

07/01/2016

---

16

17

---

06/30/2017

## RHODE ISLAND ANNUAL REPORT

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

**SUBMITTED TO**  
Rhode Island Resource Recovery Corporation  
65 Shun Pike Road  
Johnston, RI 02919

**SUBMITTED ON**  
September 29, 2017

**REVISED ON**  
June 1, 2018

 **Mattress Recycling Council®**



This year, MRC's Rhode Island Bye Bye Mattress Program collected more than **89,200** mattresses and diverted more than **1,800** tons of material from disposal.

---

# TABLE OF CONTENTS

---

Executive Summary & Definitions .....	<b>pg. 4</b>
Collection Network Overview .....	<b>pg. 6</b>
Education & Outreach .....	<b>pg. 9</b>
Performance Goals & Evaluation .....	<b>pg. 28</b>
Recycling Program Metrics .....	<b>pg. 40</b>
Recommendations for Change .....	<b>pg. 41</b>
APPENDIX A • Registered Producers .....	<b>pg. 43</b>
APPENDIX B • Collection Sites, Recyclers & Events .....	<b>pg. 48</b>
APPENDIX C • Stakeholder Outreach .....	<b>pg. 50</b>
APPENDIX D • Public Education Materials .....	<b>pg. 51</b>



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

---

## **A: OVERVIEW OF MATTRESS RECYCLING COUNCIL**

Chapter 23-90 of Rhode Island General Laws (the Law), created a statewide mattress stewardship program that is funded through a visible fee collected from consumers on all mattress and box spring sales in the state (the Program). This legislation resulted from efforts by the mattress industry and various stakeholders. The mattress industry created the Mattress Recycling Council (MRC), a non-profit organization, to develop and administer the Program. Among consumers, MRC has branded the Program as “Bye Bye Mattress.”

MRC is currently administering mattress recycling programs in three states, each of which has the following similar goals:

- Develop an effective statewide network of mattress collection and recycling locations.
- Increase the number of mattresses recycled in each state.
- Reduce the impact of illegally dumped mattresses on local communities.

- Educate consumers, retailers, and other stakeholders about the Program.
- Minimize recycling costs for consumers and governments.

## **B: RHODE ISLAND’S PROGRAM OBJECTIVES**

Rhode Island’s law required the Program to meet the following objectives:

- Provide for MRC-financed end-of-life management of discarded mattresses.
- Minimize public sector involvement in the management of discarded mattresses.
- Provide for free, convenient, and accessible statewide opportunities for state residents to discard their used mattresses.
- Establish a financial incentive for consumers that deliver their mattresses to recyclers.
- Provide for free collection of discarded mattresses from municipal transfer stations.

- Provide transfer stations with suitable storage containers for discarded mattresses.
- Collect a mattress stewardship fee that funds the cost of operating and administering the Program.

On July 1, 2015, MRC submitted a plan to Rhode Island Resource Recovery Corporation (RIRRC) outlining how the Program would meet each of these requirements and proposed initial performance goals. RIRRC approved this Plan on January 13, 2016, and the Program officially began operating on May 1, 2016.

### **C: 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.

This Annual Report reflects the requested data during the state's 2016-2017 Fiscal Year (July 1, 2016 to June 30, 2017). However, some sections will reference activities and data from the Program's start date (May 1, 2016). 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 water bed or air mattress that does not contain upholstery material between the ticking and the mattress core;

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

**G.** A fold-out sofa bed or futon.

**“Mattress stewardship program”** or **“program”** means the state wide, 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 **70** public and private entities that dispose of large volumes of discarded mattresses.

---

## COLLECTION NETWORK OVERVIEW

# COLLECTION NETWORK OVERVIEW

## A: INTRODUCTION

Rhode Island's Program success hinges largely on working with the existing statewide infrastructure of "Covered Entities" that receive or handle discarded mattresses as part of their ongoing operations. As defined by the Law, Covered Entities 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.

By the end of the Reporting Period, 37 of Rhode Island's 39 municipalities had a free drop-off option (collection site, curbside collection, collection event, or recycler) in their town. While many collection sites limited access to their town residents, all state residents could use Ace

Mattress Recycling in West Warwick or the Central Landfill in Johnston. **See Appendix B** for a complete list of each municipality and their type of Program access.



In addition to these municipal partnerships, more than 70 other public and private entities such as mattress retailers, hotels, universities, or others that dispose of large volumes of discarded mattresses are also recycling their used units through the Program. These entities may drop-off directly at one of the recycling facilities named below or may qualify for free transportation (per the law, a minimum of 50 units is required for transportation services).

Covered Entities must contact MRC if they desire to host a collection site or one-day event, drop-off at a recycling facility, or have collected the minimum number of units to qualify for transportation. It reviews these requests on a rolling basis and continually expands the collection network.

## **B: MATTRESS RECYCLING FACILITIES**

MRC works with the following companies to process the collected units. During the Reporting Period, the following companies were an MRC-contracted recycling facility:

### **Ace Mattress Recycling, LLC**

14 Clyde Street  
West Warwick, RI 02893

### **Express Mattress Recyclers, LLC**

310 Bourne Avenue  
East Providence, RI 02916

These recyclers use in-house transportation capabilities and jointly provide recycling services to participating towns and other Covered Entities in Rhode Island. Covered Entities that desire to drop-off at these facilities or receive no-cost transportation from one of the above facilities must first contact MRC. Requests may also be submitted online via the [Rhode Island large volume request form](#).



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 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 community and industry events. It 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 the education and outreach goals MRC submitted in its Plan:

- Develop point-of-sale materials that explain the purpose of the recycling fee to customers.
- Contact all Rhode Island mattress retailers and explain their obligation to register with MRC and to collect and remit the fee.
- Facilitate stakeholder events and meetings to increase awareness of the Program and the benefits of participation.
- Contact and visit stakeholders to inform them about how they may participate in the Program.

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

PR News' Corporate Social Responsibility Awards, which honor outstanding communications programs, recognized this strategy with an honorable mention in the 2016 Recycling Program category. In the upcoming year, MRC is considering a consumer awareness survey to further evaluate the effectiveness of this strategy.

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 led to higher than anticipated volume entering the Program. In order to not overwhelm the collection network in its infancy stage, MRC deviated from the communications timeline proposed in the Plan and scaled back or postponed the use of certain tactics.

## BYEBYEMATTRESS.COM

On May 1, 2016, MRC announced the launch of the Bye Bye Mattress Program in Rhode Island and unveiled ByeByeMattress.com as the quick and easy way for consumers to find recycling locations and information about the recycling fee and Program. The announcement was made through local media and PRWeb, as well as a press conference at Rhode Island Resource Recovery Corporation's central landfill. MRC also promotes the website through social media and consumer education materials.

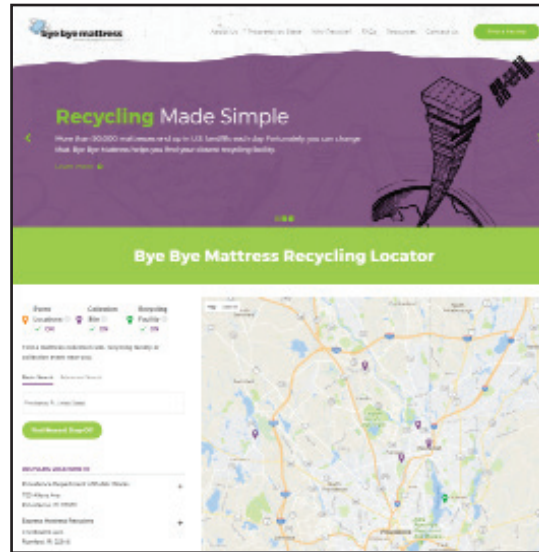
### PREVIOUS BYE BYE MATTRESS WEBSITE



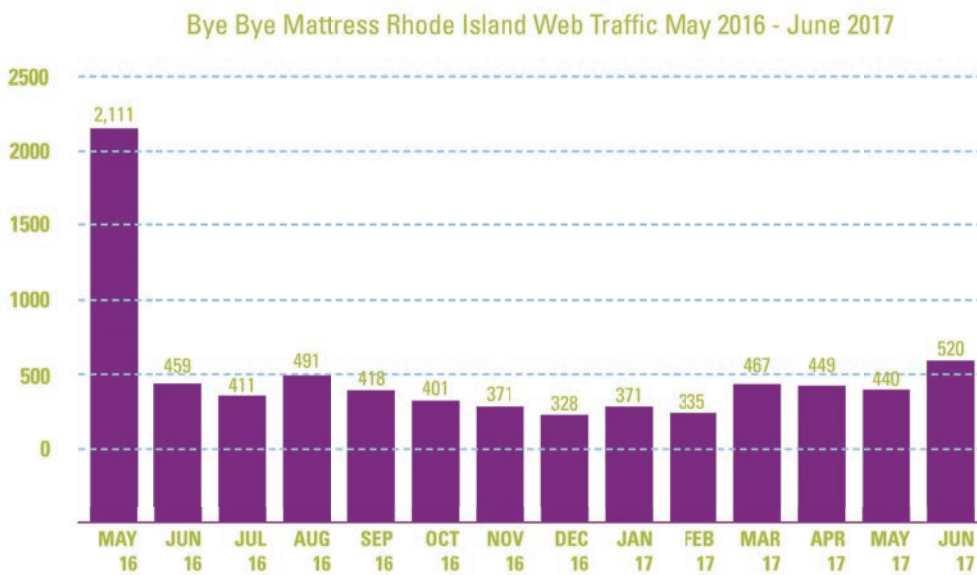
Although the locator is the primary reason people visit the site, ByeByeMattress.com also contains important information about the recycling fee and provides updates about the Program's performance and MRC's expansion efforts in the state. It is also a platform for educating the general public about the mattress recycling process and its benefits.

