold-out sofa bed or futon.

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

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

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 in a retail store.

“Retailer” means any person who sells mattresses in this state or offers mattresses in this state to a consumer through any means, including, but not limited to, remote offerings such as sales outlets, catalogs, or the internet.



MRC collects mattress from nearly every municipality in Rhode Island as well as more than **100** public and private entities that dispose of large volumes of discarded mattresses.

COLLECTION NETWORK OVERVIEW

COLLECTION NETWORK OVERVIEW

INTRODUCTION

The success of Rhode Island's Program relies largely on MRC obtaining discarded units from the existing statewide infrastructure of "Covered Entities" that collect discarded mattresses as part of their ongoing operations. The Law defines Covered Entities to include any political subdivision of the state, mattress retailer, permitted transfer station, waste-to-energy facility, healthcare facility, educational facility, correctional facility, military base, or commercial or non-profit lodging establishment, which possess a discarded mattress that was discarded in the state, as well as other entities that may be eligible to participate in the Program. Of these entities, town municipal transfer stations handle the largest volume of discarded mattresses.

During the Reporting Period MRC's collection network included free options to discard a mattress in 37 of Rhode Island's 39 municipalities. These options consisted of curbside collection of discarded mattresses, a site where residents could drop off their units (either at a solid waste facility, recycler,

etc.) or a collection event. Some collection sites limit access to their town residents. All state residents may drop off units at Ace Mattress Recycling in West Warwick or the Central Landfill in Johnston. See **Appendix B** for a complete list of participating collection sites and events.



In addition to these consumer collection options, over 100 other entities (including mattress retailers, hotels, universities, and others that dispose of large volumes of discarded mattresses) recycled their units through the Program. These entities either drop-off their units directly at an MRC-contracted Recycler, or if they have at least 50 units available for recycling, MRC will pay to transport them to a recycler.

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

MATTRESS RECYCLING FACILITIES

During the Reporting Period, MRC contracted with the following recyclers to dismantle and recycle units collected by the Program:

Ace Mattress Recycling, LLC

14 Clyde Street
West Warwick, RI 02893

Express Mattress Recyclers, LLC

310 Bourne Avenue
East Providence, RI 02916

Willimantic Waste

185 Recycling Way
Willimantic, CT 06226



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

EDUCATION & OUTREACH

EDUCATION & OUTREACH

INTRODUCTION

MRC's education and outreach efforts are designed to inform consumers, mattress retailers and 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 trademarked "Bye Bye Mattress" as its consumer-facing identity.

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

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

An evaluation of MRC's achievement of these goals is discussed in further detail in the **Performance Goals & Evaluation** section (see Page 28). Meanwhile, the purpose of this section is to provide a full description of all the methods MRC uses to communicate to consumers and the industry.

CONSUMER EDUCATION

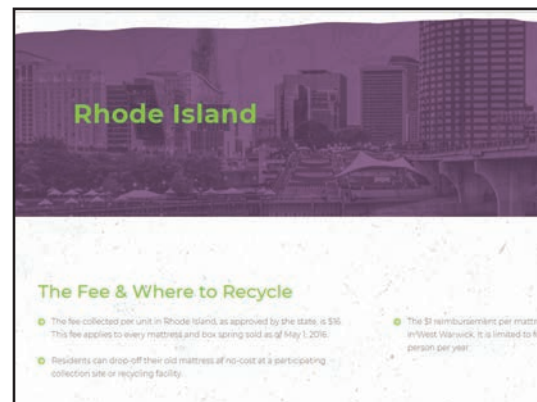
To build awareness of Bye Bye Mattress in all its Program states, MRC developed a website (ByeByeMattress.com) with corresponding consumer education materials and a Public Service Announcement (PSA) campaign. The branding strategy also uses online advertising, community events, media relations, and social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

In the Plan, MRC outlined how this branding strategy would gradually increase Program awareness over a two-year period. However, the strong and immediate participation from municipalities in the first year led to higher than anticipated volume entering the Program. MRC continued to collect higher than anticipated volumes throughout its second year as well. In order to not overwhelm the collection network in its infancy stage, MRC deviated from the communications timeline proposed in the Plan. In this Reporting Period, MRC continued to provide consumer education materials to retailers, promote the Program through media opportunities, assist sites and events with local publicity, and generate awareness on social media. It also launched a new PSA. The use of paid advertising remains on hold, but MRC has researched costs and created a strategy for a statewide advertising

campaign. In March 2018, as MRC completed its second year of Program operations, it conducted a consumer awareness survey. Of the surveyed Rhode Island residents, 55% were aware that a mattress could be recycled. 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.

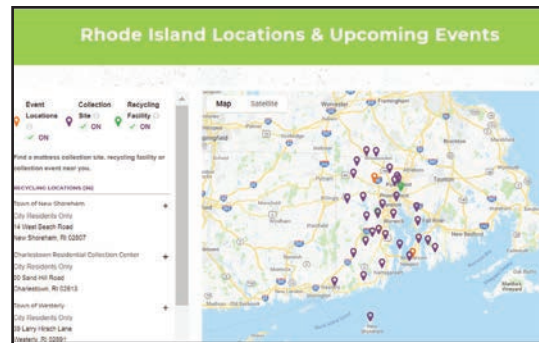
BYEBYEMATTRESS.COM

Consumers may easily find no-cost recycling locations in Rhode Island and information about the recycling fee and Program on ByeByeMattress.com. MRC promotes this site in Rhode Island through consumer education materials, PSAs, media relations, and social media. RIRRC's A to Z directory also promotes the Program and how to recycle mattresses in each city or town.



BYEBYEMATTRESS.COM

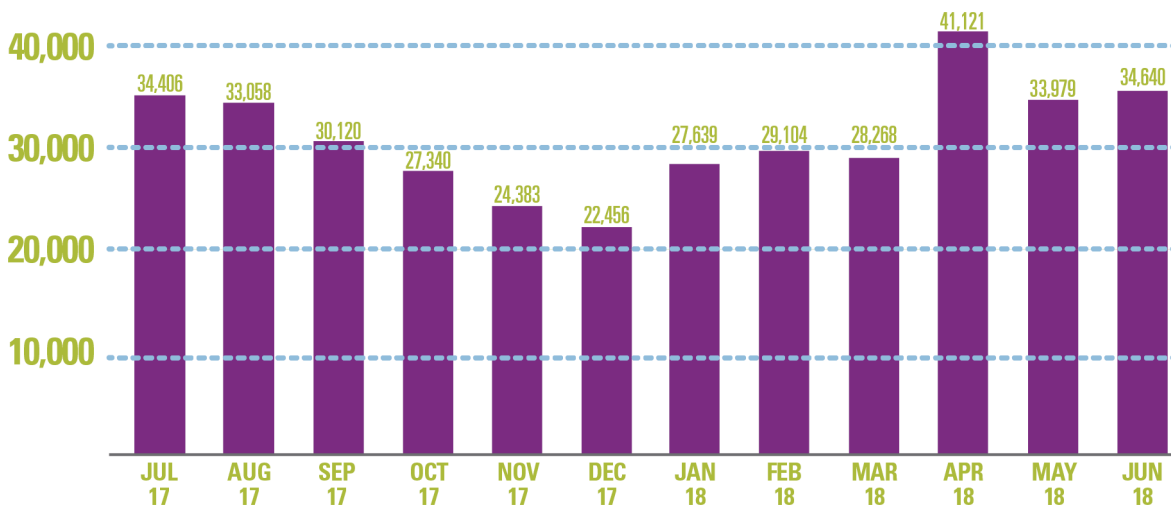
Although most consumers visit the ByeByeMattress.com site to access the recycling locator, the site also contains important information about the recycling fee, updates about the Program's performance, and MRC's expansion efforts in the state. It is also a platform for educating the public about the mattress recycling process and its environmental benefits.



BYEBYEMATTRESS.COM

During the Reporting Period, 284,014 users visited ByeByeMattress.com generating 366,514 sessions. This is a growth of 38% in users and 33% in sessions from the previous Reporting Period.

Bye Bye Mattress Web Traffic Sessions July 2017 - June 2018



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, e-mail notifications, industry publications, and events to regularly inform retailers that these materials are available from MRC and that reorders are also free.

Prior to the Oct. 1, 2017 fee increase, MRC distributed revised posters to all Rhode Island registered stores. Retailers were encouraged to download the available artwork files and print additional quantities at their convenience or contact MRC for assistance. All types of retailers, from major brands to regional stores to smaller independent shops, are using these materials.

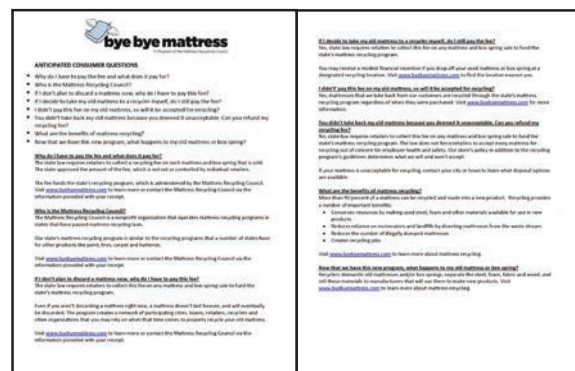
Informational Card: The informational card is designed to accompany the consumer invoice or receipt and explain the purpose of the Program and the fee. A Spanish translation is on the reverse side.

Cards were updated in October 2017 based on feedback MRC received through an industry survey that respondents wanted more Program detail and an explanation of how MRC uses the fee.

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 they serve to purchase or sell their products. 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

PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

MRC's PSA campaigns consists of TV, radio, print, and outdoor ads. At the close of the Reporting Period, MRC distributed a new TV PSA that discourages illegal dumping. MRC invited Rhode Island communities to request co-branded TV spots for use in their own communication channels (websites, social media, presentations, etc.). Previously created PSA material remains available for use and can be downloaded from the Bye Bye Mattress Media Center.

2018 Illegal Dumping PSA: In June 2018, MRC distributed a 30-second TV spot in English and Spanish to television stations in Rhode Island. MRC will continue to encourage use of the PSA by reaching out to PSA directors and other station executives through direct mail reminders, phone calls, and emails.



