

07/01/2018

---

18

19

---

06/30/2019

## RHODE ISLAND ANNUAL REPORT

**SUBMITTED BY**

Mattress Recycling Council Rhode Island, LLC  
501 Wythe Street  
Alexandria, VA 22314

**SUBMITTED TO**

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

**SUBMITTED ON**

October 1, 2019

 Mattress Recycling Council®



This year, MRC's Rhode Island Bye Bye Mattress Program collected more than **103,807** mattresses and diverted more than **1,607** tons of material from disposal.

---

# TABLE OF CONTENTS

---

Executive Summary & Definitions .....	<b>pg. 1</b>
Collection Network Overview .....	<b>pg. 7</b>
Education & Outreach .....	<b>pg. 11</b>
Performance Goals & Evaluation .....	<b>pg. 31</b>
Recycling Program Metrics .....	<b>pg. 43</b>
Recommendations for Change .....	<b>pg. 47</b>
APPENDIX A • Registered Producers .....	<b>pg. 50</b>
APPENDIX B • Collection Sites, Recyclers & Events .....	<b>pg. 54</b>
APPENDIX C • Stakeholder Outreach .....	<b>pg. 56</b>
APPENDIX D • Public Education Materials .....	<b>pg. 57</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

---

Pursuant to Section 23-90-5(j) of Rhode Island General Laws (the Law), the Mattress Recycling Council Rhode Island, LLC (MRC), submits to Rhode Island Resource Recovery Corporation (RIRRC) this Annual Report, which provides the requested data on the results that MRC achieved in administering the Rhode Island mattress stewardship program (the Program) during the state's 2018-2019 Fiscal Year (July 1, 2018 to June 30, 2019) (the Reporting Period).

### **OVERVIEW OF MATTRESS RECYCLING COUNCIL RHODE ISLAND, LLC**

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

The International Sleep Products Association created the Mattress Recycling Council (the Council), a nonprofit organization under Section 501(c)(3) of the Internal Revenue Code of 1986, to develop and administer the Program. On July 1, 2015, the Council submitted a Plan to RIRRC outlining how the Program would meet the Law's requirements and proposed initial performance goals. RIRRC approved this Plan on January 13, 2016, and the Program officially began operating on May 1, 2016. Once initial performance goals set in the Plan were achieved, MRC worked with RIRRC to update the goals.

In addition to Rhode Island, the Council administers statewide mattress recycling programs in two other states, California and Connecticut. In each of these states, the Council has developed a statewide network of mattress collection and recycling locations, increased the number of units recycled and educated consumers, retailers and other stakeholders about that state's mattress recycling program.

Effective July 1, 2017, the Council created for each state program a limited liability company in which the Council is the sole member. The Council then transferred all

functions related to the Rhode Island Program to the Mattress Recycling Council Rhode Island, LLC (MRC).

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

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

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

- Collect a mattress stewardship fee that funds the cost of operating and administering the Program
- Provide for free and accessible statewide opportunities for state residents to discard their used mattresses
- Provide for free collection of discarded mattresses from municipal transfer stations
- Provide transfer stations with suitable storage containers and transportation of discarded mattresses
- Provide for MRC-financed end-of-life recycling of mattresses
- Minimize public sector involvement in the management of mattresses
- Establish a financial incentive for consumers that deliver their mattresses to recyclers

## **THIRD YEAR PROGRAM HIGHLIGHTS**

The Law required MRC to establish goals to measure the Program’s performance. During the Reporting Period, MRC achieved or nearly achieved most of these goals. Highlights of the Program’s third year include:

- Collected 103,807 mattresses and recycled 1,607 tons of material
- Provided Program access in 37 of 39 Rhode Island municipalities and extended service to over 140 other entities and small bulky waste haulers
- Retained participation by 88% of Rhode Island’s solid waste service providers exceeding the goal by 8%
- Surpassed the healthcare facility participation goal - 11 facilities participated the Program resulting in 200 units recycled
- Expanded educational facility outreach to off-campus housing stakeholders - Two successful collection events in Providence and Narragansett proved a replicable format for working with property managers
- Continued to recycle mattresses collected from Naval Station Newport and its off-base housing complexes

- Confirmed that in-store public education materials, a public service campaign, media relations and social media outreach developed and promoted by MRC continue to keep Rhode Islanders aware of mattress recycling

## REPORT OVERVIEW

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

1. The weight of mattresses collected pursuant to the Program from:
  - i. Municipal and/or transfer stations;
  - ii. Retailers; and
  - iii. All other covered entities;
2. The weight of mattresses diverted for recycling;
3. Identification of the mattress recycling facilities to which mattresses were delivered for recycling;
4. The weight of discarded mattresses recycled, as indicated by the weight of each of the commodities sold to secondary markets;
5. The weight of mattresses, or parts thereof, sent for disposal at each of the following:
  - i. Rhode Island Resource Recovery Corporation; and
  - ii. Any other facilities;
6. Samples of public education materials and methods used to support the Program;
7. A description of efforts undertaken and evaluation of the methods used to disseminate such materials;
8. Updated performance goals and an evaluation of the effectiveness of the methods and processes used to achieve performance goals of the Program; and
9. Recommendations for any changes to the Program.

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

**“Covered Entity”** “ means any political subdivision of the state, any mattress retailer, any permitted transfer station, any waste to energy facility, any healthcare facility, any educational facility, any correctional facility, any military base, or any commercial or nonprofit lodging establishment that possesses a discarded mattress that was

discarded in this state. Covered Entity does not include any renovator, refurbisher or any person who transports a discarded mattress.

**“Foundation”** means any ticking-covered structure that is used to support a mattress and that is composed of one or more of the following: 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:

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

A sleeping bag or pillow;

A crib, bassinet mattress or car bed;

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

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

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

A fold-out sofa bed or futon.

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

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



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

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

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

**“Renovate”** or **“renovation”** means altering a mattress for the purpose of resale and includes any one, or a combination of, the following: Replacing the ticking or filling, adding additional filling, rebuilding a mattress, or replacing components with new or recycled materials. “Renovate” or “renovation” does not include the:

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

Sanitization or sterilization of a mattress without otherwise altering the mattress; or

Altering of a mattress by a renovator when a person retains the altered mattress for personal use, in accordance with regulations of the Department of Business Regulation.

**“Renovator”** means a person who renovates discarded mattresses for the purpose of reselling such mattresses 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 mattresses from nearly every municipality in Rhode Island as well as more than **140** public and private entities that dispose of large volumes of discarded mattresses.

---

## COLLECTION NETWORK OVERVIEW

# COLLECTION NETWORK OVERVIEW

---

## INTRODUCTION

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

During the Reporting Period, MRC's collection network included no-cost options to discard a mattress in 37 of Rhode Island's 39 municipalities. These options consisted of curbside collection of discarded mattresses, a site where residents could drop off their units (either at a solid waste facility, recycler, etc.) or a collection event. Some collection sites limit access to their town's residents. All state residents may drop off units at Ace Mattress Recycling only in West Warwick or the Central Landfill in Johnston. See **Appendix B** for a complete list of participating collection sites and events.

In addition to these consumer collection options, over 140 other entities (including mattress retailers, hotels, universities and others that dispose of large volumes of discarded mattresses) recycled their units through the Program. These entities either drop off their units directly at an MRC recycler, or if they have at least 50 units available for recycling, MRC will pay to transport them to a recycler. Covered Entities contact MRC if they want to host a collection site or one-day collection event, or to drop off units at a recycling facility. MRC reviews these requests on a rolling basis.



**MATTRESS RECYCLING FACILITIES**

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

**Ace Mattress Recycling, LLC**

14 Clyde Street  
 West Warwick, RI 02893

**Express Mattress Recyclers, LLC**

310 Bourne Avenue  
 East Providence, RI 02916

**Green Mattress Framingham**

12 Industrial Road  
Milford, MA 01757

**Willimantic Waste**

185 Recycling Way  
Willimantic, CT 06226

**MATTRESS RECYCLING TRANSPORTERS**

During the Reporting Period, MRC contracted with the following transporters to haul units to the mattress recycling facilities above:

**Ace Mattress Recycling, LLC**

14 Clyde Street  
West Warwick, RI 02893

**Express Mattress Recyclers, LLC**

310 Bourne Avenue  
East Providence, RI 02916

**Mobile Storage**

81 Pilsudski Street  
Providence, RI 02909

**Willimantic Waste**

185 Recycling Way  
Willimantic, CT 06226



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

---

EDUCATION & OUTREACH

# EDUCATION & OUTREACH

---

## INTRODUCTION

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

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

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

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

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

An evaluation of MRC's achievement of these goals is discussed in further detail in the Performance Goals & Evaluation section (see Page 32).

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

## CONSUMER EDUCATION

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

In the Plan, MRC outlined how this branding strategy would gradually increase Program awareness over a two-year period. However, the strong and immediate participation from municipalities in the first year led to higher than anticipated volume entering the Program. MRC continued to collect higher than anticipated volumes throughout its second and third years, as well. During this Reporting Period, MRC continued to provide consumer education materials to retailers, promote the Program through media opportunities, assist sites and events with local publicity and generate awareness on social media. It also continued to promote the Stop Illegal Dumping PSA.