Between May 1, 2016, and June 30, 2017, ByeByeMattress.com had a grand total of 227,946 users and 300,066 pageviews, with 2.5% of these sessions originating from Rhode Island. Based on the relative population of Rhode Island to the other participating states, Rhode Island represents 2% of MRC's total target audience. Therefore, the Rhode Island based web traffic aligns with MRC's expectations.

In July 2016, MRC enhanced the locator to improve the user experience. These changes included reprogramming the search algorithm, improving how the results are displayed, and enhancing the locator's prominence on the site. At the end of 2016, MRC began planning updates to the site's appearance. These changes were completed in April 2017.



BYEBYEMATTRESS.COM, April 2017



SOURCE: GOOGLE ANALYTICS

## CONSUMER EDUCATION MATERIALS

To assist retailers with explaining the fee at point-of-sale, MRC developed an informational card, in-store posters, and a Frequently Asked Questions (FAQ) document. MRC provides these materials at no cost to any retailer that is registered with MRC and is collecting the fee. Once a retailer's registration account is approved, it is sent a welcome kit containing these items. 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 reorders are free.

Prior to the Program launch, MRC distributed an introductory set of cards and posters to Rhode Island 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 for each invoice or receipt and explain

the purpose of the Program and the fee. A Spanish translation is on the reverse side.

**In-Store Posters:** MRC makes the posters available in three 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](http://ByeByeMattress.com) on the "Recycling Fees" page.

MRC's Marketing & Communications department is working closely with mattress retailers to develop effective communication solutions, including the option to create custom marketing pieces.

Shortly after the close of the Reporting Period, MRC concluded an industry survey that provided feedback for improving the consumer education materials. While MRC had anticipated updating Rhode Island's materials to account for the fee increase that takes effect Oct. 1, 2017, these industry comments justify making further changes.



INFORMATIONAL CARD



IN-STORE POSTER



CUSTOMER FAQs



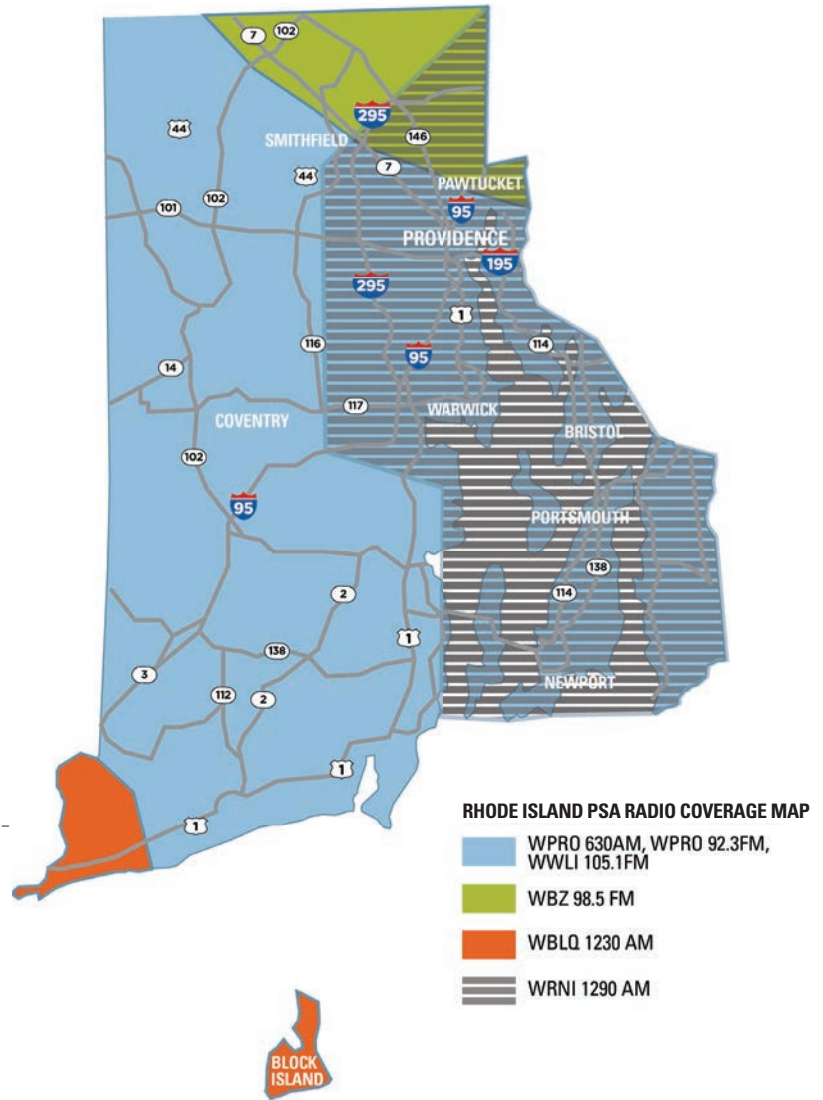
## PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

The PSA campaign consists of radio, print, and outdoor ads, and an online video. In Rhode Island, MRC intended to gradually launch each of these PSA elements over the first two years of the Program. The radio and print PSA and online video were distributed in advance of Rhode Island’s Program launch. However, with the Program’s strong municipal participation leading to higher than expected volume, additional advertising activities have remained on hold. When the Program is ready for greater visibility, we will resume the PSA campaign.

**Radio and Print PSA:** In April 2016, MRC launched a “general awareness” print and radio PSA (I’m Done With my Mattress) in advance of Earth Day (April 22, 2016) and Rhode Island’s Program Launch (May 1, 2016). MRC produced pre-recorded 60- and 30-second radio spots and live-read scripts available in English and Spanish. MRC also made print ads available in seven standard sizes.

MRC contacted Rhode Island radio stations and newspapers via email and phone throughout the spring and by mail in August. Five radio stations reported using the PSA in 2016.

In the winter of 2016, MRC began developing a new radio and TV spot (Sandman) and new series of print ads for use across all of its Program states. When MRC resumes the PSA campaign in Rhode Island, it will use the most recently created material.



### Hear “I’m Done With my Mattress” Click Here To Listen To The Radio Spots

-  **:60 PSA ENGLISH**  
<https://dl.orangedox.com/ByeByeMattressPSA60>
-  **:30 PSA ENGLISH**  
<https://dl.orangedox.com/ByeByeMattressPSA30>
-  **:60 PSA SPANISH**  
<https://dl.orangedox.com/jaxCCW>
-  **:30 PSA SPANISH**  
<https://dl.orangedox.com/2LaQa1>

PRINT ADS

**Online Videos:** In March 2016, MRC created an online video. It was published on MRC's YouTube channel and shared by Bye Bye Mattress' social media. In March 2017, a video version of Sandman was added to the library. Collectively these videos have nearly 800 views.



Click Below To View:

**"I am Done With my Mattress" PSA**  
Click to watch:

 **:60 PSA**  
<https://www.youtube.com/watch?v=ptDAJNp4CSk>

 **:30 PSA**  
<https://www.youtube.com/watch?v=ptDAJNp4CSk>



**"Sandman" PSA** Click to watch:

 **:60 PSA**  
[https://www.youtube.com/watch?v=L9QMPy4VT\\_Y](https://www.youtube.com/watch?v=L9QMPy4VT_Y)

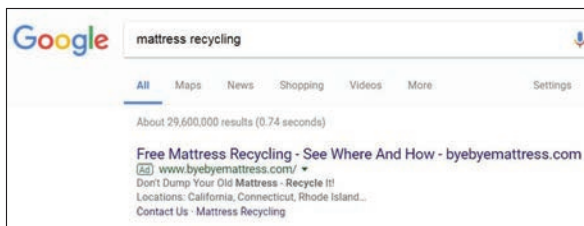
 **:30 PSA**  
<https://www.youtube.com/watch?>



## ONLINE ADVERTISING

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

Rhode Island's ad launched on May 1, 2016, with the start of the Program, and ran through September 2016. Over that five-month period, the ad garnered 25,085 impressions and led to more than 3,300 clicks on the recycling locator. This equates to a 13% click-through-rate, which is well above the industry standard of 2%. When the Program is ready for further promotion, MRC will reactivate the ad.



## COMMUNITY EVENTS

MRC engages with the public through collection events and public appearances. Collection events provide a way for MRC to service an area that might not have a facility capable of or willing to be a permanent collection site, or targets a specific need (such as

neighborhood cleanup, move out day at a university, etc.). Meanwhile, public appearances help MRC boost awareness of the Program and educate residents about the benefits of mattress recycling and how to access sites in their area. Because nearly all of Rhode Island's municipalities joined the Program immediately, MRC remained selective about collection events and public appearances to allow the collection and recycling network time to adjust and operate smoothly.

Middletown serves as an example of MRC's selective event participation. It does not have a transfer station, but it has a bulky waste collection day each quarter. On these specific days, MRC provides the town a container, labor to sort the mattresses, transportation of the container to a recycler and the recycling services. In upcoming years, MRC anticipates increasing event participation and it is documenting requests from interested towns and groups that host community clean ups.

Because municipal participation was so high during the Reporting Period and it was the first year of operations, MRC withheld public appearances and focused on researching environmentally-focused groups and events.

For example, MRC continues to monitor how Rhode Island communities participate in annual events such as Earth Day (April 22), as well as Keep America Beautiful's Great American

Clean Up (First day of Spring) and America Recycles Day (November 15). Other events MRC is considering include family-friendly festivals with a “green living” focus or home and garden shows.

In upcoming years, MRC intends to focus on public appearances in areas:

- that will encourage targeted Covered Entities to participate in the Program
- where existing collection sites are generating fewer units for recycling than MRC had anticipated

Over the next year, MRC plans to finalize a Rhode Island public engagement strategy.