View PSA. Click to watch:



PSA ENGLISH

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

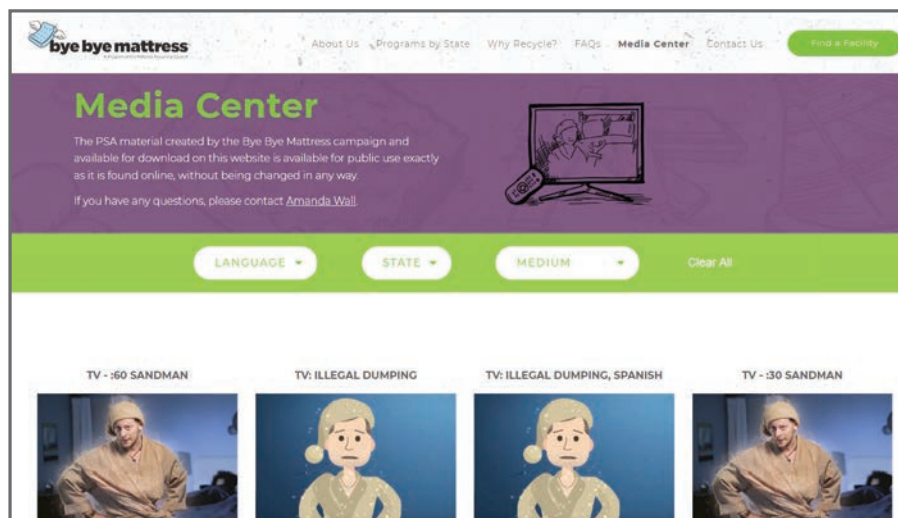


PSA SPANISH

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

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. At the time of this report, MRC is revising the print 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>

ONLINE ADVERTISING

Rhode Island's Program continues to experience higher than anticipated volume, so the use of online ads remains on hold. MRC will routinely evaluate whether to reactivate its ad campaign in the future.

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 target 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. MRC remained selective about collection events and withheld public appearances as recyclers continued to process high volumes of collected units.

MRC provided mattress collection and recycling at the following community collection events:

- Town of Middletown
- Town of Smithfield

Per the revised Performance Goals, which RIRRC accepted on June 1, 2018, MRC will finalize a schedule of public appearances before the end of 2018. MRC intends to focus on public appearances in areas:

- that will encourage targeted covered entities to participate in the Program, such as
 - Partnering with a university or off-campus housing property manager for a move-out collection event
 - A series of lunch-and-learn sessions for targeted covered entities
- where existing collection sites are generating fewer units for recycling than MRC had anticipated

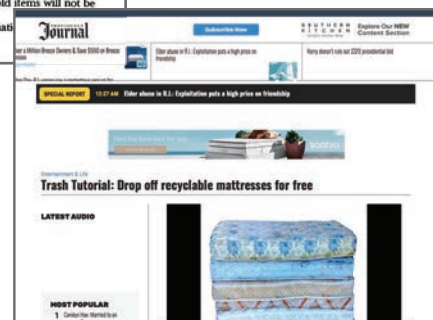
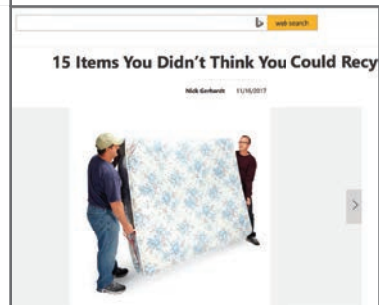
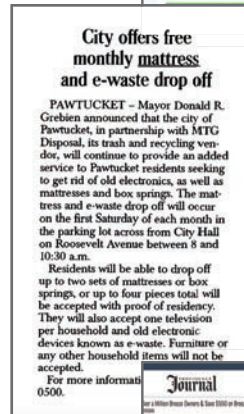
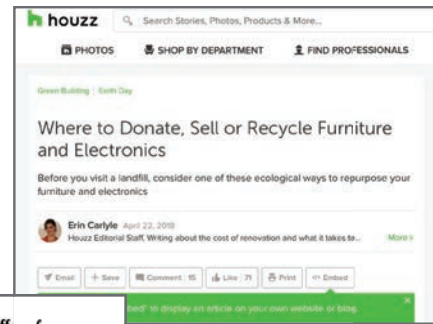
MRC also continues to monitor how Rhode Island communities participate in annual events such as Keep America Beautiful's Great American Clean Up (First day of Spring), Earth Day (April 22), Public Works Week (May), Ocean Conservancy's Coastal Clean Up Day (September), World Clean Up Day (September 15), 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 \$51,000 in advertising value. Notable media placements included local news coverage in the *Providence Journal*, Valley Breeze community papers, *Newport Daily News* and EastBayRI.com, as well as national mentions on MSN Lifestyle and Houzz. Major announcements distributed to Rhode Island media included the 2016-2017 Annual Report and MRC's Three Millionth Recycled Mattress Milestone.

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 operations, directions, and residency restrictions. They may also use the suggested content on their city websites, community newsletters, and social media. Event hosts are provided similar materials, including a media alert template, flyer template, event day signage kit and suggested social/online content.



Click Below To View



COLLECTION SITE PROMOTION TOOLKIT

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



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 life-span 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, we have 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' social media audience and engagement continued to grow, surpassing 1 million impressions on Facebook and Twitter. Meanwhile, on Facebook, more than 1,200 people each month are sharing, liking, and commenting on posts.



FOLLOW & LIKE
@BYEBYEMATTRESS



INDUSTRY COMMUNICATION

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

See the **Performance Goals & Evaluation** section for further details on MRC's efforts to communicate with the industry and stakeholders about 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 Rhode Island 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 Rhode Island authorities for further action.

As required by the Law, **Appendix A** contains a complete list of registered producers. The list is current as of August 1, 2018.

WEBSITES

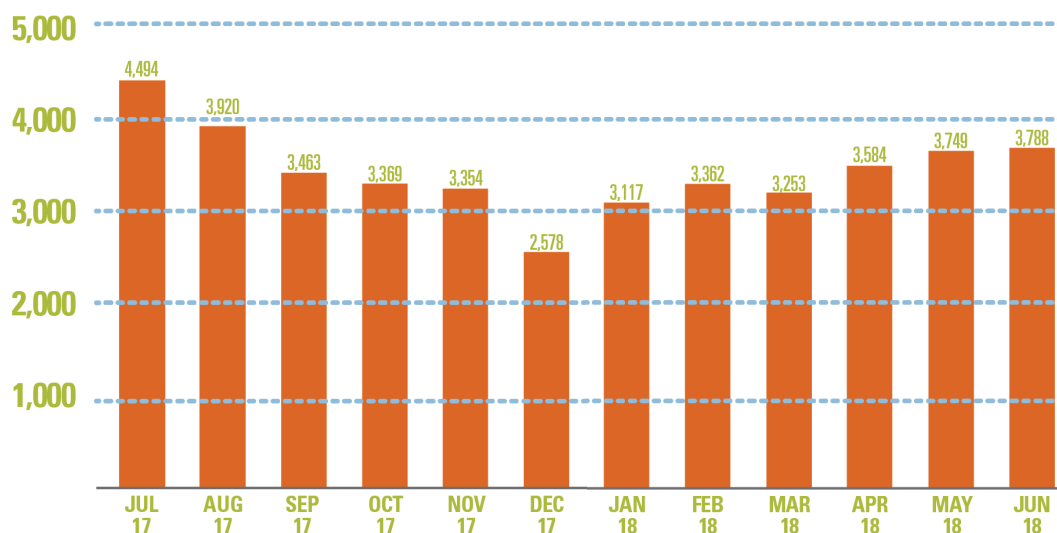
MattressRecyclingCouncil.org:

Designed for use by the mattress industry, regulators, and non-consumer stakeholders, this website attracted 37,816 users generating 45,599 sessions between July 1, 2017 and June 30, 2018. This level of website traffic is similar to the traffic levels during 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 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. This includes announcements issued when MRC released its 2016-2017 Rhode Island Annual Report and increased the recycling fee.

**Mattress Recycling Council Web Traffic Sessions
July 2017 - June 2018**

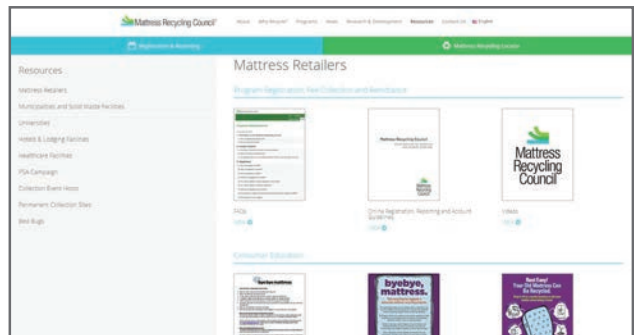


The Rhode Island state page contains information on Rhode Island's mattress recycling law and details on how the Program has expanded. By clicking on links from this page:

- stakeholders may read the Law and information about the Program, including the approved Plan and current Annual Report
- solid waste facilities and other eligible entities may request to become collection sites or event hosts
- retailers and other entities may request to participate in the

- retailers and producers may link to MRC's reporting and remittance portal and learn about their legal obligations under the Program
- stakeholders may sign up to receive MRC's monthly Program Update

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 groups of entities (e.g., transfer stations, retailers, lodging establishments, etc.)



MATTRESSRECYCLINGCOUNCIL.ORG

MRCReporting.org:

Through this website, parties may register with MRC, and retailers and other parties that sell mattresses to end-users in Rhode Island may report and remit to MRC the recycling fees that they have collected. To encourage participants to remit their fees on time, the site emails automatic reminders. The site also e-mails Program updates 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 Rhode Island registrants about the fee increase, when to post and begin using updated consumer education materials, and how to obtain additional consumer education materials.