A consumer awareness survey that MRC conducted in May 2019 (as the third year of Program operations drew to a close) found that 48% of surveyed Rhode Island residents were aware that a mattress could be recycled. MRC will continue to survey residents each year to monitor their awareness of the Program and if they recall key messages, such as how to dispose of a mattress for recycling.

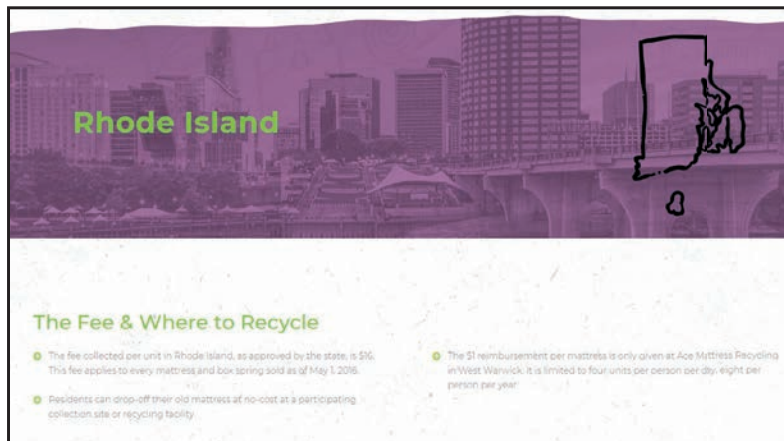
MRC also has learned from other consumer research completed in other states that consumers that are actively seeking a way to purchase or dispose of a mattress will be the most receptive to MRC's advertising and likely to recall Bye Bye Mattress messaging or branding. Those surveys also show that consumers heavily favor going online to research how to dispose of a mattress and that their local government is their next preferred information source. Therefore, MRC's future communication strategy in Rhode Island will focus on providing information at the point-of sale, maintaining a digital and social media presence and encouraging towns and cities to use the publicity toolkits that MRC provides.

---



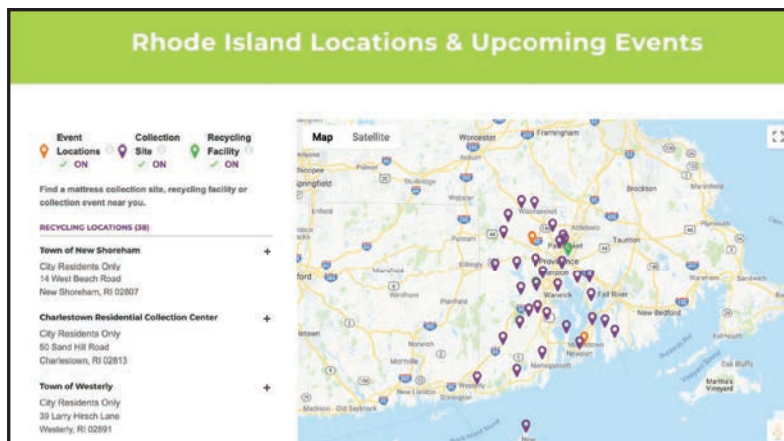
## BYEBYEMATTRESS.COM

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



BYEBYEMATTRESS.COM

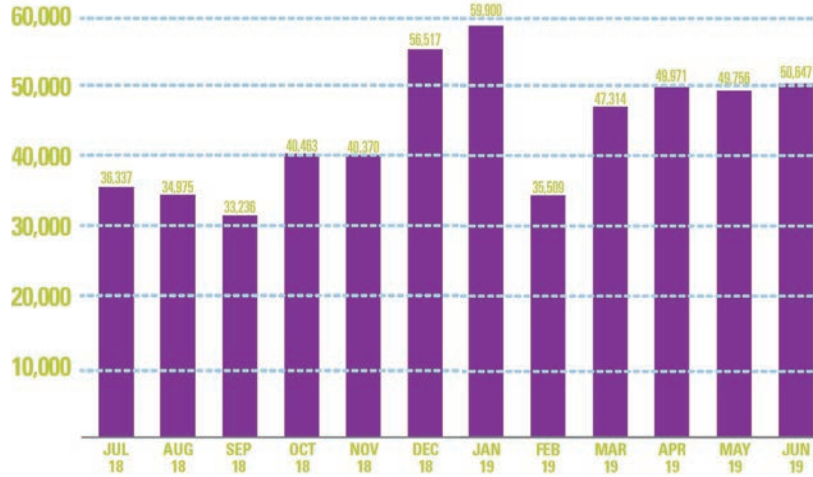
Although most consumers visit ByeByeMattress.com to access the recycling locator, the site also contains important information about the recycling fee, updates about the Program's performance and MRC's expansion efforts in the state. It is also a platform for educating the public about the mattress recycling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



BYEBYEMATTRESS.COM

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

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



## CONSUMER EDUCATION MATERIALS

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

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



INFORMATIONAL CARD

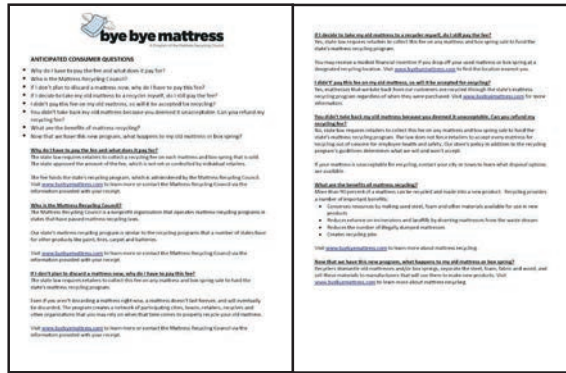
**In-Store Posters:** MRC makes the posters available in two sizes to provide flexibility in how a retailer may use them in the store.

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

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



IN-STORE POSTER



CUSTOMER FAQs

## PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN

MRC’s PSA campaigns consist of TV, radio, print and outdoor ads. In June 2018, MRC distributed a new TV PSA that discourages illegal dumping. Radio, print and outdoor versions became available in April 2019. During the Reporting Period, MRC invited Rhode Island communities to request co-branded TV spots for use in their own communication channels (websites, social media, presentations, etc.). However, no Rhode Island towns or cities responded to the offer after multiple attempts. Previously created PSA material remains available for use and can be downloaded from the Bye Bye Mattress Media Center.

**Stop Illegal Dumping PSA:** In June 2018, MRC distributed a 30-second TV spot in English and Spanish to television stations in Rhode Island. In April 2019, radio, print and billboard became available for use. The Stop Illegal Dumping PSA is offered across all of MRC’s Program states and has above average performance in early morning and daytime placements. As of the close of this Reporting Period, this PSA achieved nearly 3 million impressions nationally. However, Rhode Island media has been less receptive. MRC will continue to encourage use of the PSA by reaching out to PSA directors and other station executives through direct mail reminders, phone calls and emails.



View Stop Illegal Dumping. Click to watch:



**TV ENGLISH**

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



**TV SPANISH**

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

Hear Stop Illegal Dumping. Click to listen:



**RADIO ENGLISH**

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



**RADIO SPANISH**

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

## PRINT AND BILLBOARD EXAMPLES



**You can recycle your old mattress for free. Stop illegal dumping.**

Don't dump your old mattress. Not only is it illegal, but it will end up in a landfill when it could be so much more. On the other hand, recycling the mattress and box spring lets the steel, foam, fiber and wood become new products. Like steel parts, filters, carpet padding and even mulch for your garden. Find out about your FREE recycling options at [ByeByeMattress.com](http://ByeByeMattress.com).



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

To learn more about the benefits of mattress recycling, visit [ByeByeMattress.com](http://ByeByeMattress.com)



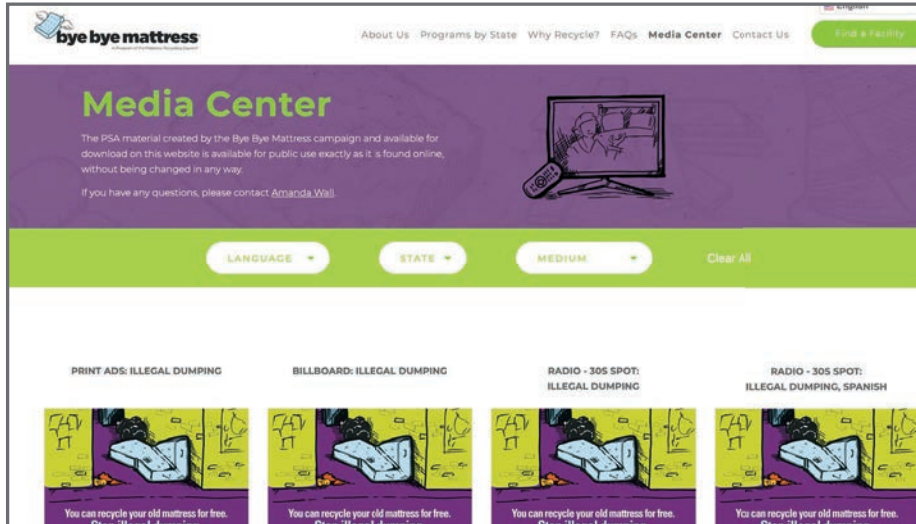
**Don't dump it. Recycle your mattress for free!**