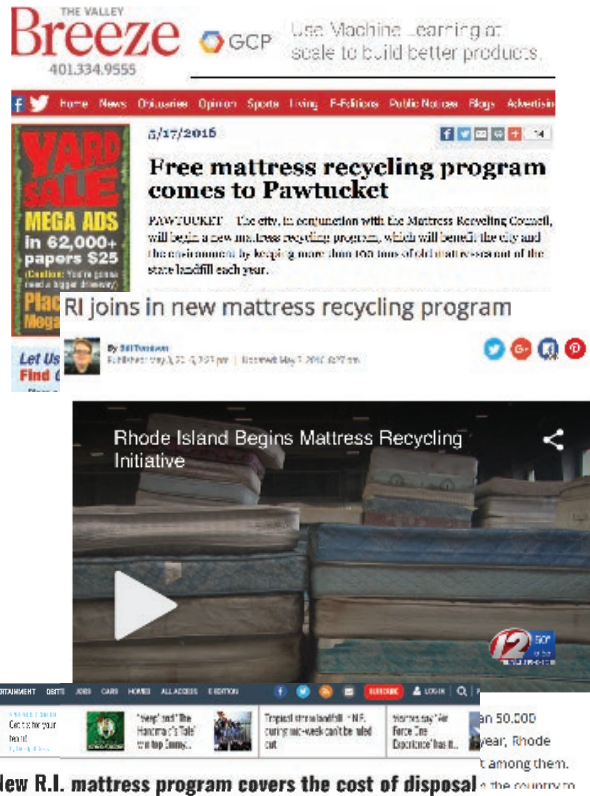
## MEDIA RELATIONS

**Rhode Island Program Launch & Press Conference:** When the Rhode Island Program launched in May 2016, it received favorable local and industry press coverage spanning broadcast, print, and online media. Local NBC and CBS affiliates, Rhode Island Public Radio as well as Rhode Island’s General Assembly television station (Capitol-TV) aired coverage. Print outlets including the *Providence Journal*, *Valley Breeze*,

*Johnston Sunrise*, and various town papers announced their communities’ participation in the Program. Industry coverage included major furniture/ bedding and waste/recycling trade publications. MRC also posted a news release on the national newswire via PRWeb and used both MRC’s and Bye Bye Mattress’ social media accounts to share the news. This media attention culminated in more than 12 million impressions.

## 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](http://ByeByeMattress.com) for additional information.

In the past year, Bye Bye Mattress earned over 41,400 impressions on Twitter. Meanwhile, on Facebook, more than 2,000 people each month are sharing, liking, and commenting on posts.

**Bye Bye Mattress**  
Published by Hootsuite [?] · November 14, 2016 · 🌐

An old mattress' steel, foam, wood and fibers can #BeRecycled into hundreds of new products. Celebrate @AmericaRecyclesDay by finding a mattress recycler near you. <http://ow.ly/Vyl8305WucR>

Your mattress has helped you dream for years...  
IT IS FINALLY TIME TO LET ITS DREAMS COME TRUE.  
bye bye mattress  
A Program of the Mattress Recycling Council  
#BeRecycled ByeByeMattress.com

✔ **Get More Likes, Comments and Shares**  
Boost this post for \$30 to reach up to 16,000 people.

55 people reached Boost Post

**Bye Bye Mattress** updated their cover photo.  
Published by Ispa Mary [?] · November 1, 2016 · 🌐

DON'T FALL APART  
WONDERING WHAT  
TO DO WITH AN  
OLD MATTRESS...  
RECYCLE IT!  
ByeByeMattress.com

**Bye Bye Mattress**  
January 26 · 🌐

1 million mattresses stacked are approximately 200 miles high, which nearly reaches the space station! Pretty awesome right? Well, now they can be carpets for those who prefer to stay grounded.

ONE MILLION MATTRESSES

👍 Like    💬 Comment    ➦ Share

FOLLOW & LIKE  
@BYEBYEMATTRESS



## INDUSTRY COMMUNICATION

The primary goal of the MRC brand is to inform retailers, manufacturers, renovators, and other industry stakeholders about the law and their obligations. To accomplish this, MRC uses direct mail, websites (MattressRecyclingCouncil.org and MRCreporting.org), industry events, industry media relations, and social media.

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

### Direct Mail & Phone Outreach

Prior to launch, MRC notified mattress retailers and producers about the Program five times by mail. Each notice provided additional details about the Program, the producer registration deadline, who must register with MRC and who must collect and remit fees. These notices were sent in March, June, and July of 2015, and February and April of 2016.

After the Program launched, MRC staff followed up (by mail, phone and in person) with retailers and producers that had not yet registered.

MRC compiled its initial outreach lists 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 for non-compliant parties and new mattress retailers.

As required by the Law, **Appendix A** contains a complete list of registered producers. The list is current as of September 1, 2017.

## WEBSITES

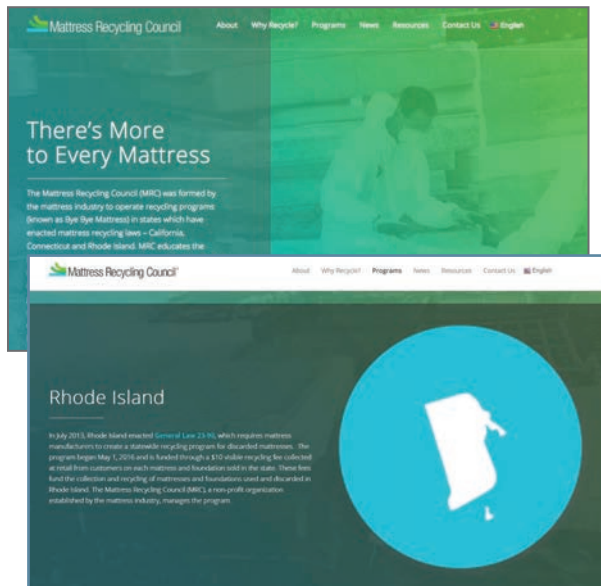
### MattressRecyclingCouncil.org:

Designed for use by the mattress industry, regulators and non-consumer stakeholders, this website attracted 49,964 users and received 102,839 pageviews during the Reporting Period. Approximately 4% of those visitors accessed the site from Rhode Island. The site contains state-specific information, 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 press releases issued when RIRRC approved the Plan and when fee collection commenced.

The Rhode Island state page is specific to Rhode Island's law and the progress of its Program. By clicking on links from this page:

- all stakeholders may read the Law and information about the Program
- solid waste facilities may request to become collection sites
- retailers and other entities may request to participate in the Program's recycling services
- retailers, manufacturers, and renovators may link to MRCreporting.org (where they may register with MRC and remit the recycling fees that they collect)
- stakeholders may view information sheets and applicable notices that discuss various aspects of the Program
- collection sites may view collection site guidelines



MATTRESSRECYCLINGCOUNCIL.ORG AS OF JAN. 24, 2017

Furthermore, a resources library features important links and information about MRC's reporting and payment portal, customer education materials and information sheets about recycling options that are tailored to specific categories of discarded mattress collectors (e.g., transfer stations, retailers, lodging establishments, etc.).

In January 2017, MRC redesigned its website to help visitors more easily take action to comply with the Law, start recycling and access MRC's resources.



MATTRESSRECYCLINGCOUNCIL.ORG DURING PROGRAM LAUNCH



## MRCreporting.org:

This website contains the portal through which parties may register online and retailers may report and remit the recycling fees that they have collected. In addition, MRC cross-posts on this site notices and information that also appear on MattressRecyclingCouncil.org. It also has a notification function for emailing automatic reporting and payment reminders as well as Program or policy updates to all registrants.

The screenshot shows the MRC Reporting website interface. At the top, there is a navigation bar with links for Home, Reporting, My Account, Make a Payment, Program Updates, Resources, and Help. The main content area is titled "MRC REGISTRATION & REPORTING" and "Welcome to the MRC Online Registration and Reporting System". It provides information for three states: Connecticut, Rhode Island, and California, detailing their respective registration requirements and recycling fees. A "News and Notifications" sidebar on the right lists various notices and updates, such as "CT, CA & RI Mattress Recycling Programs: Notice to Online Sellers - 3rd Notice (April 2016)".

**MRC REGISTRATION & REPORTING**  
**Welcome to the MRC Online Registration and Reporting System**

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

Each state has different registration requirements:

**Connecticut**  
Each company that produces, imports or distributes mattresses for sale in the state must join MRC. To join, you must register online with MRC through this system.  
As of May 1, 2015, businesses selling mattresses must collect a \$9 recycling fee on each mattress or box spring sold to Connecticut consumers.

**Rhode Island**  
Each company that produces, imports or distributes mattresses for sale in the state must join MRC. To join, you must register online with MRC through this system.  
The Rhode Island program began on May 1, 2016. As of May 1, 2016, businesses selling mattresses must collect a \$10 recycling fee on each mattress or box spring sold to Rhode Island consumers.

**California**  
Each company that produces, imports, distributes, or renovates mattresses for sale in the state must register online with MRC through this system.  
Businesses selling mattresses must collect an \$11 recycling fee on each mattress or box spring sold to California consumers as of December 30, 2015. Businesses that do not register by December 30, 2015 will be unable to sell their products in California and may result in financial and/or civil penalties.  
After December 30, 2015, a producer, renovator or retailer may not sell, distribute, or offer for sale a mattress in California unless it has registered with MRC and is in compliance with the law.

**News and Notifications**

- CT, CA & RI Mattress Recycling Programs: Notice to Online Sellers - 3rd Notice (April 2016)
- RI Mattress Recycling Program: Notice to Mattress Producers & Importers - 4th Notice (April 2016)
- RI Mattress Recycling Program: Notice to Mattress Retailers - 2nd Notice (April 2016)
- CA Mattress Recycling Program: CA State Board of Equalization Sales Tax Determination (Feb 2016)
- CA Mattress Recycling Program: Notice to Mattress Retailers - 4th Notice (December 2015)
- CA Mattress Recycling Program: Notice to Mattress Renovators - 4th Notice (December 2015)
- CA Mattress Recycling Program: Notice to Mattress Producers - 4th Notice (December 2015)
- CT Mattress Recycling Program: Notice to Mattress Producers - 3rd Notice (February 2015)
- CT Mattress Recycling Program: Notice to Mattress Retailers - 3rd Notice (February 2015)

## VIDEO SERIES

MRC created the following short online videos to inform target audiences about the Program:

- **About the Mattress Recycling Council:** This video provides an overview of state recycling laws, the fee and what it pays for, and encourages stakeholders to recycle with MRC. The video received the Academy of Interactive & Visual Arts' Communicator Award in the Online Video category in 2016.
- **How to Register on MRCReporting.org:** Registering with MRC requires a basic understanding of the manufacturer's or retailer's legal obligations. This video provides a step-by-step guide to completing the registration process.
- **Reporting & Remitting Your Recycling Fees:** This video explains how mattress manufacturers and retailers can use the online portal to report and remit collected fees.