VIDEO SERIES

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

About the Mattress Recycling Council:

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

How to Register on MRCReporting.org:

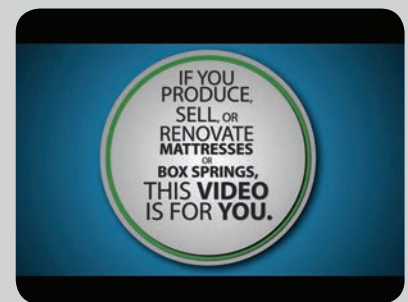
Provides a step-by-step guide to help retailers, producers, and others understand if they must register with MRC, and if so, how to complete that process.

Reporting & Remitting Your Recycling Fees:

Explains how mattress retailers and producers can use the online portal to report and remit to MRC the recycling fees they have collected.

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

Click Below To View



PROGRAM UPDATE 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. MRC's 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 non-profit 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.



INDUSTRY EVENTS

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

Las Vegas Market (each winter and summer): During the Summer 2017 and Winter 2018 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 US bedding market also debut their products here.

Northeast Furniture & Accessories Market (each winter): In January 2018, MRC exhibited at the Northeast Furniture & Accessories Market, a regional show for New England area retailers, distributors, manufacturers, and renovators. MRC answered attendees' questions about registration, reporting, payment, and recycling options.

ISPA EXPO (March 2018): In March 2018, MRC exhibited at ISPA EXPO and led an International Mattress Recycling Summit. The Summit provided MRC the opportunity to learn from similar programs and other mattress recyclers in Australia, Canada, France, the United Kingdom, and the European Union. EXPO and Summit attendees also discussed collaborating on research and development projects to improve the recycling process or investigate the viability of potential new end markets.



Home Furnishings Association Conference (September 2018):

The Home Furnishings Association reformatted its Annual Networking Conference in 2018 and renamed it HFA Insights. MRC participated in the new event to 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, *RetailerNOW* magazine, and meets with its members when they visit Washington, DC, to meet their federal elected officials. MRC will continue to work with HFA to connect with furniture retailers that are either 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 issued two press releases to mattress industry media announcing the 2016-2017 Rhode Island Annual Report and the achievement of surpassing the three million recycled mattress milestone. Strong relationships with *Furniture Today* and ISPA's publications (*Sleep Savvy* and *BedTimes*) helped these announcements reach over 48,000 retailers and manufacturers in the bedding and home furnishings industries.

MRC also contributes content to every issue of *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 also been published in other industry media, including *Home Furnishings Business*, *RetailerNOW*, and *Sleep Retailer*.

2016 California State's Bye Bye Mattress Program Success

HOW TO RECYCLE MATTRESSES IN MRC PROGRAM STATES

THE MATTRESS RECYCLING COUNCIL'S Bye Bye Mattress program provides no-cost recycling for public and private entities that discard mattresses and box springs that were used and discarded in the state. If you sell mattresses directly to consumers in California, Connecticut or Rhode Island, here's how to recycle units from customers.

California
 O Directly drop-off at a recycling facility. No unit minimum or maximum applies. Retailers must make their drop-off arrangements directly with the desired facility. MRC is contracted with recyclers in Corona, Los Angeles, Moreno, Oakland, San Jose and Woodland. Visit ByeByeMattress.com for location details.

Connecticut and Rhode Island
 O Contact MRC to receive access to a recycling facility for no-cost drop-off. No unit minimum or maximum applies. MRC assigns retailers to a drop-off location. Use the online request form on the Connecticut or Rhode Island page of MattressRecyclingCouncil.org or contact info@mattressrecyclingcouncil.org.

And if you don't take mattresses back from your customers...
 Your customers can drop off mattresses at local collection sites and events. Find the nearest locations at ByeByeMattress.com.

Sustainability

MRC hires program coordinator for Connecticut, Rhode Island

The Mattress Recycling Council, which operates Connecticut and Rhode Island's Bye Bye Mattress recycling programs, has hired Kate Caddy as Northeast program coordinator. She replaces Justin Fallon, who recently was promoted to MRC's operations manager.

Based in Connecticut, Caddy serves as the primary point of contact for Connecticut and Rhode Island collection sites and recycling participants. She is responsible for a variety of program tasks, including working with recyclers and handlers, expanding the mattress recycling collection network, and conducting public outreach and education about mattress recycling.

Previously, Caddy worked for five years in quality and regulatory affairs for Harsco Corp. and spent more than two years in environmental services with several Connecticut-based environmental organizations. Other roles have given her experience ensuring compliance with various domestic and international regulations, remaining current on industrial regulations and conducting various site visits for enforcement and cleanup purposes. Caddy holds a bachelor's degree in business administration from Colby-Sawyer College and a master's degree in environmental studies from Antioch University of New England.

"Kate demonstrates a strong passion for environmental concerns and has robust experience in ensuring law and regulatory compliance on local, state and federal levels," said Mike O'Donnell, managing director of MRC. "We are pleased to have her join our team and look forward to expanding the program to more communities throughout Connecticut and Rhode Island."

MRC is a nonprofit organization formed by the mattress industry to operate recycling programs in California, Connecticut and Rhode Island that have enacted state mattress recycling laws. The state programs are funded by a recycling fee that is collected when a mattress or box spring is sold. The fee pays for the transportation and recycling of the mattress.

Connect with MRC online
MATTRESS RECYCLING COUNCIL
 Website: MattressRecyclingCouncil.org
 Facebook: [Facebook.com/MattressRecyclingCouncil](https://www.facebook.com/MattressRecyclingCouncil)
 Twitter: [@MattRecycling](https://twitter.com/MattRecycling)
BYE BYE MATTRESS
 Website: ByeByeMattress.com
 Facebook: [Facebook.com/ByeByeMattress](https://www.facebook.com/ByeByeMattress)
 Twitter: [@ByeByeMattress](https://twitter.com/ByeByeMattress)

RECYCLING

3 million mattresses collected through MRC's Bye Bye Mattress in California, Connecticut and Rhode Island

Almost three years after the Mattress Recycling Council launched the Bye Bye Mattress program, MRC recyclers have collected 3 million mattresses from households, cities, towns, solid waste facilities, landlords and other entities such as retailers, hotels and universities in California, Connecticut and Rhode Island.

MRC works with 10 recyclers that dismantle the discarded mattresses and recycle the reclaimed steel, foam and other mattress components. The recyclers are located throughout the three states and provide local jobs. Groups like the Institute of Scrap Recycling Industries, the Environmental Protection Agency, the National Resources Defense Council and the National Institute of Health estimate that for every 10,000 pounds of material recycled, 100 pounds of jobs are created.

"Although the early years of this program have been successful, we still have work to do," says Mike O'Donnell, MRC managing director. "We continue to focus on improving consumer access to recycling, diverting illegal dumping and growing public awareness of our programs."

MRC's progress also has attracted international attention. In 2017, MRC, an international institution in Cologne, Germany, asked MRC to host a mattress recycling educational session. It provided MRC the opportunity to learn from similar programs in Australia, France, Italy and the United Kingdom. MRC is hosting these discussions at ISRA EXPO 2018 this month in Charlotte, North Carolina, as leaders from mattress recycling programs in Australia, Canada, the European Union, France and the United Kingdom take part in a Mattress Recycling Summit.

Connect with MRC online
Mattress Recycling Council (for the industry)
 Website: MattressRecyclingCouncil.org
 Facebook: [Facebook.com/MattressRecyclingCouncil](https://www.facebook.com/MattressRecyclingCouncil)
 Twitter: [@MattRecycling](https://twitter.com/MattRecycling)
Bye Bye Mattress (for consumers)
 Website: ByeByeMattress.com
 Facebook: [Facebook.com/ByeByeMattress](https://www.facebook.com/ByeByeMattress)
 Twitter: [@ByeByeMattress](https://twitter.com/ByeByeMattress)

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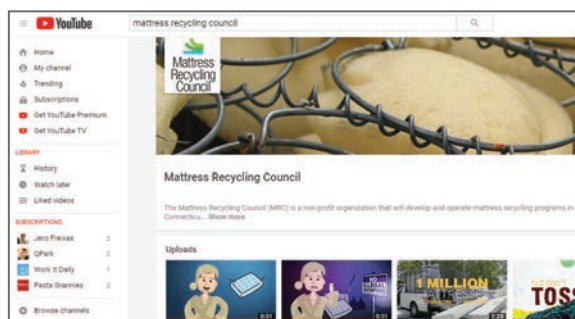
SOCIAL MEDIA

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. This is a 63% growth from the Previous Reporting period.

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, MattressRecyclingCouncil.org, and the recycling locator.



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

PERFORMANCE GOALS & EVALUATION

PERFORMANCE GOALS & EVALUATION

EVALUATION OF PERFORMANCE GOALS & METHODS

MRC's approved Plan included performance goals for the first two years of the Program, which focused on developing an accessible statewide collection network. MRC set Program targets for different categories of Covered Entities based on RIRRC mattress disposal data for 2012 and 2013. Based on experience gained during its first year of operations, MRC proposed updated performance goals in its 2016-17 Annual Report, which RIRRC accepted on June 1, 2018.

Below is an evaluation of the current Program goals and the methods MRC used to achieve them.

In addition, pursuant to sections § 23-90-5(f)(2) and § 23-90-5(j)(8) of the Law, MRC is including in this report updated performance goals. Specifically, since MRC achieved the Program goals contained in the Plan for retailer and lodging sector participation in the Program during this Reporting Period, we propose updated annual targets for these Covered Entities.

Solid Waste Service Providers

GOAL:

To have at least 80 percent of Rhode Island's solid waste service providers

participating in the Program. For the purposes of this goal, these entities include municipal transfer stations, recycling centers, private transfer stations, or curbside bulky waste collection services.



*ACHIEVED – Solid waste service providers continue to participate actively in the Program. Of the 44 municipal and private transfer stations operating in Rhode Island, 88% (i.e., 39) participate in the Program. The municipal and private transfer stations participate by either establishing a permanent drop-off site, diverting mattresses collected from curbside services to the Program, or participating in a mattress collection event. MRC continues to encourage small bulky waste collection services and haulers to participate in the Program. See **Appendix B** for a complete list of participating solid waste providers.*

METHODS:

All Rhode Island residents can access the Program via a collection site, curbside service, recycling facility, or a collection event -See **Appendix B** for a complete list.