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

## Other Available Content:

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



## View Sandman. Click to watch:



**:60 PSA**

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



**:30 PSA**

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

## Hear Sandman. Click to listen:



**:60 PSA ENGLISH**

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



**:60 PSA SPANISH**

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



**:30 PSA ENGLISH**

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



**:30 PSA SPANISH**

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

## ONLINE ADVERTISING

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



## COMMUNITY EVENTS

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

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

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

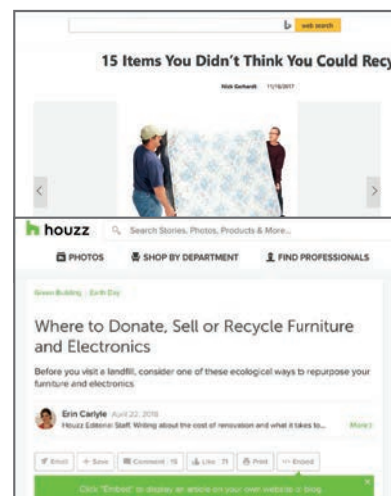
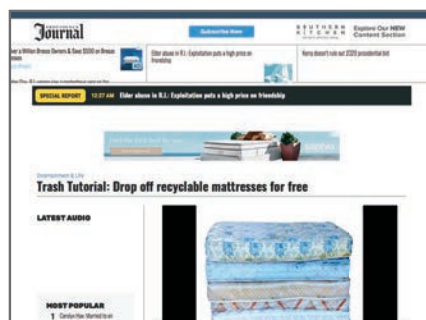
- Blackstone Valley America Recycles Day
- Town of Middletown
- Town of Smithfield

Per the revised Performance Goals, which RIRRC accepted on June 1, 2018, MRC finalized a schedule of public appearances before the end of 2018 that consisted of two collection events with off-campus housing property managers at the end of the academic year.

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

## MEDIA RELATIONS

During the Reporting Period, MRC responded to reporters' requests for information. Notable media placements included local news coverage on WPRI, the Providence Journal, Valley Breeze community papers, Newport Daily News and EastBayRI.com, as well as national mentions on Earth 911 and Houzz.



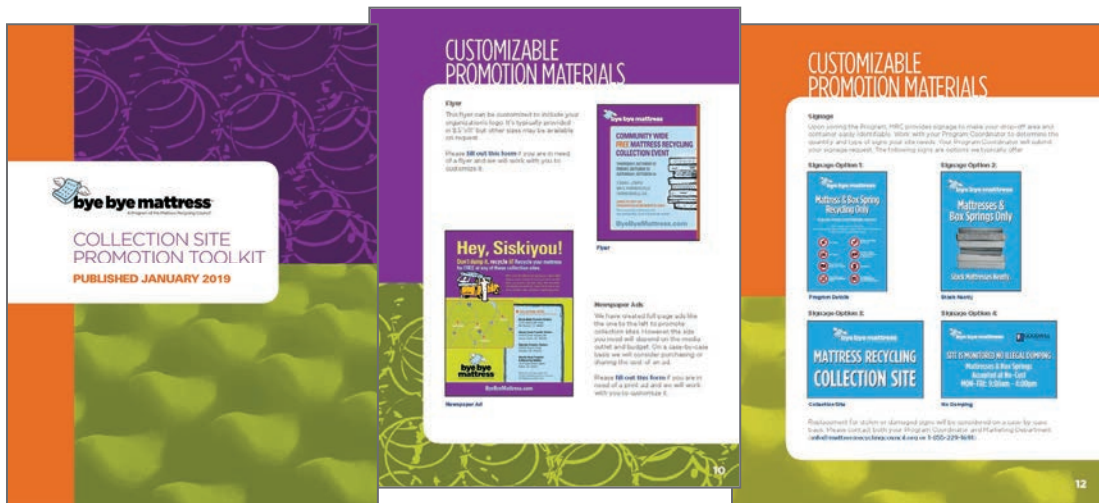
## COLLECTION SITE AND EVENT TOOLKITS

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](#)

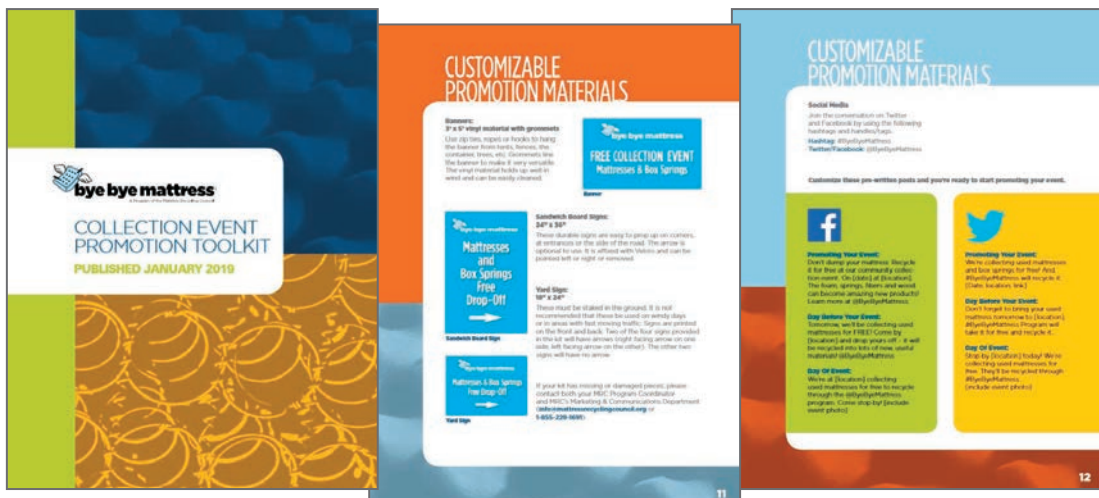
### COLLECTION SITE PROMOTION TOOLKIT

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



### COLLECTION EVENT PROMOTION TOOLKIT

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





## SOCIAL MEDIA

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

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

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



FOLLOW & LIKE  
@BYEBYEMATTRESS



## INDUSTRY COMMUNICATION

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

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

### Compliance Outreach

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

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

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

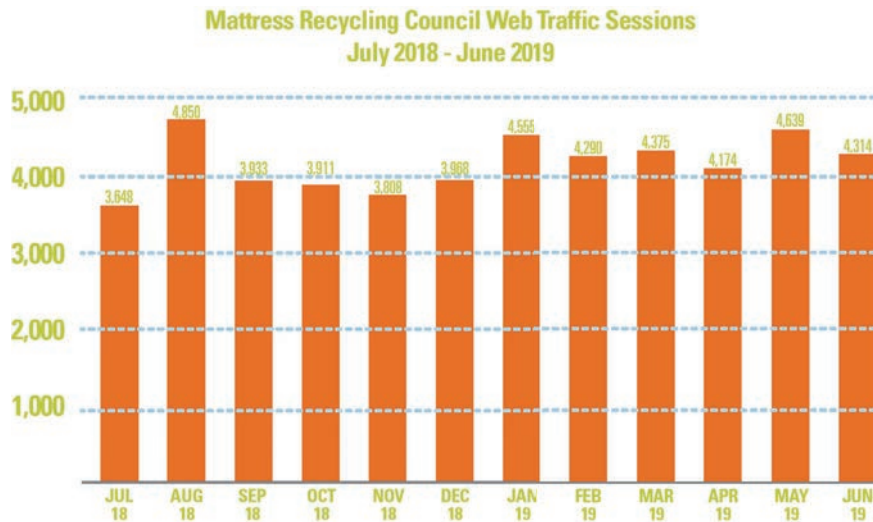
---

## WEBSITES

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

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

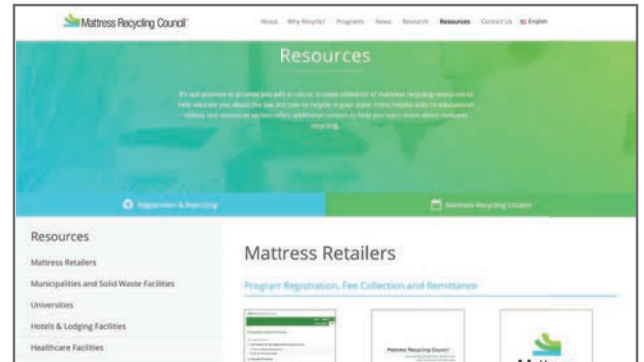
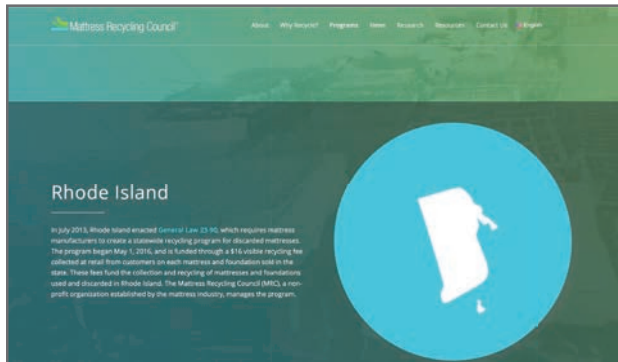
Official news from MRC is posted on the homepage and archived in the news area.