Each of these videos is available on [MattressRecyclingCouncil.org](http://MattressRecyclingCouncil.org) and on MRC's YouTube channel. MRC uses them in presentations to industry groups and in MRC's tradeshow booths. During the Reporting Period, these videos garnered over 1,200 views.



Click Below To View



## PROGRAM UPDATE MONTHLY E-NEWSLETTER

MRC emails this monthly newsletter free of charge to over 2,600 recipients, including all registered retailers and manufacturers, collection site hosts, and other stakeholders who subscribed to the newsletter. MRC's newsletter averages a 50% open rate, which, according to research conducted by Constant Contact, is more than 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

The mattress industry and MRC participate in the following industry events each year:

- ISPA EXPO (March of even years)
- ISPA Industry Conference (March of odd years)
- Home Furnishings Association Networking Conference (each May)
- Las Vegas Market (each winter and summer)

In March 2016, MRC presented a Q&A during the EXPO's Lunch & Learn series. Over 100 people attended to learn about the progress of the Rhode Island and other state mattress recycling programs, how the laws apply to brick-and-mortar and online retailers, and how state agencies are assisting with enforcement.

In March 2017, MRC met with over 250 bedding industry professionals at the ISPA Industry Conference. ISPA promoted MRC's participation both before and during the event. Visitors to MRC's booth had an opportunity to ask about the Program registration process, how to educate retailers and consumers about the fee and its collection, used mattress recycling options, and how retailers and consumers could benefit from MRC.

In May of 2016 and 2017, The Home Furnishings Association's Annual Networking Conference provided valuable facetime with regional and national furniture retailers. In addition to exhibiting at these conferences, MRC contributes content to HFA's Legislative Update email, *RetailerNOW* magazine



and meets with its members when they visit Washington, DC, to see their federal representatives. 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.

At 2016 and 2017 Las Vegas Markets, MRC exhibited in the Home Furnishing Association's Retailer Resource Center and answered retailers' registration, reporting, payment, and recycling questions. Las Vegas Market is the largest bedding show in the United States. It attracts retailers from all 50 states and over 80 countries, and new companies entering the country or bedding market debut their products.

In 2018, MRC will continue to participate in the aforementioned events, but it will also attend the Northeast Furniture & Accessories Market (January 7-8) to determine if this industry event is effective at reaching bedding retailers and warrants becoming a regular exhibitor.

---

## MEDIA RELATIONS

MRC issued two press releases to mattress industry media announcing the approval of the Rhode Island Plan and the Program launch date. 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*, *Retailer NOW*, and *Sleep Retailer*.



coverstory  
Recycling

## MATTRESS RECYCLING: A success story

THREE YEARS AFTER CALIFORNIA, CONNECTICUT AND RHODE ISLAND PASSED MATTRESS-RECYCLING LAWS, STATEWIDE PROGRAMS ARE FLOURISHING UNDER THE MANAGEMENT OF THE MATTRESS RECYCLING COUNCIL

BY JULIE A. PALM

COLLECTIVELY, NEW STATEWIDE RECYCLING PROGRAMS in California, Connecticut and Rhode Island have recycled 1 million mattresses and box springs since the first program in Connecticut got underway just 18 months ago. It's a remarkable achievement for the mattress industry, but it's also a big win for consumers, who now have a no-cost way of disposing of their old mattresses, a relief to states and municipalities that are keeping the bulky items out of their landfills, and helpful to companies that use the recycled components and materials to make entirely new products. All that's according to officials with the Mattress Recycling Council, a nonprofit organization that developed and now manages all three recycling programs in accordance with the laws in those states.

12 November/December 2016 SleepSavvyMagazine.com



NOVEMBER/DECEMBER 2016

# Sleep Savvy

the magazine for sleep products professionals

LEASE RENEWAL: Negotiating strategies to secure favorable terms

HOLIDAY SALES: 6 ideas for attracting shoppers in the buying spirit

KEEPING BEDS OUT OF LANDFILLS:  
**Mattress-recycling programs hit their stride**



THE BUSINESS JOURNAL FOR THE SLEEP PRODUCTS INDUSTRY | January 2017

# BedTimes

Growing greener  
Statewide  
mattress-recycling  
programs take root  
and flourish

BSC research:  
Consumer interest,  
satisfaction on the rise  
Salt Lake Mattress  
celebrates 125 years



SHOOZEEN'S  
Recycling

## Third state enacts mattress-recycling law

New Rhode Island program is funded through \$10 fee for each mattress, box spring

ON MAY 1, Rhode Island became the third U.S. state to launch a free recycling program for mattresses and box springs. The program, called Eye Eye Mattress, establishes free collection points in cities and towns across the state. Ocean State residents can find their nearest participating collection site or recycling facility at [www.eyeyemattress.com](http://www.eyeyemattress.com).

Eye Eye Mattress is administered by the Mattress Recycling Council, a nonprofit organization created by the mattress industry to develop and manage the recycling program mandated by law in 2013. The program is funded through a \$10 recycling fee that is collected when a mattress or box spring is purchased and helps offset the cost of these items when, as in Rhode Island, the support of state and local, consumer and industry partners is needed to establish a facility in 31 sites participating in design locations and more sites throughout 2016. MRC, with mattress retailers, cities, health care facilities and private entities in Rhode Island to divert mattresses from the solid waste stream.

In addition to establishing these free collection points, the program also will provide a \$2 consumer incentive when an individual chooses to sleep off a mattress or box spring at Eye Mattress Recycling in West Warwick. No more than eight mattresses per household per year are eligible for the incentive and individuals may not deliver more than four mattresses at a time.

FOR MORE INFORMATION, CONTACT MRC AT [www.mattressrecycling.org](http://www.mattressrecycling.org).

FOR CUSTOMER Q&A, MRC ALSO HAS WRITTEN A FREQUENTLY ASKED QUESTIONS SHEET THAT CAN BE USED BY STORE MANAGEMENT AND STAFF TO ANSWER QUESTIONS CUSTOMERS MIGHT HAVE ABOUT THE FEE OR THE RECYCLING PROGRAM. PRINT A COPY FROM <http://mattressrecycling.org/mrc/q&a>.

FOR MORE INFORMATION, CONTACT FARMER AT [mrc@marketingandcommunications.com](mailto:mrc@marketingandcommunications.com) OR CALL 800-855-3333.

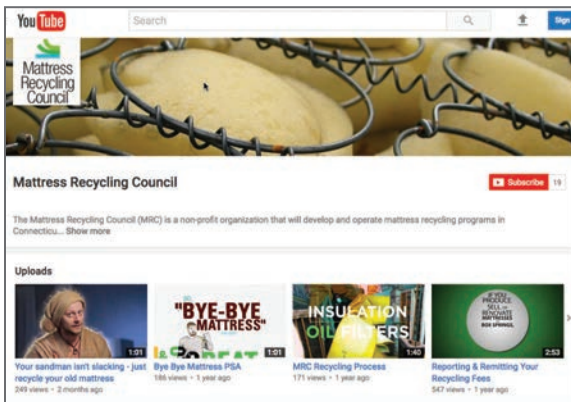
12/16/16

## SOCIAL MEDIA

MRC uses Twitter, Facebook, Google+ and YouTube. Collectively, MRC has more than 400 followers on social media, comprised of a mix of individuals, civic/ environmental groups, retailers, local and state government, waste haulers, and recyclers.

Having a regular feed of news is important to remain relevant on social media. 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.



FOLLOW & LIKE  
@MATTRECYCOUNCIL





MRC has met, exceeded or is on track to achieve nearly all of the goals proposed in its plan.

---

## PERFORMANCE GOALS & EVALUATION

# PERFORMANCE GOALS & EVALUATION

---

## EVALUATION OF PERFORMANCE GOALS & METHODS

In 2015, MRC submitted its Plan to RIRRC for review and approval. The Plan included performance goals for the first two years of the Program, which focused on developing a convenient and accessible statewide collection network. Using the most recent RIRRC mattress disposal data available at the time (2012-13), MRC set Program targets for different categories of Covered Entities. Below is an evaluation of the Program goals identified in the Plan and the methods MRC used to achieve them.

In addition, MRC is including updated performance goals for review by the corporation director as required by sections § 23-90-5(f)(2) and § 23-90-5(j)(8) of the Law. MRC is consolidating the goals for municipal, bulky waste/curbside and private transfer stations, as well as consolidating the education and outreach goals. MRC is also updating the goals for prisons, educational facilities, military bases, and other entities. MRC will continue to use the current retail, lodging, and healthcare goals, and therefore, has provided no updates to these goals.

## Municipal Transfer Stations, Bulky Waste & Curbside Collection & Private Transfer Stations

### GOAL:

To have at least 80 percent of Rhode Island's municipal transfer stations participating in the Program by the end of the first two years of operation.



*ACHIEVED - As of June 30, 2017, 90 percent of Rhode Island's municipal transfer stations were participating in the Program. **See Appendix B** for a complete list of participating communities.*

### GOAL:

To contact all municipalities currently collecting mattresses through curbside or bulky waste collection services.



*ACHIEVED - All municipalities with curbside or bulky waste collection services were contacted and five are participating in the Program..*



**GOAL:**

To serve four of the six private transfer station locations within the first two years of the Program.