Given that 88% of solid waste service providers in Rhode Island participate in the Program, MRC turned its focus during the Reporting Period to informing small bulky waste collection services and private junk haulers how to participate in the Program. Per RIRRC, “MRC gathering information on small bulky waste collection services/haulers and determining approaches to having them participate in the Program,” is important for meeting this performance goal. MRC encouraged these entities to use an MRC-contracted recycler instead of a collection site by handing out information to the commercial customers at the Central Landfill and contacting small haulers directly. MRC continues to work with RIRRC to identify local businesses.

MRC also continues to recruit the few Rhode Island municipalities and transfer stations that are not participating in the Program. They often cite 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 as reasons for declining to participate in the Program. MRC has attempted to address these obstacles to participation.

For municipalities and transfer stations that lacked resources to participate as fixed drop-off locations, MRC offered to host a one-day community collection event staffed by an MRC-contracted Recycler. MRC provides event hosts a container, labor, transportation, and recycling of the collected mattresses. MRC also assists with event publicity

and signage (as described in the **Education and Outreach section** on page 9).

During the Reporting Period, MRC sought to alleviate bed bug concerns by encouraging potential sites (as well as current Program participants) to attend a February 2018 webinar conducted by the Connecticut Coalition Against Bed Bugs (CCABB). MRC promoted the event to the entire Rhode Island collection network through targeted emails. Key messages included dispelling health-related myths, bed bug identification tactics, and best practices for protecting staff. MRC also integrated CCABB’s information into MRC’s Program Collection Site Guidelines and the resources section of MattressRecyclingCouncil.org.

MRC continues to contact non-participating municipalities, transfer stations, and bulky waste haulers through individual site visits and meetings. MRC also attends meetings hosted by RIRRC 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.

Providing support and assistance to the participating solid waste service providers also requires regular communication. MRC’s Northeast Program Coordinator conducts unannounced site visits, as well as schedules appointments to discuss the Program and compliance with participation requirements. Examples

of topics covered in these meetings include identifying Program material, screening mattresses for damage or contamination, communicating about the Program to residents, and addressing illegal dumping concerns. In addition to in-person meetings, MRC sends collection network participants a Spring reminder of the Program Guidelines to help them prepare for the increase in the volume of discarded mattresses that normally occur during the summer season. MRC also sends these contacts the monthly Program Update throughout the year.



MRC has contracted with service providers to transport mattresses for residents from collection sites throughout the state. This program is funded by

502 Wyatt Street
Almond, VA 22114
www.haffnerpublishing.com



A participating collection site may not charge for mattresses that are dropped off at its site and recycled through the Program, but may charge for the service of collecting a mattress at a home or through other means that is then taken to a collection site for recycling.

Page 2

Rhode Island Retailers

GOAL:

To inform all Rhode Island retailers about the benefits of recycling through the Program and to recycle up to 15,000 mattresses from Rhode Island retailers in the first two years.



ACHIEVED –MRC contacted all Rhode Island mattress retailers on multiple occasions before the Program launched and continues to regularly communicate about the benefits of participating in the Program. As of June 30, 2018, the Program had recycled more than 15,000 mattresses obtained from the retail sector.

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-contracted recycling facility. MRC also provides no-cost transportation to retailers that collect a minimum of 50 units.

Before launching the Program, MRC informed Rhode Island retailers by direct mail and phone calls about the Program and their obligations under the Law. MRC also informed retailers how they could recycle discarded mattresses that they collect from consumers at no cost through the Program. After the Program launched, MRC continued to educate retailers about the Law and

recycling. It regularly distributes retail information sheets and brochures to promote the Program and its benefits. Throughout the year, MRC also met with retailers to discuss recycling solutions appropriate for their specific logistical circumstances.

MRC also provides free informational cards, posters, and a customer Q&A that retailers may use to educate their staff and customers about the Law, recycling fees, and mattress recycling opportunities (as described in the **Education & Outreach section** on page 9). In September 2017, MRC mailed updated materials reflecting the new recycling fee to all registered retailers.

In addition, MRC continues to promote mattress recycling options through its website (www.MattressRecyclingCouncil.org), a monthly e-newsletter (The Program Update), articles and advertisements in industry publications, and presentations to industry audiences at the Northeast Furniture & Accessories Market, ISPA EXPO, Las Vegas Market, Home Furnishings Association, etc.

UPDATED GOAL:

To recycle approximately 7,500 mattresses from retailers annually.




Rhode Island Mattress Recycling Program for Mattress Retailers

Rhode Island's General Law 23-60 requires the mattress industry to create a recycling program for mattresses sold new, used, and discarded in the state.

The new law only requires retailers to charge the recycling fee, taking advantage of MRC's no-cost recycling services is voluntary.

Contact MRC to find out how your store can receive no-cost recycling services for the mattresses you collect from your customers.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Rhode Island mattress recycling program. As of May 1, 2016, retailers and other businesses selling mattresses began collecting a \$16 recycling fee on each mattress and box spring that is sold to a Rhode Island consumer. These fees are remitted to MRC and used to recycle mattresses.

Benefits of Participating

Participating retailers no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for recycling mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from landfills and allow materials like fiber, foam, steel and wood to be made into other useful products.

What MRC Provides

- Recycling of mattresses at no cost to you
- No-cost mattress drop-off at an MRC contracted recycling facility
- Transportation for large quantity generators
- Program promotional materials

Participation Requirements

- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck or container
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Rhode Island retailers are eligible for the recycling program. Mattresses from out of state stores are ineligible.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

Excluded products such as: carriages, bassinets, bassinets, dressing tables, cribs, and playpens or their pads

- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping style air mattresses
- Fold-out sofa beds
- Futon and furniture

FOR MORE INFORMATION

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Northeast Program Coordinator
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Phone: 603.278.2766
www.matrecyclingcouncil.org
April 2016



June 30, 2017

[HOME] [ABOUT] [CONTACT]





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Holiday Hours

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IN THE COMMUNITY: MRC's PSA is Now Airing

Interactive Booth Educates Consumers

Upcoming Events

New Collection Sites

COLLECTION SITES: Verify Your Locator

MRC NEWS: Holiday Hours

Due to the holiday, MRCReporting.org's technical support will be unavailable July 3 and MRC's customer service support will be unavailable July 3-4.

All inquiries will be answered immediately upon our return.

MATTRESS INDUSTRY: MRC Launches Survey

MRC has launched an industry survey. Your feedback is important for improving our customer service and communications. The survey is short and will only take a few minutes. Here's how you can access the survey:

We have 5 questions for you.


Visit us at Summer Las Vegas Market July 30-Aug. 3 in the the HFA Retailer Resource Center. By participating in the survey at Market, you will be entered to win a \$100 gift card. So be sure to stop by! Winners will be selected at Noon on Monday and Wednesday.

Or go online [here](#).

We are collecting responses through August 11.

IN THE COMMUNITY: MRC's PSA is Now Airing

Our latest PSA is now airing and it builds awareness of our Bye Bye Mattress Program. In our TV and Radio spots, Sandman is




About Why Recycle? Programs News Resources Contact Us English


There's More to Every Mattress

The Mattress Recycling Council (MRC) was formed by the mattress industry to operate recycling programs (known as Bye Bye Mattress) in states which have enacted mattress recycling laws - California, Connecticut and Rhode Island. MRC educates the mattress industry about mattress recycling laws, assists retailers and manufacturers with their registration and reporting obligations, and works closely with local governments, waste management professionals, recyclers and others to create an accessible and efficient mattress collection and recycling network.

Rest assured, MRC can help you understand your obligations and recycle your used mattresses.

[LEARN MORE](#)





About Why Recycle? Programs News Resources Contact Us English

How to Recycle

Businesses and organizations that drop off mattresses and box springs at an MRC contracted recycling facility are required by coordinating with **Julianne Feltus**. Those with at least 50 units may request MRC's **Large Volume Pick-Up Service**.

Residents of Rhode Island may drop off mattresses and box springs at a recycling facility, collection point or collection event. Residency restrictions and fees may apply and vary by site. A \$100 transportation fee per unit will be \$4 per household per unit. 80% participation at recycling facilities.

[Find your local drop-off location here.](#)

Legal Obligations for Mattress Industry

MRC is required to maintain an open relationship with the mattress industry, including manufacturing, distribution and sale of mattresses and box springs. Businesses are complying with state law by providing their products to MRC and following MRC's guidelines.

RETAILERS

- Register with MRC via MRCReporting.org
- Collect the recycling fee on each sale and remit to MRC quarterly

[SEE COMPLETE RETAILER OBLIGATIONS](#)

PRODUCER/REMANUFACTURERS

- Register with MRC via MRCReporting.org
- Collect the fee when selling directly to consumers or licensed purchasers (e.g., Mattress Connection, Inc.) and remit to MRC

[SEE COMPLETE PRODUCER OBLIGATIONS](#)

Lodging Establishments

GOAL:

To contact the lodging entities in the state to inform them of the Program and seek to persuade them to send as many as 2,500 mattresses for recycling through the Program within the first two years.



NEARLY ACHIEVED – MRC distributed information to the state’s lodging establishments by direct mail, through the Rhode Island Hospitality Association, and by speaking with sustainability directors representing major hotel brands. As of June 30, 2018, the Program achieved 96% of this goal by recycling 2,404 units from these entities.

METHODS:

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

To reach the commercial lodging industry, MRC distributed an information sheet specifically for the

hospitality industry through the Rhode Island Hospitality Association, which represent hotels and vendors that provide services to the industry. MRC also provided Program information to sustainability directors of major hotel brands and companies that help lodging establishments refresh and renovate their properties.



RIRRC requested that “MRC provide the number of lodging facilities participating in the Program” as part of its evaluation of this goal. As of June 30, 2018, 19 lodging establishments were registered with the Program. Of those, eight hotels were new registrants and 13 hotels used the Program to recycle mattresses during the Reporting Period. This is a 70% increase in Program registration from the previous Reporting Period and the number of units recycled increased by 28%.