The Rhode Island state page contains information on the Law and details on how the Program has expanded. By clicking on links from this page:

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

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



MATTRESSRECYCLINGCOUNCIL.ORG

**MRCreporting.org:** Through this website, parties may register with MRC and retailers and other parties that sell mattresses to end-users in Rhode Island may report and remit to MRC the recycling fees that they have collected. To encourage participants to remit their fees on time, the site emails automatic reminders. The site also emails Program updates to all registrants, and MRC cross-posts on this website notices and information that also appear on MattressRecyclingCouncil.org.

During the Reporting Period, MRC used the site to inform Rhode Island registrants how to keep their company and product information up to date and how to obtain additional consumer education materials.



## VIDEO SERIES

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

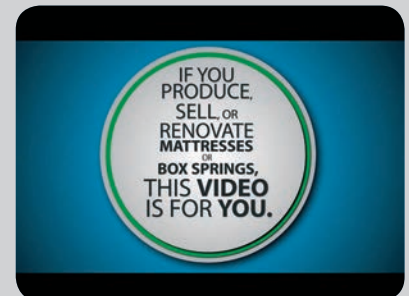
**About the Mattress Recycling Council:** Provides an overview of state recycling laws, the recycling fees, what the fees pay for and encourages stakeholders to recycle with MRC.

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

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

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

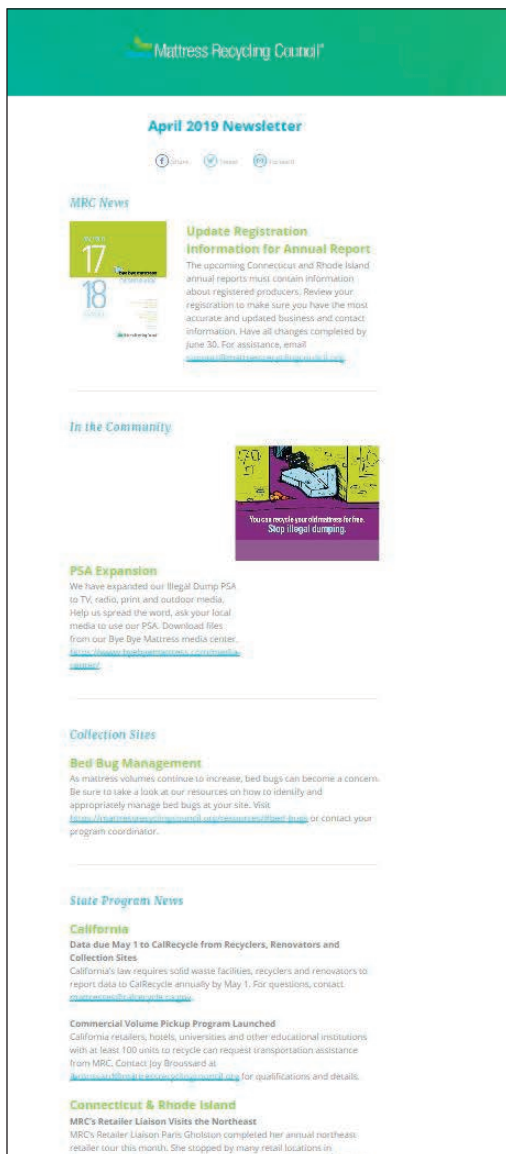
Click Below To View



## MONTHLY E-NEWSLETTER

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

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





## INDUSTRY EVENTS

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

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

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

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

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



## **MEDIA RELATIONS**

MRC contributes content to *Sleep Savvy* and *BedTimes*. This coverage appears in each publication's sustainability section, and ranges from information about the fee and its collection, to updates about the Program or other recycling trends.

MRC news has been published in other industry media including *Furniture Today*, *Home Furnishings Business*, *RetailerNOW*, and *Sleep Retailer*.

MRC also distributes news to the waste and recycling industry media. During the Reporting Period, these outlets received announcements regarding MRC's expansion of the Northeastern Program staff and the Rhode Island transportation Request for Proposal.

---



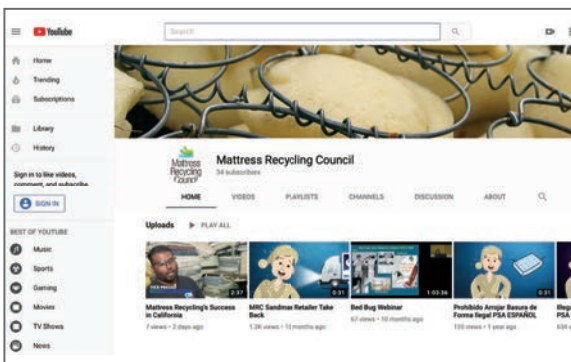
## SOCIAL MEDIA

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

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

Over the course of the Reporting Period, social media posts referred approximately 1% of visitors to MRC's websites and the recycling locator.

MRC will continue to use social media and evaluate its effectiveness in driving traffic to MRCreporting.org, MattressRecyclingCouncil.org and the recycling locator.



FOLLOW & LIKE  
@MATTRECYCOUNCIL





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

---

## PERFORMANCE GOALS & EVALUATION

# PERFORMANCE GOALS & EVALUATION

---

## EVALUATION OF PERFORMANCE GOALS & METHODS

MRC's approved Plan included performance goals for the first two years of the Program, which focused on developing an accessible statewide collection network. MRC set Program targets for different categories of Covered Entities based on RIRRC mattress disposal data from 2012 and 2013. Based on experience gained during its first year of operations, MRC proposed updated performance goals in its 2016-17 Annual Report, which RIRRC accepted on June 1, 2018. MRC further updated retailer and lodging goals in its 2017-18 Annual Report.

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

### Solid Waste Service Providers

#### GOAL:

To have at least 80% of Rhode Island's solid waste service providers participating in the Program. For the purposes of this goal, these entities include municipal transfer stations, recycling centers, private transfer stations or curbside bulky waste collection services.



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

#### METHODS:

Rhode Island residents may access the Program through MRC's network of participating collection sites, curbside collection services, recycling facility drop-offs, or collection events - See **Appendix B** for a complete list. Given that 88% of solid waste service providers in Rhode Island participate in the Program, RIRRC instructed MRC in 2018 to gather information on small commercial haulers that ordinarily drop off discarded mattresses at the RIRRC Central Landfill, and instead encouraged them to deliver their

units directly to MRC recyclers. This change would relieve the Central Landfill of any responsibility for those units. Pursuant to this instruction, MRC distributed an information card during the Reporting Period about the Program to small commercial haulers when they visited the RIRRC Central Landfill and mailed Program information to these companies. As a result of these efforts, the three most significant small commercial haulers now drop off their discarded units at MRC recyclers and not the RIRRC Central Landfill. MRC continues to work with RIRRC to identify other Rhode Island businesses that generate discarded mattresses and are not currently participating in the Program.

For municipalities and transfer stations that lacked resources to participate as fixed drop-off locations, MRC hosted one-day community collection events. MRC provided event labor, a mattress storage container, transportation and recycling services at no cost to the host location. MRC also assisted with event publicity and signage (as described in the Education and Outreach section on page 12).