*ON PACE TO ACHIEVE -Within the first year of the Program, three locations are participating in the Program.*

**METHODS:**

Before the Program launched, MRC actively recruited various entities that collect discarded mattresses. Specifically, MRC contacted:

- All Rhode Island municipal transfer stations to promote the Program and encourage their participation
- Municipalities with bulky waste or curbside collection programs to discuss their logistical processes and options
- Private transfer stations

These efforts, led by MRC’s Northeast Program Coordinator, involved extensive outreach through emails, phone calls, and personal visits. As a result, by the time the Program launched on May 1, 2016, all Rhode Island residents could access the Program via a collection site, curbside service, recycling facility, or a reoccurring collection event. **See Appendix B** for a complete list.

MRC continues to recruit the remaining municipalities and transfer stations. 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 lacking resources to participate as fixed drop-off locations, MRC offers one-day community collection events staffed by MRC-contracted recyclers. For the host location, MRC provides a container, labor, transportation, and recycling of collected mattresses. MRC will also assist with event publicity and signage as described in the **Education & Outreach section**.

To alleviate bed bug concerns, MRC encouraged potential sites to attend a September 2015 regional training held in Rhode Island and a May 2017 webinar conducted by the Connecticut Coalition Against Bed Bugs (CCABB). MRC promoted the events to the entire Rhode Island collection network through targeted emails. MRC also received CCABB’s permission to distribute their handouts to recyclers and municipal transfer stations. Key messages included dispelling health-related myths, bed bug identification tactics and best practices for protecting staff. MRC also integrated CCABB’s information into the Program Collection Site Guidelines and the resources section of [MattressRecyclingCouncil.org](http://MattressRecyclingCouncil.org).

MRC staff continue to contact all municipalities through individual site visits and a presence at industry events including the Rhode Island League of Cities & Towns and other industry

groups. 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 staff interacts with these stakeholders.

**UPDATED GOAL (revised June 1, 2018):**

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. MRC will gather information on small bulky waste collection services/haulers and determine approaches to having them participate in the Program.

---



# Mattress Recycling Council

## Rhode Island Mattress Recycling Program COLLECTION GUIDELINES

March 2016

### CONTACTS

**MRC Program Coordinator**  
Jordan Follen  
jfolle@mattressrecyclingcouncil.org  
860-364-0881

Please contact MRC directly with any questions, concerns, or if you need additional information.

**Assigned Transporter**  
Waters Bros. Waste Systems  
Customer Service  
Phone: 802-742-6400

**Assigned Recycler**  
Park City Green  
610 Lawrence Ave.  
Burlington, VT 05405  
Phone: 802-244-7336

**Mattress Recycling Council**  
302 Walker Street  
Alexandria, VA 22304  
www.mattressrecyclingcouncil.org

### TABLE OF CONTENTS

- 2 ..... Program Materials
- 5 ..... Mattress Collection & Handling
- 7 ..... Transportation & Processing
- 8 ..... Recordkeeping
- 8 ..... Program Withdrawal & Termination

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

MRC has contracted with service providers to transport mattresses for recycling from collection sites throughout the state. This document is intended for:



**Rhode Island Mattress Recycling Program for Municipalities**

**Participant Eligibility**

The new law does not require solid waste facilities that collect used mattresses to recycle them. Facilities may voluntarily participate in the program, thereby gaining access to a no-cost recycling service for mattresses and box springs.

**What MRC Provides**

- Collection containers at your site
- Transportation from your site to the contracted recycler
- Mattress recycling services

**Participation Requirements**

- Must register with MRC Program Coordinator for no-cost recycling services
- Keep mattresses dry and segregated
- Pad mattresses efficiently to maximize container capacity
- Complete required paperwork to track outgoing shipments



March 2016

### PROGRAM MATERIALS

## ACCEPTABLE

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






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

Page 2

### MATERIALS COLLECTION & HANDLING

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

MINIMUM PROGRAM REQUIREMENTS	
<b>SITE</b>	Each collection site must be secure with adequate space and staffing to handle and store acceptable mattresses.
<b>PERMITS</b>	Each collection site must have knowledge of, and comply with all applicable federal, state and local laws. These may include, but are not limited to, zoning requirements, state permit requirements, and OSHA or other workplace requirements. Please contact CT DEEP's general permitting information line at 800-434-3360 to confirm whether your site is in compliance with all applicable modifications or requirements for accepting mattresses for recycling at your site.
<b>INSURANCE</b>	Each collection site must maintain general liability insurance of at least \$1,000,000 per occurrence.
<b>TRAINING</b>	Staff at each collection site must be trained and knowledgeable regarding these Guidelines before accepting mattresses for recycling.
<b>STORAGE &amp; LOADING MATRESSES</b> <small>See page 8 for photos and guidelines</small>	<p>A collection site that has a CT DEEP General Permit for Municipal Transfer Stations must store program materials in weather proof containers, or under cover, to maximize their recyclability. In addition, all collection sites must:</p> <ul style="list-style-type: none"> <li>• Make every effort to place mattresses in MRC-designated storage containers immediately upon acceptance</li> <li>• Keep mattresses intact and not intentionally crush or puncture them</li> <li>• Efficiently stack mattresses to maximize the number of units loaded in each storage container</li> <li>• Provide overlight to keep unacceptable items out of MRC-designated storage containers</li> <li>• Remove any non-program materials from MRC-designated storage containers before transport to MRC recyclers</li> <li>• Practice good housekeeping standards, and keep storage containers and program materials in a neat and orderly condition</li> </ul>
<b>SITE ACCESS</b>	Collection sites must allow MRC access to confirm compliance with these Guidelines.

Page 3

## 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.



*ON PACE TO ACHIEVE -MRC contacted all Rhode Island mattress retailers on multiple occasions before the Program launched. As of June 30, 2017, the Program has recycled more than 8,500 mattresses from the retail sector. MRC communicates regularly with existing and new retailers about the benefits of participating in the Program.*

### METHODS:

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

Before the Program began, MRC informed Rhode Island retailers by direct mail about the Program and their obligations under the Act. In addition to informing retailers that they must register with MRC, and collect, and remit the recycling fees, MRC also informed retailers how they could recycle discarded mattresses that

they collect from consumers at no cost through the Program. MRC also developed informational cards, posters and a customer Q&A that retailers could 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 13**). In addition, MRC created retail information sheets and a brochure to promote the Program and its benefits among retailers.

MRC also uses its website (MattressRecyclingCouncil.org), a monthly e-newsletter (The Program Update), articles and advertisements in industry publications, and presentations to industry audiences at ISPA EXPO, Las Vegas Market, Home Furnishings Association, etc. to inform and promote the Program among retailers.

Additionally, MRC has met with individual retailers, including Cardi's, Macy's, Sleepy's (now Mattress Firm), Raymour & Flanigan, Bernie & Phyls, Jordan's, and Ocean State Job Lot, to discuss recycling solutions appropriate for their specific logistical circumstances. Furthermore, in March 2017, MRC staff visited retailers throughout the state to provide registration, reporting and remitting assistance, as well as to ask them to participate in recycling.

MRC continues to promote mattress recycling options with the retailer community, and assists those interested in participating in the Program.




## Rhode Island Mattress Recycling Program for Mattress Retailers

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 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.

**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

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

**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

**FOR MORE INFORMATION**

Justice Fallon  
Mattress Recycling Council  
Rhode Island Program Coordinator  
Phone: 401.855.1691  
www.mattressrecyclingcouncil.org  
May 2016

## MRC Program Update

May 12, 2016

[ HOME ] [ ABOUT ] [ CONTACT ]

Facebook Twitter YouTube Google+

### In This Issue

**MRC in the Community:**  
RI Launch A Success  
Earth Day Highlights  
Meet Us At Industry Events

**For Retailers:**  
CA Retailer Reimbursement

**For Collection Sites:**  
CA Illegal Dumping Program  
Welcome New Sites

### In Every Issue

Customer Education  
Payment & Reporting Deadlines  
Publicity Tools  
Recyclers in Your Area

### FOR RETAILERS

**Customer Education**  
Customer Education Materials  
Order Form

Samples:  
Information Card  
Customer Q & A  
Customer Q & A Spanish  
Customized Education Material

**Reporting & Payment Deadlines**

### Ocean State Welcomes Bye Bye Mattress

Last week, state officials and municipal leaders gathered at Rhode Island Resource Recovery's Central Landfill to celebrate the launch of MRC's Rhode Island Bye Bye Mattress Program.



Rhode Island Senate Majority Leader Dominick Ruggerio and State Representative Arthur Handy, who were both instrumental in the creation of Rhode Island's law, joined RIRRC's Sarah Reeves and MRC's President Ryan Trainer to dedicate the commencement of the program. The ceremony was moderated by MRC's Managing Director Mike O'Donnell.

"It is great to see Rhode Island taking the lead in the growing movement to promote recycling and product stewardship in order to lessen the burden on our waste stream and landfill capacity," said Sen. Ruggerio.

The state officials praised the program's shared responsibility among the manufacturers, retailers, municipalities and consumers, as well as its incentive to combat illegal dumping.

"Collecting and recycling mattresses at a state level can open a lot of opportunities for Rhode Island," said Trainer.

The press conference received coverage across local and industry media, including the *Warwick Beacon*, *Furniture Today*, *Valley Breeze*, *Johnston Sunrise* and *WPRI*.

## RECYCLING

The new laws only requires retailers to collect and remit the recycling fee to MRC. Recycling your mattresses through the program is voluntary.

**How to Participate**

California retailers may self-haul to to any MRC contracted recycler or contact MRC for transportation assistance.

In Connecticut or Rhode Island, retailers must enroll with MRC's Northeast Program Coordinator.

**Benefits of participating**

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

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

**What MRC provides**

- No-cost recycling of mattresses and box springs.
- Program promotional materials.
- Transportation of collected units\* or no-cost drop-off at an MRC contracted recycler.

\*In CA a 100 unit minimum is required to receive transportation. In CT & RI a 50 unit minimum is required to receive transportation.