While MRC succeeded in increasing Program registrations and units recycled, this goal is contingent on the number of lodging establishments replacing their mattresses and the number of units being discarded for recycling. Over the course of operating the Program in Rhode Island, MRC has learned that some units discarded by hotels have a positive residual value as a renovated mattress in secondary markets, making them unavailable for MRC’s recyclers. Hotels also replace and discard mattresses intermittently. As a result, the total number of units the Program obtains from lodging establishments can fluctuate from year to year.

MRC continues to promote mattress recycling to the lodging industry and will assist those interested in participating. An updated annual goal of recycling approximately 1,200 units from this sector aligns with the average activity MRC has experienced during its initial years of operating the Program.

UPDATED GOAL:

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

Rhode Island Mattress Recycling Program for the Lodging Industry

Rhode Island's General Law 23-95 required the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The new law does not require hotels that dispose of used mattresses in Connecticut to recycle them. Hotels located in the state may voluntarily participate in the program.

MRC will provide no-cost transportation and recycling services to hotels discarding 50 or more mattresses at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Rhode Island mattress recycling program.

Beginning May 1, 2016, retailers and other businesses selling mattresses will collect a \$16 recycling fee on each mattress and box spring that is sold to a Rhode Island consumer. These fees will be remitted to MRC and used to recycle mattresses.

Participant Eligibility

Participating hotels no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for the transportation and recycling of the mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from waste-to-energy facilities and landfills and allow materials like fiber, foam, steel and wood to be reused.

What MRC Provides

- Transportation of the accumulated mattresses from your location to the contracted recycler* OR free drop-off at a designated recycling facility.
- No-cost recycling services via contracted, local recycling facilities. Mattresses are 100% deconstructed.

*Must accumulate a minimum of 50 units.

Participation Requirements

- Must accumulate a minimum of 50 units prior to MRC providing transportation services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Connecticut retailers are eligible for the recycling program. Mattresses from out of state stores are ineligible.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

- Juvenile products such as cribs, bassinets, dressers, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping style air mattresses
- Fold-out sofa beds
- Futons and furniture

Kate Cuddy
Rhode Island Program Coordinator
kcuddy@mattressrecyclingcouncil.org
Phone: (401) 276-7336
www.mattressrecyclingcouncil.org
April 2016

Prisons and Other Incarceration Facilities

GOAL:

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



ACHIEVED –MRC obtained mattress samples from Rhode Island Department of Corrections and confirmed with MRC-contracted Recyclers that the units are recyclable. MRC continues to encourage these facilities to participate in the Program.

METHODS:

MRC continues to encourage Rhode Island's Department of Corrections to recycle its discarded mattresses. The Department has expressed interest in the Program but has not registered to participate.

Based on MRC's experience in working with incarceration facilities in other states, we expect this source to generate few units for recycling through the Program in the future.

Healthcare Facilities

GOAL:

MRC will continue outreach to healthcare facilities and industry associations and evaluate mattresses discarded by facilities interested in using the Program. MRC will encourage participation of at least 10 healthcare facilities by the end of fiscal year 2019.



ON PACE TO ACHIEVE – MRC encouraged healthcare facilities to participate in the Program. MRC evaluated mattresses discarded by healthcare facilities and concluded that some were acceptable for recycling. During the Program's first two years, seven healthcare facilities have decided to participate.

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-contracted Recycler. MRC provides no-cost transportation to healthcare facilities that collect a minimum of 50 units.

MRC communicated with contacts at hospital networks and through the EPA Region 1's Healthcare and Social Assistance Sector (whose jurisdiction includes Rhode Island), and developed an information sheet specific to medical facilities. In the next Reporting Period, MRC will disseminate Program information in the same manner.

Healthcare facilities in other states have been hesitant to participate in mattress recycling based on concerns that the units are contaminated and that recycling them may violate medical waste disposal regulations.

Furthermore, healthcare facilities seldom discard non-contaminated units

for dismantling and recycling. MRC understands from discussions with the industry and contracted recyclers that many hospital mattresses retain a high residual value in secondary markets and therefore are rarely dismantled for recycling. Likewise, healthcare facilities often repair or replace worn parts and materials on hospital beds.

Mattresses used in ambulances and hospital emergency rooms may in some cases be recycled. These products tend to have a solid foam core and are surrounded by a thick vinyl cover. If the cover has not been breached and the interior is uncontaminated, the unit can be recycled.

Over the next year, MRC will focus on communicating with the healthcare industry through association meetings and targeted messaging to their members. It will also continue to evaluate discarded mattresses from healthcare facilities.

bye bye mattress
A Program of the Mattress Recycling Council

Rhode Island Mattress Recycling Program for Healthcare Facilities

Rhode Island's Superior Law 23-060
Requires the mattress industry
to create a recycling program for
mattresses and box springs
used and discarded in the state.

The new law does not require
healthcare facilities that dispose of
used mattresses in Rhode Island to
recycle them. Those located in the
state may choose to
participate in the program.

MRC will provide no-cost
transportation and recycling
services to healthcare facilities
discarding older used mattresses
at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the
mattress industry to plan and manage the Rhode Island mattress recycling program.
Beginning May 1, 2016, retailers and other businesses selling mattresses will collect
a \$16 recycling fee on each mattress and box spring that is sold to a Rhode Island
consumer. These fees will be remitted to MRC and used to recycle mattresses.

Benefits of Participating

Participating healthcare facilities no
longer incur mattress recycling costs.
MRC uses the collected recycling fees
to pay for recycling mattresses.

Recycling mattresses conserves
natural resources and benefits the
environment. Program participants
divert mattresses from landfills and
allow materials like fiber, foam, steel
and wood to be made into other
useful products.

What MRC Provides

- Transportation from your collection site to the contracted recycler
- No-cost recycling services

Participation Requirements

- Must accumulate a minimum of 50 units prior to MRC providing transportation services
- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded by Rhode Island retailers are
eligible for the recycling program. Mattresses from out of state stores are **ineligible**.

We are **unable** to accept:

- Severely damaged, wet, stained, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds

• Juvenile products such as cribs, bassinets, bassinets, dressing tables, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping-style air mattresses
- Fold-out sofa beds
- Futons and furniture

FOR MORE INFORMATION
Kara O'Leary
Mattress Recycling Council
Rhode Island Program Coordinator
Phone: (401) 279-7366
www.MattressRecyclingCouncil.org
April 2016

Educational Facilities

GOAL:

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



ON PACE TO ACHIEVE – Eight educational facilities are participating in the Program, with three facilities added during this Reporting Period. MRC also recycled mattresses from off-campus apartments in the City of Providence.

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

During the Reporting Period, MRC added three facilities to the Program and recycled 2,243 units from educational sources, which is more than double the amount of units collected in the Program's first year.

In fulfilling this goal, RIRRC asked MRC to also, "work with at least two new educational facilities to offer a recycle mattress day at the conclusion of the 2019 academic year." In May and June 2018, MRC recycled 231 mattresses discarded by Providence College

students that lived in off-campus apartments.

Prior to the Program launch, MRC identified universities, colleges, and boarding schools in Rhode Island and developed relationships with Keep America Beautiful and the College and University Recycling Coalition. Each of these demonstrated a strong interest in working with MRC to promote mattress recycling at the end of each semester or other education term.

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

bye bye mattress
A Request of the Mattress Recycling Council

Rhode Island Mattress Recycling Program for Educational Institutions

Rhode Island's General Law 23-90 requires the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The state law does not require educational institutions that discard old mattresses in Rhode Island to recycle them. Educational institutions located in the state may voluntarily participate in the program.

MRC will provide request, transportation and recycling services to educational institutions discarding 50 or more mattresses at one time.

The Mattress Recycling Council (MRC) is a non-profit organization established by the mattress industry to plan and manage the Rhode Island mattress recycling program.

Beginning May 1, 2016, retailers and other businesses selling mattresses will collect a \$16 recycling fee on each mattress and box spring that is sold to a Rhode Island consumer. These fees will be remitted to MRC and used to recycle mattresses.

Participant Eligibility

Participating educational institutions no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for the transportation and recycling of the mattresses.

Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from waste-to-energy facilities and landfills and allow materials like fiber, foam, steel

What MRC Provides

- Transportation from your collection site to the contracted recycler
- No-cost recycling services

Participation Requirements

- Must accumulate a minimum of 50 units prior to MRC providing transportation services
- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry
- Staff must load accumulated mattresses into the provided collection truck upon its arrival
- Complete required paperwork to track outgoing shipments

Which items are accepted and not accepted by the program?

Most mattresses and box springs discarded in Rhode Island are eligible for the recycling program. Mattresses from out of state sources are ineligible.

We are unable to accept:

- Severely damaged, wet, twisted, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Sleeping bags
- Pillows
- Car beds
- Juvenile products such as cribs, bassinets, baby cribs, strollers, and playpens or their pads
- Infant carriers, lounge pads, or crib bumpers
- Water beds or camping air mattresses
- Fold-out sofa beds
- Futons and furniture

State Caddy
Northeast Program Coordinator
caddy@northeastmattressrecycling.org
Phone (571) 279-7368
www.mattressrecyclingcouncil.org
April 2018

Military Bases

GOAL:

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



ACHIEVED – Naval Station Newport recycled 229 mattresses and used the Program three times during this Reporting Period.

METHODS:

Naval Station Newport was one of the first covered entities to participate in the Program and has recycled 389 discarded mattresses since Bye Bye Mattress launched. During this Reporting Period, the station transported 229 mattresses from on-base housing complexes to MRC-contracted Recyclers for recycling which is a 43% increase in the number of units it sent to recyclers from the previous period.

MRC will continue to maintain a relationship with the station and assist it with recycling its discarded mattresses.

Other Entities

GOAL:

MRC will continue to encourage other entities to participate in the Program and report on registered entity types in the Annual Report.



ACHIEVED – MRC is providing no-cost recycling to 73 other entities.

METHODS:

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

During the Reporting Period other entities recycled 5,279 units through the Program and MRC's Northeast Program Coordinator fielded requests from the following types of other entities:

BUSINESS TYPE	QUANTITY OF BUSINESS TYPE
Construction	3
Moving and/or Storage	6
Property Management	33
Transportation and Waste Services*	31

*Transportation and waste services does not include any entity included in the Solid Waste Service Providers performance goal.