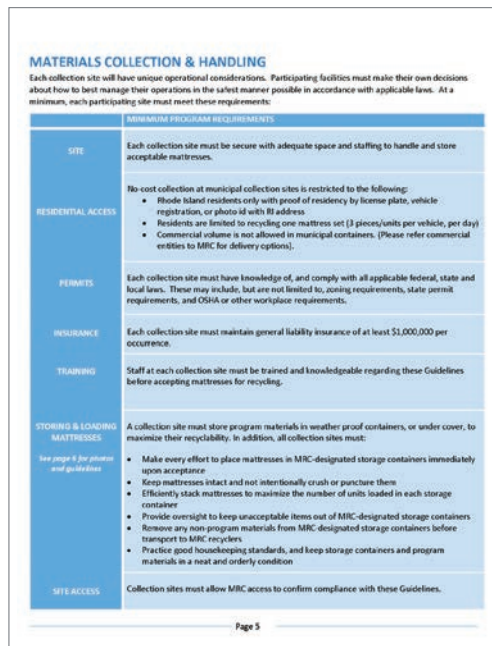
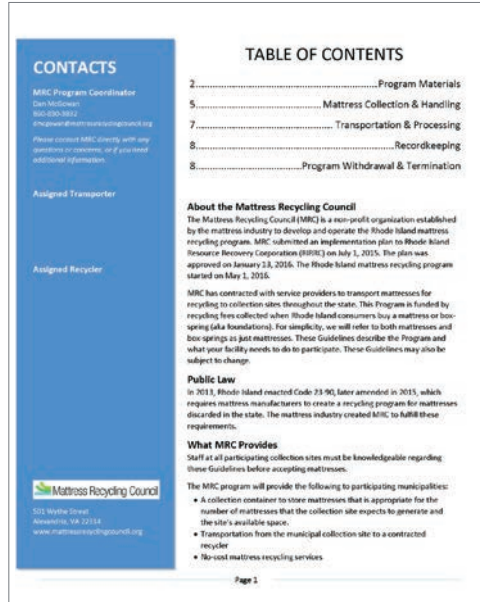
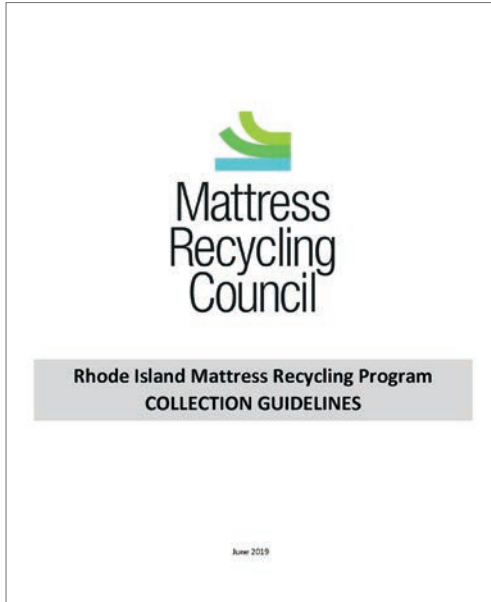
MRC continues to encourage non-participating solid waste service providers to participate through individual site visits and regional solid waste meetings hosted by RIRRC for municipal recycling coordinators and city leaders. MRC's municipal information sheet and Program Guidelines (also available on MRC's website) are useful informational tools as MRC interacts with these stakeholders.

Providing support and assistance to participating solid waste service providers requires regular communication. MRC's Northeast Program Coordinator conducts unannounced site visits and schedules appointments to discuss the Program and compliance with participation requirements. Topics covered in these meetings include identifying non-Program material that MRC recyclers cannot accept, screening mattresses for excessive damage or contamination, informing residents about the Program and addressing illegal dumping concerns. In addition to in-person meetings, MRC also sends updated Collection Site Guidelines to all participants to reinforce product acceptance and contamination criteria. These contacts also receive MRC's monthly newsletter email throughout the year.

During the Reporting Period, one of MRC's recyclers trained staff with the Providence Department of Public Works on MRC's product acceptance criteria in an effort to minimize the number of units being sent to RIRRC's Central Landfill. After the training, the number of recyclable units that Providence provided MRC recyclers increased by 57%.

MRC continued to provide bed bug identification resources for Program participants and interested parties. During the Reporting Period, MRC posted a bed bug training webinar to the resources section of [MattressRecyclingCouncil.org](http://MattressRecyclingCouncil.org) that participants could view on demand. The training was conducted by the Connecticut Coalition Against Bed Bugs (CCABB) and remains available to all Program participants at no cost. MRC promoted the webinar to municipalities during individual site visits and

meetings. Highlights of the presentation include dispelling health-related myths, bed bug identification and best practices for protecting facility staff. MRC also integrated CCABB's information into MRC's Program Collection Site Guidelines. This information helps reduce the number of mattresses that are rejected for recycling and helps address concerns that potential collection site and event hosts have about participating in the Program.



## Rhode Island Retailers

### GOAL:

To recycle approximately 7,500 mattresses from Rhode Island retailers annually.



*NEARLY ACHIEVED - As of June 30, 2019, the Program achieved 97% of this goal by recycling 7,287 mattresses obtained from the retail sector. This is an 8.6% increase in number of units from the previous Reporting Period.*

### METHODS:

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

As described in Education & Outreach, MRC provides ongoing education to retailers about the Law and mattress recycling through a wide array of communications and marketing methods including: targeted direct mail and printed collateral, advertising and media relations, websites, social media, site visits and participation in industry events.

This outreach resulted in the Program collecting an annual average of 7,500 units from retailers in its first three years. MRC is encouraged by the 8.6% growth in units collected from retailers during this Reporting Period. Nevertheless, MRC does not anticipate this category to increase substantially in the future because MRC understands that some retailers sell discarded units that they collect from consumers to renovators and does not anticipate that practice will stop.

**TABLE 1: UNITS COLLECTED FROM RETAILERS DURING REPORTING PERIOD**

Reporting Period (July 1 - June 30)	UNITS COLLECTED
2016-2017	8,551
2017-2018	6,708
2018-2019	7,287






### Rhode Island Mattress Recycling Program for Mattress Retailers

Rhode Island's General Law 23-80 requires the mattress industry to create a recycling program for mattresses and box springs used and discarded in the state.

The law only requires retailers to charge the recycling fee, taking advantage of MRC's optional recycling services is voluntary.

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

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

As of May 1, 2016, retailers and other businesses selling mattresses began collecting a recycling fee on each mattress and box spring that is sold to a Rhode Island consumer. These fees are remitted to MRC and used to recycle mattresses.

#### Benefits of Participating

- Participating retailers no longer incur mattress recycling costs. MRC uses the collected recycling fees to pay for recycling mattresses.
- Recycling mattresses conserves natural resources and benefits the environment. Program participants divert mattresses from landfills and allow materials like fiber, foam, steel and wood to be made into other useful products.

#### What MRC Provides

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

#### Participation Requirements

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

Which items are accepted and not accepted by the program?

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

We are unable to accept:

- Severely damaged, wet, soiled, frozen or soiled mattresses or box springs
- Items infested with bed bugs
- Mattress pads or toppers
- Seeping bags
- Pillows
- Car beds
- Juvenile products such as cribs, carriages, bassinets, dressers, cribs, 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

Don McEwen  
Mattress Recycling Council  
Northeast Program Coordinator  
don.mcewen@mattressrecyclingcouncil.org  
Phone: (800) 630-1832  
www.mattressrecyclingcouncil.org  
June 2019



### April 2019 Newsletter

Facebook Twitter YouTube

#### MRC News



#### Update Registration Information for Annual Report

The upcoming Connecticut and Rhode Island annual reports must contain information about registered producers. Review your registration to make sure you have the most accurate and updated business and contact information. Have all changes completed by June 30. For assistance, email [don@mattressrecyclingcouncil.org](mailto:don@mattressrecyclingcouncil.org)

#### In the Community




# RECYCLING

## bye bye mattress

A Program of the Mattress Recycling Council

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 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)



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

## Mattress Recycling

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

## Lodging Establishments

### GOAL:

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



*NEARLY ACHIEVED – As of June 30, 2019, the Program recycled 922 units from these entities. Twenty-seven lodging establishments are currently registered with MRC, an increase of eight during the Reporting Period.*

### METHODS:

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

RIRRC requested that MRC provide the number of lodging facilities participating in the Program as part of its evaluation of this goal. As of June 30, 2019, 27 lodging establishments were registered with the Program. Of those, eight hotels were new registrants and nine hotels used the Program on 22 occasions to recycle 922 mattresses during the Reporting Period.

MRC has limited ability to increase the number of units collected from lodging establishments because that number is contingent on the number of lodging establishments that replace their mattresses during a given year and the number of units that they discard for recycling. As a result, the total number of units the Program obtains from lodging establishments will fluctuate from year to year as indicated in the table below. Furthermore, MRC does not anticipate this category to increase substantially in the future because MRC has learned from experience that some hotels sell many units that they discard to renovators and does not anticipate that practice will stop.

**TABLE 2: UNITS COLLECTED FROM LODGING ESTABLISHMENTS DURING REPORTING PERIOD**

Reporting Period (July 1 - June 30)	UNITS COLLECTED
2016-2017	1,054
2017-2018	1,350
2018-2019	922



## Prisons and Other Incarceration Facilities

### GOAL:

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



*ACHIEVED - MRC contacted the Rhode Island Department of Corrections to encourage facilities to participate in the Program.*

### METHODS:

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

Based on MRC's experience in working with incarceration facilities in other states, MRC does not expect to generate many prison mattresses that are suitable for recycling in the future.

## Healthcare Facilities

### GOAL:

MRC will continue outreach to healthcare facilities and industry associations and evaluate mattresses discarded by facilities interested in participating in the Program. MRC will encourage participation of at least 10 healthcare facilities by the end of the 2019 Reporting Period (which coincides with the state's 2019 fiscal year).



*ACHIEVED - MRC evaluated mattresses discarded by healthcare facilities and concluded that some were acceptable for recycling. By the end of the Reporting Period, 11 healthcare facilities were participating in the Program.*

### METHODS:

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

The Hospital Association of Rhode Island recently provided MRC a member list that MRC will use to encourage other healthcare facilities to participate in the Program. During the Reporting Period, MRC also requested that EPA's Region 1 Healthcare and Social Assistance Sector (whose jurisdiction includes Rhode Island) include MRC's healthcare facility information sheet in its online newsletter. MRC continues to respond to inquiries from healthcare facilities regarding mattress recycling.