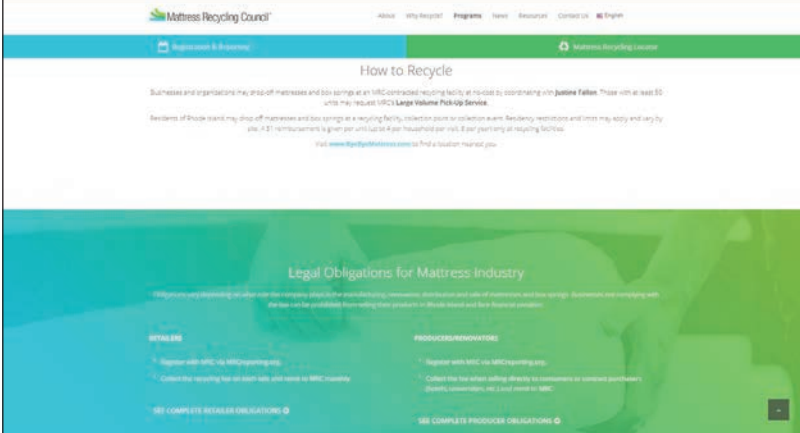
For a full list of recyclers visit [www.ByeByeMattress.com](http://www.ByeByeMattress.com)

**Mattress Recycling Council**  
501 Wythe Street  
Alexandria, VA 22314  
Phone: 1-855-229-1691  
E-mail: [info@mattressrecyclingcouncil.org](mailto:info@mattressrecyclingcouncil.org)  
[www.mattressrecyclingcouncil.org](http://www.mattressrecyclingcouncil.org)

Facebook Twitter YouTube Google+

## Mattress Recycling

What you should know about your state's mattress recycling law



**How to Recycle**

Businesses and organizations that pick-up mattresses and box springs at an MRC contracted recycling facility are required to coordinate with Justice Fallon. 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 limits may apply and vary by site. A \$2.00 transportation fee per unit will be a fee household per unit. Email [info@mattressrecyclingcouncil.org](mailto:info@mattressrecyclingcouncil.org) for a location nearest you.

**Legal Obligations for Mattress Industry**

Manufacturers and retailers are subject to the regulations that govern the manufacturing, marketing, distribution and sale of mattresses and box springs. Businesses are complying with these laws will be published from being their products in Rhode Island and New Jersey counties.

**RETAILERS**

- Register with MRC via MRC registration.
- Contact the recycling fee on your bills and remit to MRC quarterly.

**PRODUCER/RESPONSIBLE**

- Register with MRC via MRC registration.
- Contact the fee when selling directly to consumers or licensed purchasers (wholesale, commercial, etc.) and remit to MRC.

100% COMPLETE RETAILER OBLIGATIONS ©

100% 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.



**ON PACE TO ACHIEVE**  
(revised June 1, 2018)-  
MRC's research shows that approximately 125 lodging establishments operate in Rhode Island. To reach the state's lodging establishments MRC distributed information through the Rhode Island Hospitality Association and spoke with sustainability directors representing major hotel brands. As of June 30, 2016, approximately 1,000 units were processed from these entities. The Fiscal Year 2018 Annual Report will have an updated goal for lodging establishments. MRC will provide the number of lodging entities participating in the Program.

### METHODS:

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

To reach the lodging industry, MRC distributed an information sheet for the hospitality industry through the Rhode Island Hospitality Association. It has 600 members that represent hotels or 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.

MRC continues to promote mattress recycling to the lodging industry and will assist those interested in participating.

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

### Rhode Island Mattress Recycling Program for the Lodging Industry

**Recycle locally.** General Law 23-90 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 \$10 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 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, strollers, 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.

**Justine Falter**  
Northeast Program Coordinator  
J.falter@mattressrecyclingcouncil.org  
Phone: (800) 924-2012  
[www.mattressrecyclingcouncil.org](http://www.mattressrecyclingcouncil.org)  
March 2016

## Prisons and Other Incarceration Facilities

### GOAL:

MRC will contact all Rhode Island prisons to discuss Program logistics and encourage participation. MRC has a goal of recycling acceptable discarded mattresses from two incarceration facilities in the first two years of the Program.



*FUTURE FOCUS -Due to the full participation from municipalities and the difficulty of recycling prison mattresses that MRC experienced in other state programs, MRC has postponed conducting outreach to these facilities.*

### METHODS:

MRC postponed outreach to prisons and other incarceration facilities for a number of reasons.

Due to fire and security considerations, correctional officials tend to purchase mattresses for inmate use that are substantially different from mattresses purchased and used by residential consumers. Furthermore, MRC understands that prison mattresses tend to become heavily soiled through use. As a result, MRC anticipates that used prison mattresses are likely to be unrecyclable because they are either contaminated or manufactured with unrecyclable components.

However, MRC will discuss mattress recycling with Rhode Island's Department of Corrections and evaluate discarded mattress construction and

condition with our contracted recyclers. Based on the outcome of those results, MRC may or may not continue to pursue enlisting these facilities in the Program.

### UPDATED GOAL:

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

## Healthcare Facilities

### GOAL:

MRC will work with industry associations to disseminate Program information and has a goal of recycling acceptable discarded mattresses from 10 healthcare facilities in the first two years of the Program.



*FUTURE FOCUS -Currently, two healthcare facilities have used the Program to recycle discarded mattresses. MRC will continue outreach to the healthcare facilities and industry associations and evaluate mattresses discarded by facilities interested in using the Program.*

### 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 recycling facility. MRC provides no-cost transportation

to healthcare facilities that collect a minimum of 50 units.

During the Reporting Period, MRC staff built relationships with contacts at hospital networks and through the EPA Region 1's Healthcare and Social Assistance Sector (whose jurisdiction includes Rhode Island), as well as developed an information sheet specific to medical facilities. In the upcoming Reporting Period, it will use these relationships to disseminate Program information.

Healthcare facilities in other Program states have been hesitant to participate because of contamination concerns and whether mattress recycling may violate medical waste disposal regulations. MRC anticipates Rhode Island facilities to have a similar reaction.

Furthermore, non-contaminated units are seldom discarded for dismantling and recycling. For example, MRC understands from discussions with the industry and contracted recyclers that articulating hospital mattresses retain a high residual value in secondary markets, and therefore are rarely dismantled for recycling. Likewise, worn parts and materials on hospital beds are often repaired or replaced, and are seldom discarded for full dismantling and recycling.

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 reaching the healthcare industry through association meetings and targeted messaging to their members. It will also continue to evaluate discarded mattresses from interested facilities.

**UPDATED GOAL (revised June 1, 2018):** MRC will continue outreach to the 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.

The flyer features the 'bye bye mattress' logo at the top left, which includes a graphic of a mattress with wings. To the right is a photograph of a hospital room with a bed. The main title is 'Rhode Island Mattress Recycling Program for Healthcare Facilities'. The text explains that 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. It notes that the new law does not require healthcare facilities that dispose of used mattresses in Rhode Island to recycle them, but that those facilities in the state may eventually participate in the program. MRC can provide pickup, transportation and pricing services to healthcare facilities recycling 50 or more mattresses at one time. The flyer lists benefits of participating, such as no longer incurring mattress recycling costs and that MRC uses the collected recycling fees to pay for recycling mattresses. It also lists what MRC provides, including transportation from the collection site to the contracted recycler, no-cost recycling services, and participation requirements like accumulating a minimum of 50 units and registering with MRC. A list of accepted items includes juvenile products, water beds, fold-out sofa beds, and futons. A list of items not accepted includes severely damaged, wet, twisted, frozen, or soiled mattresses, items infested with bed bugs, mattress pads or toppers, sleeping bags, pillows, and car beds. The footer includes contact information for the Mattress Recycling Council, Northeast Program Coordinator, and the date April 2016.



## Educational Facilities

### GOAL:

MRC will contact all Rhode Island educational facilities to encourage their participation in the Program and has a goal of recycling discarded mattresses from four different educational facilities in the first two years of the Program.



*ACHIEVED – MRC contacted all educational facilities in the state and four facilities have used the Program to recycle mattresses.*

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

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 sent its educational institution information sheet via email to specific facilities it had identified with residential housing. MRC continues to present Program information to interested facilities and build stronger relationships with these stakeholders.

### UPDATED GOAL (revised June 1, 2018):

MRC will continue to inform educational facilities about the Program and assist them with recycling their discarded mattresses as needed. MRC will work with at least two new educational facilities to offer a recycle mattress day at the conclusion of the 2019 academic year.

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

**Rhode Island Mattress Recycling Program for Educational Institutions**

Rhode Island's General Law 23-50 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 educational institutions that dispose of used mattresses in Rhode Island to recycle them. Educational institutions located in the state may voluntarily participate in the program.

MRC will provide no-cost 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 \$10 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.

**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 outgoingshipments

**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 springs to be recycled.

**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, carriages, baskets, cribs, bassinets, dressing tables, 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

**Irvinia Tuller**  
Northeast Program Coordinator  
John@rhodemattressrecycling.org  
Phone: (401) 304-0050  
[www.mattressrecyclingcouncil.org](http://www.mattressrecyclingcouncil.org)  
March 2016

## Military Bases

### GOAL:

MRC will directly contact Naval Station Newport to encourage its participation in the Program.



*ACHIEVED – MRC secured Naval Station Newport’s participation prior to the start of the Program.*

### METHODS:

Naval Station Newport was one of the first covered entities to recycle discarded mattresses through the Program. The station used the Program to assist with the recycling and transportation of 160 mattresses from on-base housing complexes.

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

### UPDATED GOAL:

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

## Other Entities

### GOAL:

MRC will document discussions with other entities and encourage their participation in the Program and identify them in the Annual Report.



*ACHIEVED – MRC is providing no-cost recycling to 53 other entities.*

### METHODS:

Other entities not specifically named in the Plan may have discarded mattresses that are eligible for recycling. During the period ending June 30, 2017, MRC’s Northeast Program Coordinator fielded requests from non-profit organizations, apartment complex property managers, moving and storage companies, small/independent junk haulers, clean out services, and real estate agents that wanted to recycle discarded mattresses through the Program. MRC recycled approximately 4,900 of these units through the Program as of June 30, 2017.