Education & Outreach

GOAL:

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



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

GOAL:

MRC will continue to provide samples of its educational and outreach materials.



*ACHIEVED – See **Appendix D** for examples of these materials.*

GOAL:

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



ACHIEVED – MRC completed a survey of Rhode Island residents in March 2018.

METHODS:

As described in the previous **Education & Outreach** section, 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 community and industry events. Nearly every municipality is participating in the Program and MRC already achieved or is on pace to achieve the goals related to Covered Entity participation. In addition, in March 2018, MRC surveyed 134 Rhode Island residents and determined 55% of respondents were aware of mattress recycling. MRC will monitor this metric annually and continue to use the established communication and marketing methods to build awareness of the Bye Bye Mattress Program among consumers and maintain industry compliance and participation.

RECYCLING PROGRAM METRICS

In accordance with § 23-90-5(j), MRC must disclose the following qualitative data about the weight of discarded mattresses collected by and processed by the Program in the state.

Amount of Material Collected

MRC's contracted recyclers report the number of mattress and box spring units received from these sources. For purposes of this Annual Report, MRC converted the number of units received into tons by assuming a weight of 49 pounds per unit.

§ 23-90-5(j)(1): The weight of mattresses collected pursuant to the program from:

- i. Municipal and/or transfer stations;
- ii. Retailers;
- iii. All other covered entities

§ 23-90-5(j)(2): The weight of mattresses diverted for recycling

COLLECTION SOURCE	WEIGHT (Tons)
Municipal and/or transfer stations	1,621.8
Retailers	164.3
All other covered entities	266.1
TOTAL DIVERTED FOR RECYCLING	2,052.2

Amount of Material Processed

All tonnage reported for outbound shipments of recyclable and residual materials are based on actual weights provided to MRC by our contracted recyclers. Residual material includes contaminated or unrecyclable mattress components for which there are no

viable secondary markets. All residual material from the Program was sent to RIRRC for disposal.

§ 23-90-5(j)(4): The weight of discarded mattresses recycled, as indicated by weight of each of the commodities sold to secondary markets

MATERIALS RECYCLED	WEIGHT (Tons)
Steel	860.7
Foam	156.4
Quilts & Toppers	206.5
Cotton	74.7
Wood	339.2
Cardboard	3.7
Plastics	4.6
TOTAL MATERIALS RECYCLED	1,645.8

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

§ 23-90-5(j)(5): The weight of mattresses, or part thereof, sent for disposal at each of the following:

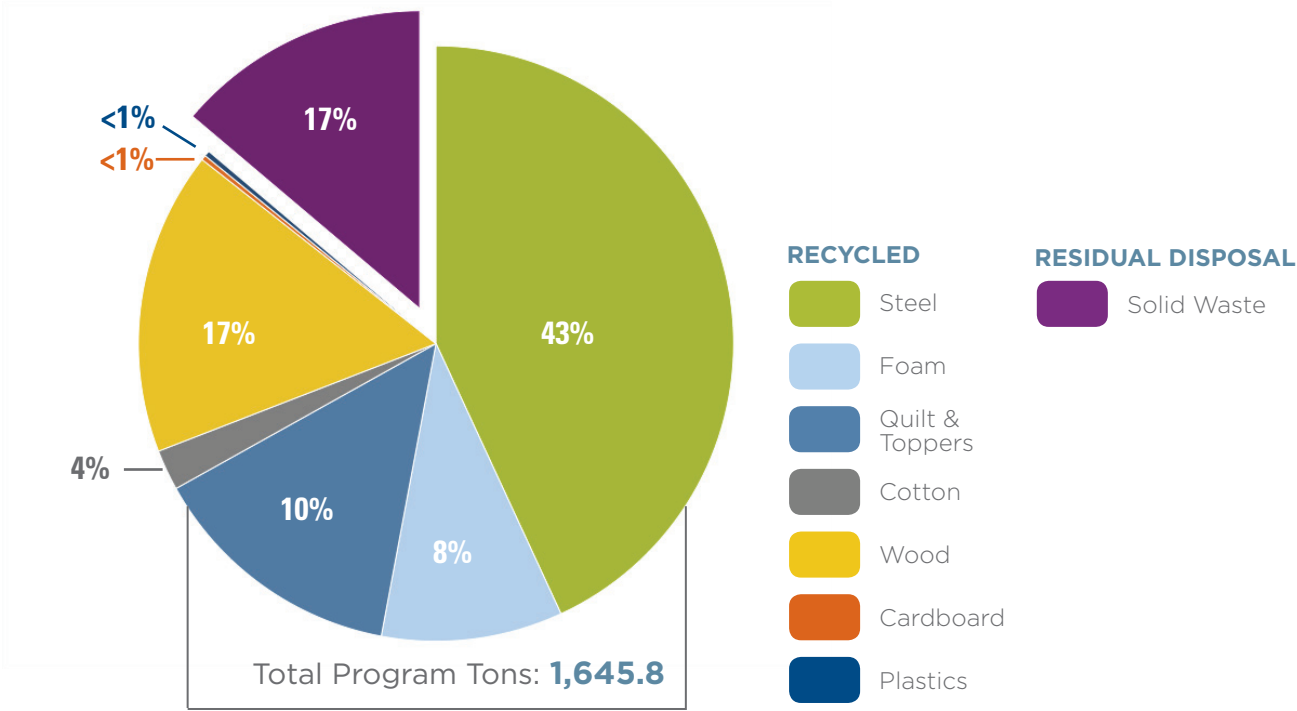
- i. Rhode Island resource recovery corporation; and
- ii. Any other facilities

SOURCE	WEIGHT (Tons)
RIRRC	338.5
Any other facility	0
TOTAL RESIDUAL MATERIAL	338.5

During the Reporting Period, MRC-
contracted Recyclers strove to achieve the
goal set in the Plan to recycle 85% of
collected mattresses and box springs
based on outbound shipments and
achieved an 83% recycling rate.

Give the volatility of markets for post-
consumer mattress components, an 83%
recycling rate is an excellent result.
Contributing factors to the 2% shortfall
include lack of a consistent market for
wood and one recycler faced challenges
generating enough volume for a stable
cotton market.

RECYCLING & RESIDUAL DISPOSAL



DISPOSITION	WEIGHT (Tons)	PERCENTAGE
Material Recycled	1,645.8	83%
Material Disposed	338.5	17%
TOTAL	1,984.3	100%



RECOMMENDATIONS FOR CHANGE

RECOMMENDATIONS FOR CHANGE

MRC proposed updated performance goals in the **Performance Goals & Evaluation** section. These updated goals reflect MRC's experiences administering the Program during the initial years of implementation. Aside from these, MRC recommends no changes to the program at this time.



APPENDICES

APPENDIX A: REGISTERED PRODUCERS

PRODUCERS

AUGUST 1, 2018

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.
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
Campbell Mattress Company
Carico International, Inc.
Carpenter Co.
Children's Products LLC
Classic Brands LLC
COA, INC.
Comfort Bedding of the USA LLC
Comfort Revolution, LLC
Corsicana Bedding, Inc.
Cutting Edge Marketing, Inc.
CVB Inc.
Denver Mattress Company, LLC
Dorel Home Products
E&E Bedding Co. Inc.
E.S. Kluft & Company, LLC
Eastern Sleep Products Co. Inc.
Eco Bedroom Solutions LLC
Elite Foam, Inc.
Engineered Sleep, LLC
Ergomotion Inc.
Ethan Allen Retail, Inc.
Eve Sleep Ltd.
Everrest, Inc.
Exel Inc.
Factory Direct Inc.
Flex-A-Bed, Inc.
Flotation Innovations, Inc.
Friendship Upholstery Company Inc.
Future Foam Inc.
FXI, Inc.

GF Health Products, Inc.
Hammer Bedding Corp.
Health Care Co. Ltd.
Hickory Springs Manufacturing Company
Hickory Springs of California, LLC
Hill-Rom, Inc.
Inncor, Inc.
Innovative Bedding Solutions, Inc.
Invacare Corporation
J Squared Inc.
Jeffco Fibres Inc.
Jiaxing Taien Springs Co., Ltd.
Joerns Healthcare, LLC
J's Junk Removal, Inc.
Jussi Beds
Keetsa, Inc.
Kingsdown, Inc.
Klaussner Home Furnishings, Inc.
LaCroix Properties
Latex Foam International, LLC
Leggett & Platt, Incorporated
Linon Home Decor Products, Inc.
Live and Sleep, LLC
Lopes General Contractor
Made Rite Bedding Company
Magniflex USA Ltd.
Mantua Mfg. Co.
Medical Depot, Inc.
Medline Industries, Inc.
MFL, Inc.
MTJ American
Naturally Beds, Inc.
Nature Sleep System LLC
New Endland Bedding Transport Inc.
Nipponflex LLC
Norix Group, Inc.
Northeast Mattress, LLC
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.
Purple Innovation, LLC
Rest Easy LLC
Restmore, LLC

PRODUCERS CONT.

AUGUST 1, 2018

Restwell Mattress Co.
Revive Sleep Inc.
Rio Home Fashions, Inc.
Safavieh International LLC
Safe For Home Products LLC
Seahawk Designs, Inc.
Sealy Mattress Co. of Albany, Inc.
Select Comfort Retail Corporation
Select Comfort SC Corporation
Serta Simmons Bedding, LLC
Shevick Sales Corp.
Sinomax USA, Inc.
Sleep Studio, LLC
Sleeping Pure, LLC
Sleepmaster Ltd.
Sleeptek MFG Limited
Solstice Sleep Products, Inc.
Sommex Bedding Corporation
Somnium Inc.
Span America Medical Systems, Inc.
Spring Coil of the USA LLC
Suissly Inc.
Suite Sleep, Inc.
Switlik Parachute Company, Inc.
Technogel US Inc.
Tempur Sealy International, Inc.
The Bedding Group Inc.
The House of the Foaming Case, Inc.
The Lantern Group, Inc.
Therapedic of New England, LLC
Ultracomfort, Inc.
University Loft Company
Ureblock S.A. DE C.V.
Venture Products LLC
Vinyl Products Mfg. Inc.
Vi-Spring Limited
Washabelle LLC
White Dove Mattress Ltd.
Woodhaven Furniture Industries
Xpress Sweeping Inc.
Zhejiang Alright Home Textiles Co., Ltd.
Zinus Inc.