Healthcare facilities in other states have been hesitant to recycle discarded mattresses due to liability concerns regarding pathogen contamination and medical waste disposal regulations.

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

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

Given the reuse practices in the healthcare sector and potential contamination concerns, few healthcare mattresses are available for recycling. Nevertheless, MRC continues to distribute Program information to healthcare facilities and will assist with recycling their discarded mattresses as requested, given that the units collected from this category has grown by nearly five-fold over the last three years.

**TABLE 3: UNITS COLLECTED FROM HEALTHCARE FACILITIES DURING REPORTING PERIOD**

<b>Reporting Period (July 1 - June 30)</b>	<b>UNITS COLLECTED</b>
2016-2017	42
2017-2018	73
2018-2019	201

## Educational Facilities

### GOAL:

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



*ACHIEVED - During the Reporting Period, MRC recycled 1,368 units from six participating educational sources. Eight educational facilities are registered with the Program.*

### METHODS:

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

In fulfilling this goal, RIRRC in 2018 asked MRC to also work with at least two new educational facilities to offer a "recycle mattress day" at the conclusion of the 2019 academic year. MRC accomplished this goal by recycling 266 mattresses discarded by Providence College students living in off-campus apartments and 61 mattresses discarded by university students living in off-campus housing in the Town of Narragansett.

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

## Military Bases

### GOAL:

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



*ACHIEVED - Naval Station Newport used the Program once during this Reporting Period.*

### METHODS:

Naval Station Newport regularly uses the Program and has recycled 516 discarded mattresses since the Program launched. During this Reporting Period, the station transported 17 mattresses from on-base housing complexes to MRC recyclers.

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

## Other Entities

### GOAL:

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



*ACHIEVED - MRC is providing no-cost recycling to 86 other entities.*

### METHODS:

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

In May 2019, MRC sent an email and direct mail postcard to other entities registered with the Program to update them about the Program and direct them to the appropriate MRC recycler to drop off their discarded units.

During the Reporting Period, other entities recycled 8,115 units through the Program. The following types of other entities participate in the Program:

**TABLE 4: QUANTITY OF OTHER ENTITIES PARTICIPATING IN THE PROGRAM**

BUSINESS TYPE	QUANTITY OF BUSINESS TYPE
Construction	3
Moving and/or Storage	6
Property Management	40
Small Commercial Haulers	34
Housing Authorities	3

## Education & Outreach

**GOAL:**

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



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

**GOAL:**

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



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

**GOAL:**

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



*ACHIEVED – MRC completed a survey of Rhode Island residents in May 2019.*

**METHODS:**

As described in the previous Education & Outreach section, MRC uses a wide array of communications and marketing methods, including targeted direct mail and printed collateral, advertising and media relations, websites and social media, site visits and community and industry events. Nearly every Rhode Island municipality is participating in the Program and MRC already achieved or is on pace to achieve the goals related to Covered Entity participation. In May 2019, MRC surveyed 100 Providence residents and determined that 48% of respondents were aware of mattress recycling. While this is a slight decrease in awareness from the previous year (55%), it is not a statistically significant change, and is consistent with the awareness levels in other state Programs administered by MRC.

The survey confirmed that many residents are using disposal avenues that lead to recycling. Of the respondents that disposed of an old mattress recently (N=72), 57% asked their retailer to take the old one back, 15% used their residential curbside service to pick up the discarded unit, 8% used a small hauler/junk removal service, 6% took the unit to a recycling facility or event and 1% took the unit to their landfill/transfer station (which likely participates in the Program). The remaining 13% were other responses such as giving the mattress away or placing it in a dumpster.

MRC will conduct a consumer survey annually and will continue to use established communication and marketing methods to build awareness of the Bye Bye Mattress Program among consumers and the mattress industry.

## **RECYCLING PROGRAM METRICS**

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

### **Amount of Material Collected**

§ 23-90-5(j)(1) of the Law requires MRC to report:

The weight of mattresses collected pursuant to the Program from:

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

MRC's recyclers report to MRC the number of mattress and box spring units they receive from different sources. For purposes of this Annual Report, MRC in general converted that information into tons based on a standard weight of 55 pounds per unit<sup>1</sup>. If the recycler obtained units from collection sites that had a certified scale, the recycler reported to MRC the actual weight of those units and MRC used those weights in the tonnage data reported below.

§ 23-90-5(j)(2) of the Law requires MRC to report the weight of mattresses diverted for recycling.

The following table summarizes the weight of mattresses by source that were collected and the total weight diverted to recycling during the Reporting Period.

---

<sup>1</sup> A weight study conducted in 2017 showed that the average weight of mattresses and box springs being recycled by MRC recyclers in California, Connecticut and Rhode Island was approximately 55 pounds per unit.

**TABLE 5: WEIGHT OF MATTRESSES COLLECTED BY SOURCE & DIVERTED TO RECYCLING**

<b>COLLECTION SOURCE</b>	<b>WEIGHT (Tons)</b>
Municipal and/or transfer stations	2,223.3
Retailers	200.4
All other covered entities	345.3
<b>TOTAL DIVERTED FOR RECYCLING</b>	<b>2,768.9</b>

### Amount of Material Processed

In general, MRC Recyclers report to MRC actual weights for the amount of recyclable material, biomass and residue that their operations generate. One recycler recycles other products in addition to mattresses. MRC estimated the weight of its recycled cardboard and plastic because the recycler lacked the documentation needed to differentiate between the cardboard and plastic generated from Program material and the same materials obtained from other sources. MRC is working with this recycler to correct this recordkeeping gap. MRC also estimated the amount of residual material for another recycler because it declined to report complete residual disposal data to MRC. MRC is no longer under contract with this vendor to provide mattress recycling services.

§ 23-90-5(j)(4) of the Law requires MRC to report the weight of discarded mattresses recycled, as indicated by weight of each of the commodities sold to secondary markets.

**TABLE 6: TYPES AND WEIGHT OF MATERIALS RECYCLED DURING 2018-2019 REPORTING PERIOD**

<b>MATERIALS RECYCLED</b>	<b>WEIGHT(Tons)</b>
Steel	772.8
Foam	252.9
Quilts & Toppers	183.7
Cotton	0
Wood	387.6
Cardboard	5.1
Plastics	5.4
<b>TOTAL MATERIALS RECYCLED</b>	<b>1,607.4</b>

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

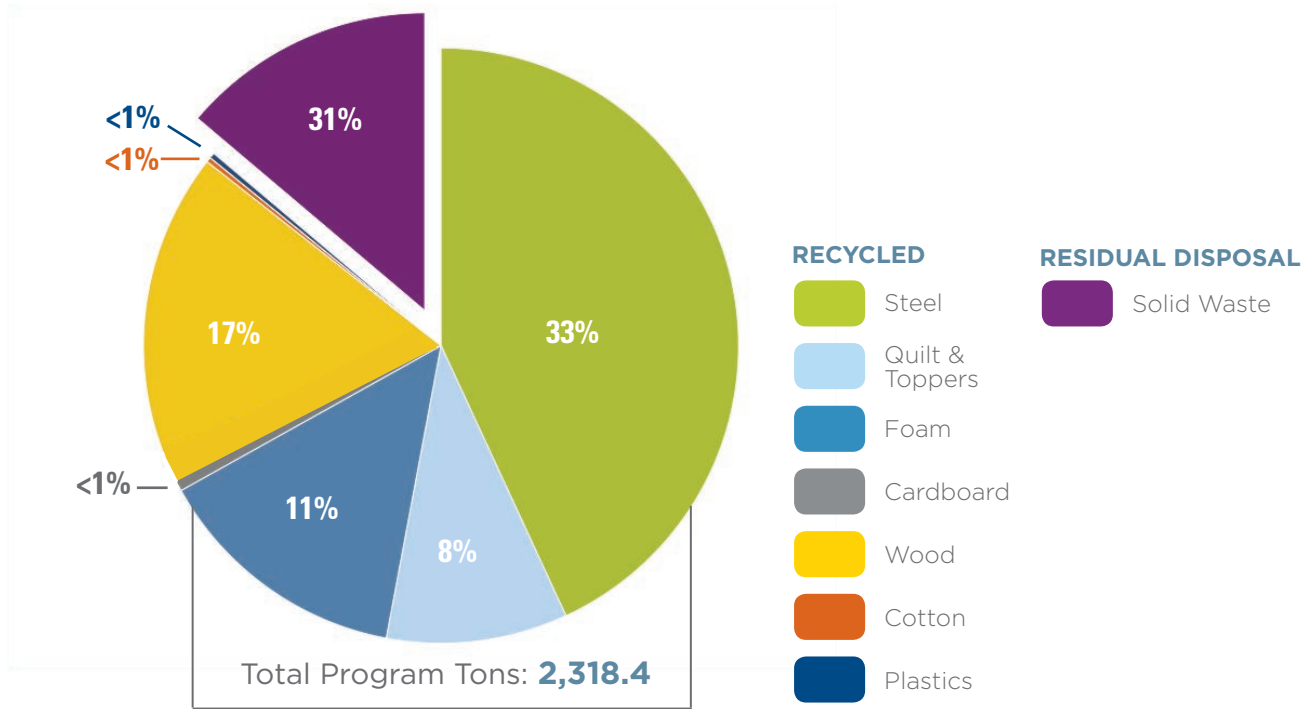
§ 23-90-5(j)(5) of the Law requires MRC to report the weight of mattresses, or parts thereof, sent for disposal at each of the following:

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

**TABLE 7: WEIGHT OF MATERIAL SENT TO DISPOSAL BY SOURCE DURING 2018-2019 REPORTING PERIOD**

SOURCE	WEIGHT (Tons)
RIRRC	711.0
Any other facility	0
<b>TOTAL RESIDUAL MATERIAL</b>	<b>711.0</b>

**RECYCLING & RESIDUAL DISPOSAL**



During the Reporting Period, MRC Recyclers achieved a 69% recycling rate.