### UPDATED GOAL:

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

## Education & Outreach

### GOAL:

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



*ACHIEVED – MRC created informational cards and posters and distributed them to retailers prior to the Program launch. It also made the artwork available for on-demand printing and offers free reorders. See Appendix D for examples.*

**GOAL:**

Contact all Rhode Island mattress retailers and explain their obligation to register with MRC and to collect and remit the fee.



*ACHIEVED – MRC used direct mail, phone calls, emails, in-person visits, industry media, and conferences and events to communicate with the mattress industry. See **Education & Outreach** for more details.*

**GOAL:**

Facilitate stakeholder meetings for each covered entity subgroup and other interested parties.



*ACHIEVED – MRC’s Northeast Program Coordinator was dedicated to meeting with all stakeholders. A full list of attended meetings, site visits and other stakeholder interactions is included in **Appendix C**.*

**GOAL:**

Attend stakeholder events and meetings to increase awareness of the Program and the benefits of participation.



*ACHIEVED – MRC leadership and staff attended bedding and recycling industry events. A full list of attended meetings, site visits, and other stakeholder interactions is included in **Appendix C**.*

**GOAL:**

Contact and visit stakeholders to inform them about how they may participate in the Program.



*ACHIEVED – A full list of attended meetings, site visits, and other stakeholder interactions is included in **Appendix C**.*

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. Considering nearly every municipality is participating in the Program, and MRC already achieved or is on pace to achieve the goals related to other stakeholder participation, MRC concludes its outreach efforts to be effective. It will continue to use these same methods to build stronger awareness of the Bye Bye Mattress Program among consumers and increase industry compliance and participation. This includes resuming the PSA campaign before the end of 2018. MRC will also conduct a consumer awareness survey each year to monitor the public’s knowledge of mattress recycling.

**UPDATED 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. Since § 23-90-5(j) (7) requires a description of the public education efforts and an evaluation of the effectiveness of the methods and processes used to disseminate materials, the Education & Outreach section of subsequent Annual Reports will satisfy explaining the methods and processes used to achieve this goal.

## 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	1,767.5
Retailers	209.5
All other covered entities	208.4
<b>TOTAL DIVERTED FOR RECYCLING</b>	<b>2,185.4</b>

### 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	901.2
Foam	205.9
Quilts & Toppers	292.0
Cotton	46.2
Wood	344.9
Cardboard	5.5
Plastics	6.3
<b>TOTAL MATERIALS RECYCLED</b>	<b>1,801.9</b>

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

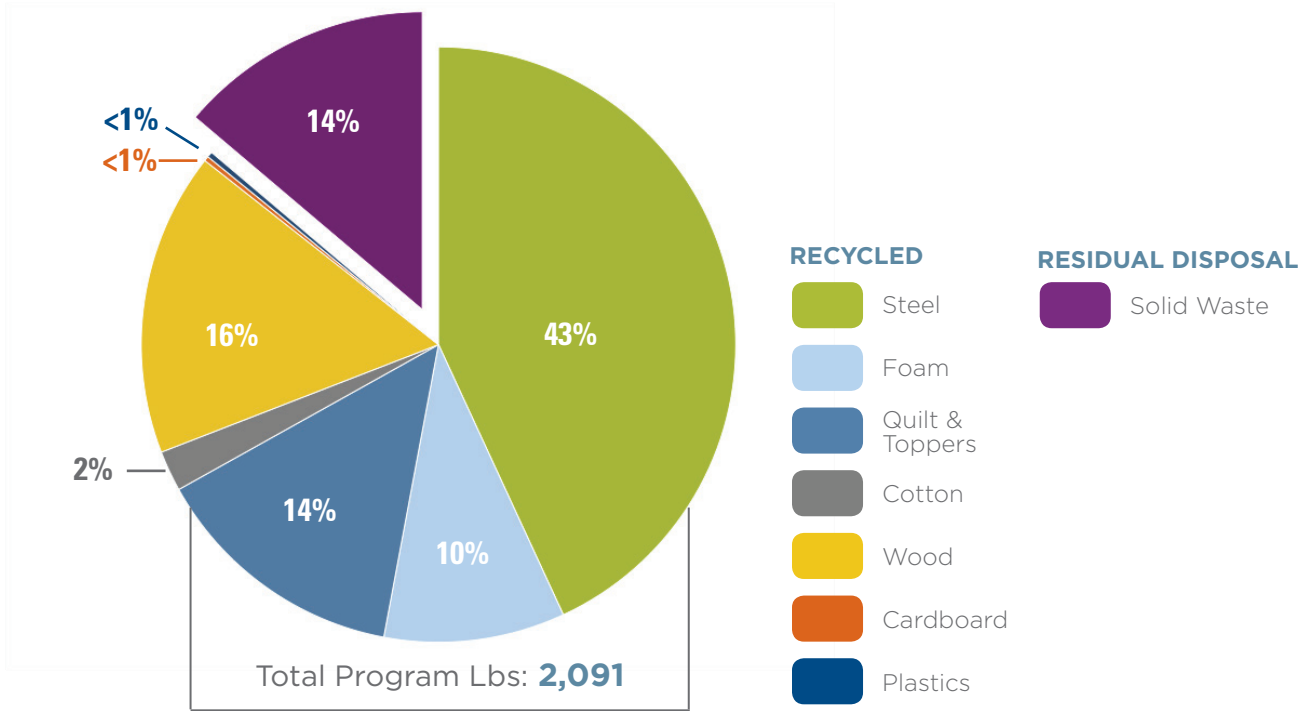
§ 23-90-5(j)(5): The weight of mattresses, or part thereof, sent for disposal at each of the following:

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

SOURCE	WEIGHT (Tons)
RIRRC	289.1
Any other facility	0
<b>TOTAL RESIDUAL MATERIAL</b>	<b>289.1</b>

During this Reporting Period, MRC-contracted recyclers achieved the goal set in the Plan to recycle 85% of collected mattresses and box springs based on outbound shipments

### RECYCLING & RESIDUAL DISPOSAL



DISPOSITION	WEIGHT (Tons)	PERCENTAGE
Material Recycled	1,801.9	86%
Material Disposed	289.1	14%
<b>TOTAL</b>	<b>2,091.0</b>	<b>100%</b>



---

## 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 year of implementation. Aside from these, the Law required MRC to propose a new fee by July 1, 2017. MRC set the fee at \$16 to cover the cost of the Program and its reasonableness was confirmed by an independent auditor. The revised fee is effective as of Oct. 1, 2017.



---

## APPENDICES



# APPENDIX A: REGISTERED PRODUCERS

AS OF SEPTEMBER 1, 2017

## PRODUCERS

Alessanderx SpA  
Allied Aerofoam LLC  
American National Manufacturing, Inc.  
American Pacific Plastic Fabricators Inc.  
AMF Support Surfaces Inc.  
Anodyne Medical Device, Inc.  
Apartment Furnishings Company 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.  
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.  
Group Essentia 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.  
Keetsa, Inc.  
Kingsdown, Inc.  
Klaussner Home Furnishings, Inc.  
LaCroix Properties  
Latex Foam International, LLC  
Leesa Sleep, LLC  
Leggett & Platt, Incorporated  
Lion 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.  
Naturally Beds, Inc.  
Nature Sleep System LLC  
New England 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.  
Paramount Industrial Cos., Inc  
PPJ LLC  
Pragma Corporation  
PranaSleep, LLC  
Prestige Fabricators Inc.  
Progressive Products, Inc.  
Rest Easy LLC  
Restmore, LLC

## PRODUCERS CONT.

Restwell Mattress Co.  
Revive Sleep Inc.  
Rio Home Fashions, Inc.  
Safavieh International LLC  
Safe For Home Products LLC  
Seahawk Designs, Inc.  
Sealy Mattress Manufacturing Company LLC  
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  
Solstisce Sleep Products, Inc.  
Sommex Bedding Corporation  
Somnium Inc.  
Span America Medical Systems, Inc.  
Spring Coil of the USA LLC  
State of Connecticut  
Suissly Inc.  
Suite Sleep, Inc.  
Technogel US Inc.  
Tempur Sealy International, Inc.  
The Bedding Group Inc.  
The House of the Foaming Case, Inc.  
Moonlight Slumber, LLC  
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.

# APPENDIX B: COLLECTION SITES, RECYLING FACILITIES & COLLECTION EVENTS

## COLLECTION SITES: MUNICIPAL TRANSFER STATIONS & RECYCLING CENTERS

SITE	ADDRESS	CITY	ACCESS/UNIT LIMIT
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
City of Pawtucket	Curbside pick up by appt.	Pawtucket	Drop-off and Curbside for residents only 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.	Peace Dale	Drop-off for South Kingston & 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 & Hopkinton	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	Central Falls	Municipal Recycling Coordinator
City of East Providence	Curbside pick up by appointment	East Providence	Municipal Recycling Coordinator
Town of Lincoln Highway Dept.	Curbside pick up by appointment	Lincoln	Municipal Recycling Coordinator
North Providence	Curbside pick up by appointment	North Providence	Municipal Recycling Coordinator
Town of Smithfield DPW	Curbside pick up by appointment	Smithfield	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 pick up by appointment	Cranston	For WM customers

## COLLECTION SITES: LANDFILL

SITE	ADDRESS	CITY	ACCESS
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	9/24/16
Clean City Program Fall Recycles Day	Easton's Beach Parking Lot	Newport	10/28/16
Middletown at Gaudet Middle School	350 East Main Rd.	Middletown	11/19/16
Middletown at Gaudet Middle School	350 East Main Rd.	Middletown	4/1/17
Middletown at Gaudet Middle School	350 East Main Rd.	Middletown	6/24/17