APPENDIX B: COLLECTION SITES, RECYLING FACILITIES & COLLECTION EVENTS

COLLECTION SITES: MUNICIPAL TRANSFER STATIONS & RECYCLING CENTERS

SITE	ADDRESS	CITY	ACCESS/UNIT LIMIT
Barrington Transfer Station	84 Upland Way	Barrington	Drop-off for residents up to 3 units
Bristol Transfer Station	6 Minturn Farm Rd.	Bristol	Drop-off for residents up to 3 units
Charlestown Residential Collection Center	50 Sand Hill Rd.	Charlestown	Drop-off for residents up to 3 units
Glocester Transfer Station	121 Chestnut Hill Rd.	Chepachet	Drop-off for residents up to 3 units
Coventry Transfer Station	1668 Flat River Rd.	Coventry	Drop-off for residents up to 3 units
Cranston Highway Division	929 Phenix Ave.	Cranston	Drop-off for residents up to 3 units
East Greenwich Transfer Station	Crompton Avenue	East Greenwich	Drop-off for residents up to 3 units
Exeter Transfer Station	890 Ten Rod Rd.	Exeter	Drop-off for residents up to 3 units
Foster DPW	86 Foster Center Rd.	Foster	Drop-off for residents up to 3 units
Jamestown Transfer Station	1218 North Main Rd.	Jamestown	Drop-off for residents up to 3 units
Little Compton Transfer Station	122 Amy Hart Path	Little Compton	Drop-off for residents up to 3 units
Town of New Shoreham	14 West Beach Rd.	New Shoreham	Drop-off for residents up to 3 units
North Kingstown Transfer Station	345 Devils Foot Rd.	North Kingstown	Drop-off for residents up to 3 units
Scituate DPW	1 Lincoln Cir.	North Scituate	Drop-off for residents up to 3 units
Town of North Smithfield Highway Garage	281 Quaker Hwy.	North Smithfield	Drop-off for residents up to 3 units
Town of Burrillville	350 Whipple Ave.	Oakland	Drop-off for residents up to 3 units
Portsmouth Transfer Station	West Main Road and Hedley Street	Portsmouth	Drop-off for residents up to 3 units
Providence DPW	700 Allens Ave.	Providence	Drop-off for residents up to 3 units
Tiverton Landfill	3524 Main Rd.	Tiverton	Drop-off for residents up to 3 units
Rose Hill Regional Transfer Station	163 Rose Hill Rd.	Wakefield	Drop-off for Wakefield & Narragansett residents up to 3 units
Warren Municipal Transfer Station	21 Birch Swamp Rd.	Warren	Drop-off for residents up to 3 units
Warwick Recycling Facility	111 Range Rd.	Warwick	Drop-off for residents up to 3 units
West Greenwich Transfer Station	68 Bates Trail	West Greenwich	Drop-off for residents up to 3 units
West Warwick DPW	10 Junior St.	West Warwick	Drop-off for residents up to 3 units
Town of Westerly	39 Larry Hirsch Ln.	Westerly	Drop-off for Westerly & Hopkinton residents up to 3 units
Woonsocket Solid Waste Recycle Facility	943 River St.	Woonsocket	Drop-off for residents up to 3 units
Richmond Transfer Station	51 Buttonwoods Rd.	Wyoming	Drop-off for residents up to 3 units

COLLECTION SITES: CURBSIDE

SITE	ADDRESS	CITY	CONTACT
Central Falls DPW	Curbside pick up by appointment	Central Falls	Municipal Recycling Coordinator
City of East Providence	Curbside pick up by appointment	East Providence	Municipal Recycling Coordinator
City of Pawtucket	Curbside pick up by appointment	Pawtucket	Municipal Recycling Coordinator
Town of Lincoln Highway Dept.	Curbside pick up by appointment	Lincoln	Municipal Recycling Coordinator
Town of North Providence	Curbside pick up by appointment	North Providence	Municipal Recycling Coordinator

COLLECTION SITES: PRIVATE TRANSFER STATIONS

SITE	ADDRESS	CITY	ACCESS/UNIT LIMIT
Waste Management	65 Halsey St.	Newport	Drop-off for Newport residents up to 3 units
Blackstone Valley Regional Transfer Station	240 Grotto Ave.	Pawtucket	Drop-off for Central Falls, Pawtucket and Providence residents up to 3 units
WM - Cranston	Curbside pickup by appointment	Cranston	For WM customers

COLLECTION SITES: LANDFILL

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

RECYCLING FACILITIES

SITE	ADDRESS	CITY	ACCESS
Ace Mattress Recycling	14 Clyde St.	West Warwick	Drop-off for all RI residents; allows pre-scheduled business drop-off from MRC registered participants
Express Mattress Recyclers	310 Bourne Ave.	Rumford	No public drop-off; allows pre-scheduled business drop-off from MRC registered participants

COLLECTION EVENTS

SITE	ADDRESS	CITY	DATE
Middletown at Gaudet Middle School	350 East Main Rd.	Middletown	9/23/18, 11/18/18, 3/30/18, 5/5/18
Town of Smithfield Dept. of Public Works	3 Spragueville Rd.	Smithfield	6/9/18

APPENDIX C: STAKEHOLDER OUTREACH

JULY 1, 2017 - JUNE 30, 2018

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
6/4/2018	Northeast Campus Sustainability Consortium Annual Meeting	Middletown, CT	Educational Facilities
5/31/2018	RIRRC Commercial Haulers Discussion	Johnston, RI	Waste & Recycling Industry
5/21/2018	Future Foam	Council Bluffs, IA	Recycling End Markets
5/21-24/18	SWANA Conference	Palm Springs, CA	Waste & Recycling Industry
5/17/2018	RIRRC Meeting	Johnston, RI	Municipalities & Regulators
5/16/2018	RIRRC Meeting	Conference Call	Municipalities & Regulators
5/8-10/2018	Furniture Today Bedding Conference	Tucson, AZ	Mattress Industry
5/1/2018	Ecin Bedding	Fall River, MA	Prisons
4/30/2018	RIRRC Meeting	Johnston, RI	Municipalities & Regulators
3/31/2018	Providence DPW Training	Providence, RI	Municipalities
3/28/2018	RIRRC Meeting	Johnston, RI	Waste & Recycling Industry
3/26/2018	Rhode Island University Outreach		Educational Facilities
3/20/2018	Jordan's Furniture	East Taunton, MA	Retailer
3/15/2018	International Mattress Recycling Summit at ISPA EXPO	Charlotte, NC	Mattress Industry, Waste & Recycling
3/14-16/2018	ISPA EXPO	Charlotte, NC	Mattress Industry
2/27/2018	Bed Bug Training	Hartford, CT	All Stakeholders
2/15/2018	IKEA North America	Conshohocken, PA	Mattress Industry
1/28-31/2018	Las Vegas Market - Winter	Las Vegas, NV	Mattress Industry
1/6-8/2018	Northeast Furniture & Accessories Market	Edison, NJ	Mattress Industry
11/28-30/2017	Furniture Today Leadership Conference	Lake Buena Vista, FL	Mattress Industry
11/13/2017	NERC Conference	Amherst, MA	Waste & Recycling Industry
10/26/2017	EPA Webinar	Conference Call	Environmental
10/25/2017	RIRRC Municipal Meeting	Johnston, RI	Municipalities
10/25-27/2017	Therapedic Annual Meeting	Naples, FL	Mattress Producers
10/1/2017	RIRRC Meeting	Conference Call	Municipalities
9/27/2017	European Bedding Industries' Association	Madrid, Spain	Mattress Industry, Waste & Recycling
9/19/2017	Bob's Discount Furniture	Taftville, CT	Retailer
7/29-8/1/2017	Las Vegas Market - Summer	Las Vegas, NV	Mattress Industry

APPENDIX D: PUBLIC EDUCATION MATERIALS

INFO CARDS

**byebye,
mattress.**

**That recycling fee supports a
statewide mattress recycling program.**

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

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

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

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

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

byebyemattress.com
A Program of the Mattress Recycling Council®

**Or contact us at info@byebyemattress.com
or 1-855-700-9973**

**byebye,
mattress.**

**El cargo de reciclado financia un programa
de reciclado de colchones a nivel estatal.**

El cargo de reciclado mencionado en su recibo, el cual es exigido por la ley para cada colchón y base de resortes vendidos, financia el programa de reciclado de colchones estatal conocido como Bye Bye Mattress.

El programa permite que cualquier colchón o base de resortes, independientemente de la fecha de compra, se pueda dejar sin costo en un punto de recolección, evento o centro de reciclaje participante.

Los vendedores minoristas también pueden utilizar el programa. Si le van a entregar un colchón nuevo, puede pedir que se lleven el viejo. Los cargos que le pueden cobrar por la entrega o el armado siguen aplicándose.

Cuando los colchones y bases de resortes se reciclan, se desarmen. El acero, espuma, fibra y madera se convierten en otros productos como fieltro o filtros industriales.

**Encuentre el punto de entrega más cercano u
obtenga más información sobre el cargo y
el funcionamiento del programa en**

byebyemattress.com
A Program of the Mattress Recycling Council®

**O póngase en contacto con nosotros a
info@byebyemattress.com o al 1-855-700-9973**

Rest Easy! Your Old Mattress Can Be Recycled.

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



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

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

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



byebyemattress.com

A Program of the Mattress Recycling Council®

Visit ByeByeMattress.com to learn more.