**TABLE 8: AMOUNT OF MATERIAL BY DISPOSITION DURING 2018-2019 REPORTING PERIOD**

<b>DISPOSITION</b>	<b>WEIGHT (Tons)</b>	<b>PERCENTAGE</b>
Material Recycled	1,607.4	69%
Material Disposed	711.0	31%
<b>TOTAL</b>	<b>2,318.4</b>	<b>100%</b>

Market volatility and the lack of markets for post-consumer mattress components contributed to a recycling rate lower than the 85% goal set in the Plan. This metric is highly dependent on secondary buyers for these commodities. Secondary markets are also particular about product quality and volume. In addition, the recycling rate decreased from last year because one recycler disposed of large amounts of remaining material inventory that had no secondary buyers.



---

## RECOMMENDATIONS FOR CHANGE

## RECOMMENDATIONS FOR CHANGE

---

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



---

## APPENDICES

# APPENDIX A: REGISTERED PRODUCERS

## PRODUCERS

AUGUST 1, 2019

Airweave, LLC  
Alessanderx SpA  
Allied Aerofoam LLC  
American Pacific Plastic Fabricators Inc.  
AMF Support Surfaces Inc.  
Anodyne Medical Device, Inc.  
Apartment Furnishings Company Inc.  
Asayesh Inc.  
Ascion, LLC  
Ashley Furniture Industries, Inc.  
Barnhardt Manufacturing Company  
Bedgear, LLC  
Bedinabox, LLC  
Best Price Mattress Inc  
Bestar Inc.  
Bigolbed, Inc.  
BIO SLEEP CONCEPT, Inc.  
Blue Bell Mattress Co. LLC  
Bob Barker Company, Inc.  
Bourdon's Institutional Sales, Inc.  
Boyd Flotation, Inc.  
Brentwood Home LLC  
Brick Church Manufacturing LLC  
Carico International, Inc.  
Carpenter Co  
Children's Products LLC  
CLASSIC BRANDS LLC  
COA, Inc.  
Comfort Bedding of the USA LLC  
Comfort Revolution, LLC  
Corsicana Bedding, LLC  
CVB Inc.  
Denver Mattress Company, LLC  
Dorel Home Products  
E&E BEDDING CO. INC.  
E.S. Klufft & Company, LLC  
Eastern Sleep Products Co. Inc.  
Eco Bedroom Solutions LLC  
Elite Foam, Inc.  
Engineered Sleep LLC  
Ergomotion Inc.  
Ethan Allen Retail, Inc.  
Eve Sleep Inc.  
Everrest, Inc.  
Exel Inc.  
Ezine Inc.  
Factory Direct Inc.  
Flex-A-Bed, Inc.  
Flotation Innovations, Inc.  
Friendship Upholstery Company Inc.  
Future Foam Inc.  
FXI, Inc.  
GF Health Products, Inc.  
Hammer Bedding Corp.

Health Care Co. Ltd.  
Hickory Springs Manufacturing Company  
Hickory Springs of California, LLC  
Hill-Rom, Inc.  
Inncor, Inc.  
Innocor, Inc.  
Innovative Bedding Solutions, Inc.  
Invacare Corporation  
Jeffco Fibres Inc.  
Jiaxing Taien Springs Co., LTD  
Joerns Healthcare, LLC  
Jussi Beds  
Keetsa, Inc.  
Kingsdown, Inc.  
Klaussner Home Furnishings, Inc.  
LaCroix Properties  
Latex Foam International, LLC  
Leggett & Platt, Incorporated  
Linon Home Decor Products, Inc.  
Lippert Components, 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.  
Moonlight Slumber, LLC  
Naturally Beds, Inc.  
Nature Sleep System LLC  
New England Bedding Transport Inc.  
Nipponflex LLC  
Nitori USA, Inc.  
Noble House Home Furnishings, LLC  
Norix Group Inc.  
Norix Group, Inc.  
Northeast Mattress, LLC  
Oddello Industries, LLC  
Ohio Mattress Recycling  
Organic Mattresses, Inc.  
Pacific Urethanes, LLC  
Paramount Industrial Cos., Inc.  
PPJ LLC  
Pragma Corporation  
PranaSleep, LLC  
Prestige Fabricators Inc.  
Progressive Products, Inc.  
Puffy LLC  
Purple Innovation, LLC  
Rest Easy LLC  
Rest-Medic Sleep Products  
Restmore, LLC.  
Restwell Mattress Co.

## PRODUCERS CONT.

AUGUST 1, 2019

Revive Sleep Inc.  
Rio Home Fashions, Inc.  
Safavieh International LLC  
Safe For Home Products LLC  
SBL, LLC  
Seahawk Designs, Inc.  
Sealy Mattress Manufacturing Company LLC  
Select Comfort Retail Corporation  
Select Comfort SC Corporation  
Serta Simmons Bedding, LLC  
Shen Zhen L&T Industrial Co. Ltd  
ShenZhen Yun Lee Sponge Products Co Ltd  
Shevick Sales Corp  
Sinomax USA, Inc.  
Sleep Studio, LLC  
Sleeping Pure, LLC  
Sleeptek MFG Limited  
Solstice Sleep Products, Inc.  
Sommex Bedding Corporation  
Somnium Inc.  
South Bay International Inc.  
Span America Medical Systems, Inc.  
Spring Coil of the USA LLC  
State of Connecticut  
Suite Sleep, Inc.  
Switlik Parachute Company, Inc.  
Technogel US Inc.  
Tempur Sealy International, Inc.  
Thanepohn Corp  
The Bedding Group Inc.  
The House of the Foaming Case Inc.  
Therapedic of New England, LLC  
Ultracomfort, Inc.  
University Loft Company  
Ureblock S.A. DE C.V.  
Venture Products LLC  
Vinyl Products Mfg. Inc.  
Vispring Limited  
Vi-Spring Limited  
Washabelle LLC  
Werner Media Partners LLC  
WHITE DOVE MATTRESS LTD  
Woodhaven Furniture Industries  
Xpress Sweeping Inc.  
Yaasa Studios, Inc.  
Zhejiang Alright Home Textiles Co., Ltd.  
Zinus Inc.

# APPENDIX A: REGISTERED BRANDS

## BRANDS

AUGUST 1, 2019

12 Park  
Ace Hotel Mattress  
Aireloom  
airweave  
American National Manufacturing Inc.  
Ananda  
Ascent  
Authentic Comfort  
Barclay Butera Lifestyle Bedding by Eastern Accents  
BedInABox  
bigolbed  
BIO SLEEP CONCEPT  
Biofresh  
Blissful Nights  
Bobopedic  
Body Flex  
Body Solutions  
Boyd Mattresses  
Brentwood Home  
Broyhill Mattresses  
Capital Bedding Inc.  
Childrens Products LLC  
Christeli  
ComforPedic  
ComforPedic Loft  
ComforSpring PLUS  
Comfort Bedding  
Comfort Dreams  
Comfort Revolution  
Comfort Shield  
Comfort Sleep Systems  
ComforSpring  
Corsicana Operating Co.  
Cradlesoft  
"cuddle mattress  
relex mattress"  
Custody  
Customatic  
Danican  
Denver Mattress  
Denver Mattress Hospitality  
Dream Rest  
Eclipse  
Eco  
Engineered Sleep  
Englander Sleep Products  
ENSO  
EnviroSpring  
Ergovea  
Essential  
"Ethan Allen  
Kingsdown"  
Evaya  
Eve Mattress  
Factory Direct Inc.  
Flex-A-Bed High-Low  
Flex-A-Bed Premier  
Flex-A-Bed Value Flex  
Foam Craft Division of Future Foam Inc.  
Foxy Products Corp.  
Geo-Mattress - Geo-comfort  
Geo-Mattress - Geo-gel  
Ghostbed  
Gold Bond  
Grande Hotel  
Harlequin - Cirque Collection  
Harlequin Collection  
Helix Sleep  
Hotel  
Invacare  
Jamison  
Jazvin  
Jordan's  
Jussi & Carpe Diem  
Keetsa  
King Koil  
Kingsdown  
Kluft  
Lady Americana SW  
Lifekind  
LinenSpa  
Linon Home Decor  
Little Lamb Organics  
Live and Sleep  
LUCID  
Luxury Solutions  
Made Rite Anti-Gravity  
Made Rite Astral  
Made Rite Bedding  
Made Rite Cirrus  
Made Rite Cumulus  
Made Rite FE Inverted Seam Innerspring  
Made Rite FE1200  
Made Rite FE1500  
Made Rite FE1800  
Made Rite PFS Fiber Core  
Made Rite Seafoam  
Made Rite Silver Spring  
Made Rite Stellar Foam Core  
Made Rite Stellar Performance Core  
Made Rite Stratus  
MAGNIFLEX  
Mattress Mill  
MFL, Inc.  
microAIR  
Nipponflex Smart Care  
Nipponflex Smart Flex  
Nipponflex Smart Springs