# APPENDIX C: STAKEHOLDER OUTREACH

## JULY 1, 2016 - JUNE 30, 2017

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
7/19/16	IKEA North America Presentation	Conshohocken, PA	Retailers
7/26/16	Ashley Home Furniture	Enfield, CT	Retailers
7/31-8/4/2016	Las Vegas Market - Summer	Las Vegas, NV	Retailers & Manufacturers
8/22/16	Sleepy's and Macy's	Conference Calls	Retailers
9/15/16	Bed Bug Training	Johnston, RI	Municipalities
10/29/16	Newport Fall Recycling Day	Newport, RI	Municipalities
11/2/16	Northeast Waste Management Officials' Association	Conference Call	Municipalities
11/16/16	RIRRC Municipal Meeting	Johnston, RI	Municipalities
11/3/16	Therapedic National Meeting	Dallas, TX	Retailers
1/22-1/26/2017	Las Vegas Market - Winter	Las Vegas, NV	Retailers & Manufacturers
1/23/17	Mattress Firm	Conference Call	Retailers
3/8-3/9/2017	ISPA Industry Conference	St. Petersburg, FL	Retailers & Manufacturers
3/9/17	Jordan's Furniture	New Haven, CT	Retailers
3/22-3/23/2017	Retailer Site Visits	Various locations statewide	Retailers
3/29/17	Cardi's	Conference Call	Retailers
4/12/17	RIRRC Municipal Meeting	Johnston, RI	Municipalities
4/26/17	Macy's	Conference Call	Retailers
4/27/17	RI Dept. of Business Regulation Presentation	Newport, RI	Manufacturers
5/4-5/6/2017	Home Furnishings Association Conference	San Antonio, TX	Retailers
5/8-5/11/2017	Waste Expo	New Orleans, LA	Waste & Recycling Industry
5/2/17	Salvation Army	Confernece Call	Other Entities
5/9/17	Bed Bug Training	Webinar	Municipalities
5/15/17	Hilton Worldwide	Alexandria, VA	Lodging
5/23/17	RIRRC Bye Bye Mattress Presentation	Johnston, RI	Regulators
5/25/17	Certipur-US Annual Meeting	St. Petersburg, FL	Retailers
6/28/17	Jordan's	Taunton, MA	Retailers
ongoing	Ocean State Job Lot		Retailers

# APPENDIX D: PUBLIC EDUCATION MATERIALS

## INFO CARDS

**bye bye,  
mattress.**

**Thank you for helping us  
say hello to a greener future.**

The recycling fee listed on your receipt, which is required by law for each mattress and box spring sold, funds our state's mattress recycling program.

Recycling a mattress at the end of its life creates other useful products instead of burying its valuable resources in a landfill. So, bye-bye doesn't have to mean forever.

**Learn more about the fee and  
how the program works at**

 **bye bye mattress.com**  
A Program of the Mattress Recycling Council

**bye bye,  
mattress.**

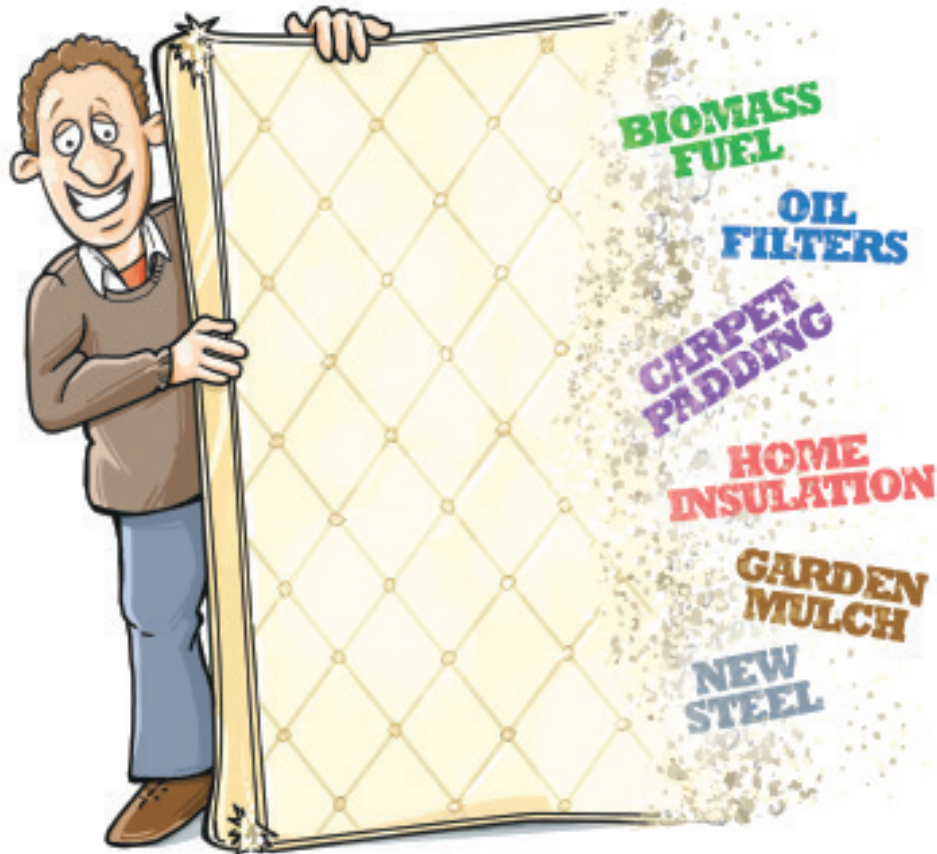
**Gracias por ayudarnos a decir  
hola a un futuro más verde.**

El cargo de reciclado mencionado en su recibo, el cual es exigido por la ley por cada colchón y box spring vendidos, financia nuestro programa de reciclado de colchones estatal.

Reciclar un colchón al final de su vida útil permite crear otros productos útiles en vez de enterrar sus valiosos recursos en un vertedero. Así que adiós no tiene que ser para siempre.

**Obtenga más información sobre el cargo  
y vea cómo funciona el programa en**

 **bye bye mattress.com**  
Un programa de Mattress Recycling Council



## Rest easy and know that your old mattress is going to a better place.

As of May 1, 2016, the state of Rhode Island has implemented a mattress recycling program. A \$10 fee will be collected on every mattress and box spring you purchase. It will be listed on your receipt as "recycling fee."



Learn more about the fee and how the program works at

**bye bye mattress.com**

A Program of the Mattress Recycling Council



**bye bye mattress**

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](http://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](http://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](http://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](http://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](http://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](http://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?**

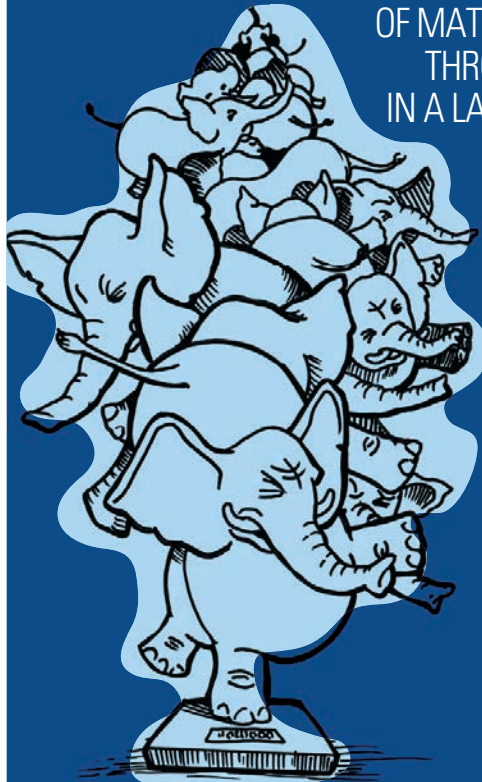
Recyclers dismantle old mattresses and/or box springs, separate the steel, foam, fabric and wood, and sell these materials to manufacturers that will use them to make new products. Visit [www.byebyemattress.com](http://www.byebyemattress.com) to learn more about mattress recycling.

# WHAT'S HEAVIER?:

220 ELEPHANTS

— OR —

ONE DAY'S WORTH  
OF MATTRESSES  
THROWN  
IN A LANDFILL?



**Answer: The MATTRESSES.**

Over 20 million mattresses are thrown away in a single year. That's over 980 million pounds added to already overfilled landfills. If all of those mattresses were recycled, it would be the equivalent of taking 80,000 cars off the road for a year or planting 746,000 trees. 85% of your old mattress is recyclable (steel, wood, foam, fabric & plastic). Don't forget to do your part.



Visit [ByeByeMattress.com](http://ByeByeMattress.com) to find a recycling center near you.

**0656  
Mattress Recycling Council  
Radio :30  
Bye Bye Mattress**

**VYMI0002000**

CHAP: I am done with my mattress!

My new mattress comes today and this old thing is out of here.

Bye, bye mattress!

VO: Yep, bye, bye mattress.

But throw it out?

But – what a waste.

Send it to a mattress recycler.

Where old mattress components become carpet padding, home insulation, biomass fuel  
and all kinds of other great stuff.

So, bye, bye mattress is right!

But don't toss it. Recycle it.

It's easy – and it's free.

To find a mattress recycler in your area, visit [byebyemattress.com](http://byebyemattress.com).

**0656  
Mattress Recycling Council  
Radio :60  
Bye Bye Mattress**

**VYMI0001000**

CHAP: I am done with my mattress!

That's right, I am not spending another night on this old bag.

My new mattress comes today and this thing is out of here.

Bye, bye mattress!

VO: Yep, bye, bye mattress.

So says you and about a thousand other people in Rhode Island every day.

And that's a lot of old mattresses with no place to go.

There's the landfill of course.

Where they just take up space.

But – what a waste.

Because you could send it to a mattress recycler.

Where old mattresses get broken down into steel, foam, wood and fiber that become  
new steel, carpet padding, home insulation, garden mulch, biomass fuel, locomotive oil filters  
and all kinds of other great stuff.

So, bye, bye mattress is right!

But don't toss it. Recycle it.

It's easy – and it's free.

To find a mattress recycler in your area, visit [byebyemattress.com](http://byebyemattress.com).