A Program of the Mattress Recycling Council

ANTICIPATED CONSUMER QUESTIONS

- Why do I have to pay the fee and what does it pay for?
- Who is the Mattress Recycling Council?
- If I don't plan to discard a mattress now, why do I have to pay this fee?
- If I decide to take my old mattress to a recycler myself, do I still pay the fee?
- I didn't pay this fee on my old mattress, so will it be accepted for recycling?
- You didn't take back my old mattress because you deemed it unacceptable. Can you refund my recycling fee?
- What are the benefits of mattress recycling?
- Now that we have this new program, what happens to my old mattress or box spring?

Why do I have to pay the fee and what does it pay for?

The state law requires retailers to collect a recycling fee on each mattress and box spring that is sold. The state approved the amount of the fee, which is not set or controlled by individual retailers.

The fee funds the state's recycling program, which is administered by the Mattress Recycling Council. Visit www.byebyemattress.com to learn more or contact the Mattress Recycling Council via the information provided with your receipt.

Who is the Mattress Recycling Council?

The Mattress Recycling Council is a nonprofit organization that operates mattress recycling programs in states that have passed mattress recycling laws.

Our state's mattress recycling program is similar to the recycling programs that a number of states have for other products like paint, tires, carpet and batteries.

Visit www.byebyemattress.com to learn more or contact the Mattress Recycling Council via the information provided with your receipt.

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

The state law requires retailers to collect this fee on any mattress and box spring sale to fund the state's mattress recycling program.

Even if you aren't discarding a mattress right now, a mattress doesn't last forever, and will eventually be discarded. The program creates a network of participating cities, towns, retailers, recyclers and other organizations that you may rely on when that time comes to properly recycle your old mattress.

Visit www.byebyemattress.com to learn more or contact the Mattress Recycling Council via the information provided with your receipt.

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

Yes, state law requires retailers to collect this fee on any mattress and box spring sale to fund the state's mattress recycling program.

You may receive a modest financial incentive if you drop off your used mattress or box spring at a designated recycling location. Visit www.byebyemattress.com to find the location nearest you.

I didn't pay this fee on my old mattress, so will it be accepted for recycling?

Yes, mattresses that we take back from our customers are recycled through the state's mattress recycling program regardless of when they were purchased. Visit www.byebyemattress.com for more information.

You didn't take back my old mattress because you deemed it unacceptable. Can you refund my recycling fee?

No, state law requires retailers to collect this fee on any mattress and box spring sale to fund the state's mattress recycling program. The law does not force retailers to accept every mattress for recycling out of concern for employee health and safety. Our store's policy in addition to the recycling program's guidelines determines what we will and won't accept.

If your mattress is unacceptable for recycling, contact your city or town to learn what disposal options are available.

What are the benefits of mattress recycling?

More than 90 percent of a mattress can be recycled and made into a new product. Recycling provides a number of important benefits:

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

Visit www.byebyemattress.com to learn more about mattress recycling.

Now that we have this new program, what happens to my old mattress or box spring?

Recyclers dismantle old mattresses and/or box springs, separate the steel, foam, fabric and wood, and sell these materials to manufacturers that will use them to make new products. Visit www.byebyemattress.com to learn more about mattress recycling.

VYM10020000H

Mattress Recycling Council

“Sandman”

:60 TV

INT. BEDROOM - NIGHT

Asleep in a King-sized bed in a modern bedroom lay a husband and wife. The wife is asleep, but the husband is tossing and turning a bit. POOF, out of nowhere appears SANDMAN, standing in front of the bed.

He's mid-20-30's, bearded, and clothed in a worn bathrobe and pajama pants ending in fluffy sandals. He's got a rugged but still snarky persona, almost like a rock star, but weathered (think The Big Lebowski but younger). Sand falls from his hair as he speaks. In his hand he holds some glowing sand-like magic. He turns, and throws the “magic sand” into the face of the husband, who instantly calms. He then turns to the camera.

SANDMAN: “Hi there, your Sandman here. I know you haven’t been seeing much of me lately, that you probably don’t under-sand why I haven’t been bringing you dreams. But it’s not my fault—I haven’t been slacking—it’s *you*, worrying about how to get rid of your lumpy old mattress.”

Magically, we cut quickly and he’s at the side of the bed, indicating the sleeping couple behind him.

SANDMAN: “I know you and your wife have been dreaming up plans to replace it...well, maybe ‘dreaming’ isn’t the right word...but, *she’s* sleeping peacefully because she knows it can be recycled for free.”

He snaps, and is in front of the mirror in the room (or the bathroom). He twirls his hand around with the magic sand, and words and symbols appear on the mirror to represent steel, foam, wood, and fiber.

SANDMAN: “When recycled, mattresses are broken down into steel, foam, fiber, and wood. These components are used to make hundreds of useful products.”

Back on the bed, Sandman sits between the sleeping couple, facing the camera. He swirls the magic sand around a little bit in his hand.

SANDMAN: “So recycle your mattress, and make the waking world just that much better. Then, if you’re lucky, I’ll start visiting you again...”

He snaps his fingers and poofs out of existence. The scene fades to the Bye-Bye- Mattress logo and website.

SANDMAN: “To find a mattress recycler in your area, go to byebyemattress.com”

FADE TO BLACK

VYMI0024000
Mattress Recycling Council
"Sandman"
:60 SPANISH RADIO

Hola, es el ángel de tus sueños. Sé que no me has visto mucho recientemente, que probablemente no entiendes por qué no te he estado ayudando a dormir.

Pero no es mi culpa. No he estado de vacaciones. Eres tú, que estás preocupado por cómo botar tu viejo colchón roto.

Sé que has estado soñando con reemplazarlo... bueno, tal vez "soñando" no es la mejor palabra... pero el secreto para dormir bien es saber que no tienes que botar tu colchón: puedes reciclarlo.

Al reciclarlos, los colchones se convierten en acero, espuma, fibra y madera. Estos componentes se usan para hacer cientos de productos útiles. Para ellos es un sueño hecho realidad.

Mira, recicla tu colchón, y tu tiempo despierto será mucho mejor. Entonces, si tienes suerte, empezaré a visitarte nuevamente...

Para ver recicladores de colchones locales, visita byebyemattress.com

VYMI0040000H
Mattress Recycling Council
Illegal Dumping Sandman
:30 Spanish

VO: Hola, soy el Arenero. Sé un par de cosas acerca de dormir bien y te he visto dando vueltas en la cama pensando en cómo deshacerte de ese viejo y pesado colchón.

Pero tirarlo en un callejón o estacionamiento... ¡Qué pesadilla! Queda horrible y, además, es ilegal.

Pero, escucha: puedes reciclarlo gratis y volver a dormir bien. Y hasta te regalaré unos cuantos dulces sueños.

Visita ByeByeMattress.com para encontrar el punto de entrega más cercano.

VYMI0039000H
Mattress Recycling Council
Illegal Dumping Sandman
:30 English

VO: Hi there, your Sandman here. I know a few things about getting a good night's sleep, and I've seen you tossing and turning about how to get rid of that lumpy, old mattress.

But dumping it in an ally or parking lot - what a nightmare! It's awful to look at -- *and illegal too.* (loud whisper)

But hey! You can recycle it for FREE and start sleeping soundly again, I'll even throw in a few sweet dreams!

Visit ByeByeMattress.com to find your nearest drop-off location.

VYMI0022000
Mattress Recycling Council
"Sandman"
:30 RADIO

NOTE: Provide radio spots mixed and as split audio to allow Spanish translation by radio stations.

SANDMAN: "Hi there, your Sandman here. I know you haven't been seeing much of me lately. But it's not my fault—it's you, worrying about how to get rid of your lumpy old mattress.

This thing is awful, admit it, and you've been dreaming about replacing it. But don't just throw the old thing in the dumpster—recycle it. It's easy, and it's free.

So, recycle your mattress. And if you're lucky, I'll start visiting you again. Visit byebyemattress.com to find a recycler near you."

INT. BEDROOM – NIGHT

Asleep in a King-sized bed in a modern bedroom lay a husband and wife. The wife is asleep, but the husband is tossing and turning a bit. POOF, out of nowhere appears SANDMAN, standing next to the bed.

He’s mid-20-30’s, bearded, and clothed in a worn bathrobe and pajama pants ending in fluffy sandals. He’s got a rugged but still snarky persona, almost like a rock star, but weathered (think The Big Lebowski but younger). Sand falls from his hair as he speaks. In his hand he holds some glowing sand-like magic. He turns, and throws the “magic sand” into the face of the husband, who instantly calms. He then turns to the camera.

SANDMAN: “Hi there, your Sandman here. I know you haven’t been seeing much of me lately. But it’s not my fault—it’s your mattress.”

Magically, we cut quickly and he’s at the foot of the bed, sitting and bouncing on the mattress.

SANDMAN: “This thing is awful, admit it, and your wife’s been dreaming about replacing it. But don’t just throw the old thing in the dumpster—recycle it. It’s easy, and it’s free.”

Sandman magically pops to be sitting between the sleeping couple, facing the camera. He swirls the magic sand around a little bit in his hand.

SANDMAN: “Recycling makes the waking world that much better. And, if you’re lucky, I’ll start visiting you again...”

He snaps his fingers, and he poofs out of existence, leaving nothing but some sand falling onto the foot of the bed.

The scene fades to the Bye-Bye-Mattress logo and website.

SANDMAN: “Visit byebyemattress.com to find a recycler near you.”

FADE TO BLACK

NOTE: Provide radio spots mixed and as split audio to allow Spanish translation by radio stations.

SANDMAN: “Hi there, your Sandman here. I know you haven’t been seeing much of me lately, that

you probably don’t under-*sand* why I haven’t been bringing you dreams. But it’s not my fault—I haven’t been slacking—it’s *you*, worrying about how to get rid of your lumpy old mattress.

I know you’ve been dreaming up plans to replace it...well, maybe ‘dreaming’ isn’t the right word...but, the secret to sleeping soundly is knowing you don’t have to toss your mattress: you can recycle it.

When recycled, mattresses are broken down into steel, foam, fiber, and wood. These components are used to make hundreds of useful products. It’s a dream come true for them.

So, recycle your mattress, and make the waking world just that much better. Then, if you’re lucky, I’ll start visiting you again...”

To find a mattress recycler in your area, visit byebyemattress.com”