## BRANDS CONT.

AUGUST 1, 2019

OkiOki  
Organicpedic Earth  
Organicpedic  
Pacific Mattress  
PragmaBed  
PranaSleep  
PranaSleep - Karma  
PranaSleep - Lotus  
PranaSleep - Om  
Puffy  
Pure Green Natural Latex Mattress  
Pure Latex Bliss  
Pure Rest  
PureSleep  
Purple  
Qomfort  
Reguvigel  
Relax the Back  
Remedy  
Rescue  
Resort Collection  
Resort Mattress Collection  
Resort Sleep  
Restex - Crosstex innerspring mattress  
Restex - Duratex innerspring mattress  
Restex - Econotex innerspring mattress  
Restex - Supertex foam mattress  
Restex - Ultratex foam mattress  
Restex - Valuetex innerspring mattress  
Restex Mattress Line  
RIZE  
Sealy  
Select Comfort SC Corporation - Comfortaire  
Select Luxury  
Sentech, Sleep Assure  
Serenia Sleep  
Serta  
Silver Rest  
Simmons Juvenile Furniture  
Simmons Kids  
Sleep Creations  
Sleep Love  
Sleep Science  
Sleep Studio  
Sleep Zone  
Sleeptek  
Slumber Perfect  
Slumber Solutions  
Snuggle  
Softform  
Solace  
Somnium  
somnum  
Sterling Sleep Systems  
STO-A-WAY Mattress Foundation  
Suite Dreams  
Suite Essentials  
Symbol Mattress

The DUX Bed  
The Original Mattress Factory  
Thomasville Mattresses  
University Sleep Products' Enhanced Style B Mattress  
University Sleep Products' Enhanced Style C Mattress  
University Sleep Products' Style D Mattress  
Valeo  
Veridian  
ViscoFresh  
Vispring  
Washabelle  
Wellsville

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

## COLLECTION SITES: MUNICIPAL TRANSFER STATIONS & RECYCLING CENTERS

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

## COLLECTION SITES: CURBSIDE

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

## COLLECTION SITES: PRIVATE TRANSFER STATIONS

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

## COLLECTION SITES: LANDFILL

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

## RECYCLING FACILITIES

SITE	ADDRESS	CITY	ACCESS
Ace Mattress Recycling	14 Clyde St.	West Warwick	Drop-off for all RI residents; allows pre-scheduled business drop-off from MRC registered participants
Express Mattress Recyclers	310 Bourne Ave.	Rumford	No public drop-off; allows pre-scheduled business drop-off from MRC registered participants
Green Mattress Framingham	12 Industrial Rd.	Milford, MA	No public drop-off
Willimantic Waste	185 Recycling Way	Windham, CT	No public drop-off

## COLLECTION EVENTS

SITE	ADDRESS	CITY	DATE
Middletown at Gaudet Middle School	350 East Main Rd.	Middletown	3/30/19, 5/4/19, 9/22/19, 11/17/19
Town of Smithfield Dept. of Public Works	3 Spragueville Rd.	Smithfield	3/9/19, 8/25/18, 11/17/18
America Recycles Day- Blackstone Valley	175 Main St.	Pawtucket	10/13/18
Narragansett Town Beach-URI Off Campus Event	77 Boston Neck Rd.	Narragansett	5/22/19

## APPENDIX C: STAKEHOLDER OUTREACH

### JULY 1, 2018 - JUNE 30, 2019

DATE	EVENT	LOCATION	STAKEHOLDER GROUP
5/15/2019	RI Municipal Meeting	Johnston, RI	Municipalities & Regulators
5/7-5/9/19	Furniture Today Bedding Conference	Tucson, AZ	Mattress Industry
4/18/19	RI Small Hauler Discussion	Conference Call	Waste & Recycling Industry
3/19-3/21/19	NERC Conference	Willmington, DE	Waste & Recycling Industry
3/13-14/19	ISPA Industry Conference	St. Petersburg, FL	Mattress Industry
2/28/2019	EPR Summit	Boston, MA	Environmental, Waste & Recycling
1/29/2019	RIRRC Meeting	Johnston, RI	Regulatory Meeting
1/27-31/19	Las Vegas Market - Winter	Las Vegas, NV	Mattress Industry
1/22/2019	RIRRC Meeting	Johnston, RI	Municipalities & Regulators
11/1/2018	Latexco		Mattress Industry/End Markets
11/1/2018	Polyurethane Foam Association	St. Louis, MO	Recycling End Markets
10/31/2018	NERC Conference	Rocky Hill, CT	Waste & Recycling Industry
10/13/2018	America Recycles Day	Pawtucket, RI	Residents
9/25/2018	RIRRC Meeting	Johnston, RI	Regulatory Meeting
9/14-15/2018	Home Furnishings Association	Minneapolis, MN	Mattress Industry
7/29-8/2/2018	Las Vegas Market - Summer	Las Vegas, NV	Mattress Industry
7/17/2018	RIRRC Meeting	Johnston, RI	Regulatory Meeting

# APPENDIX D: PUBLIC EDUCATION MATERIALS

## INFO CARDS

**byebye,  
mattress.**

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

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

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

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

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

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

**byebyemattress.com**  
A Program of the Mattress Recycling Council®

Or contact us at [info@byebyemattress.com](mailto:info@byebyemattress.com)  
or 1-855-700-9973

**byebye,  
mattress.**

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

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

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

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

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

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

**byebyemattress.com**  
A Program of the Mattress Recycling Council®

O póngase en contacto con nosotros a  
[info@byebyemattress.com](mailto:info@byebyemattress.com) o al 1-855-700-9973

# Rest Easy! Your Old Mattress Can Be Recycled.

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



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

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

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



**byebymattress.com**

A Program of the Mattress Recycling Council®

Visit [ByeByeMattress.com](http://ByeByeMattress.com) to learn more.





## 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.

## RADIO & TV ADVERTISEMENTS

VYMI0020000H

Mattress Recycling Council

“Sandman”

:60 TV

INT. BEDROOM - NIGHT

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

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

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

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

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

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

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

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

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

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

SANDMAN: “To find a mattress recycler in your area, go to [byebyemattress.com](http://byebyemattress.com)”

FADE TO BLACK

VYMI0024000  
Mattress Recycling Council  
"Sandman"  
:60 SPANISH RADIO

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

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

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

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

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

Para ver recicladores de colchones locales, visita [byebyemattress.com](http://byebyemattress.com)

VYMI0040000H  
Mattress Recycling Council  
Illegal Dumping Sandman  
:30 Spanish

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

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

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

Visita [ByeByeMattress.com](http://ByeByeMattress.com) para encontrar el punto de entrega más cercano.

VYMI0039000H  
Mattress Recycling Council  
Illegal Dumping Sandman  
:30 English

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

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

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

Visit [ByeByeMattress.com](http://ByeByeMattress.com) to find your nearest drop-off location.

VYMI0022000  
Mattress Recycling Council  
"Sandman"  
:30 RADIO

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

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

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

So, recycle your mattress. And if you're lucky, I'll start visiting you again. Visit [byebyemattress.com](http://byebyemattress.com) to find a recycler near you."

VYMI0021000H  
Mattress Recycling Council  
“Sandman”  
:30 TV

INT. BEDROOM – NIGHT

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

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

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

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

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

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

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

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

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

**SANDMAN:** “Visit [byebyemattress.com](http://byebyemattress.com) to find a recycler near you.”

FADE TO BLACK

VYMI0023000  
Mattress Recycling Council  
“Sandman”  
:60 RADIO

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

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

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

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

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

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

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

PRINT AD



**You can recycle your old mattress for free. Stop illegal dumping.**

Don't dump your old mattress. Not only is it illegal, but it will end up in a landfill when it could be so much more. On the other hand, recycling the mattress and box spring lets the steel, foam, fiber and wood become new products. Like steel parts, filters, carpet padding and even mulch for your garden. Find out about your FREE recycling options at [ByeByeMattress.com](http://ByeByeMattress.com).



**byebyemattress®**  
A Program of the Mattress Recycling Council®

To learn more about the benefits of mattress recycling, visit [ByeByeMattress.com](http://ByeByeMattress.com)

BILLBOARD



**Don't dump it. Recycle your mattress for free!**



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

