



# Soft Landing Mattress Product Stewardship

Janelle Wallace



# Scheme update



# Members



- AH Beard
- Sealy of Australia
- Sleepmaker
- Tempur
- Selectopedic

Manu  
facturer

Retail

- Harvey Norman
- Domayne
- Snooze
- Koala
- Bedshed (WA)
- BedsnDreams (NSW)
- IKEA (committed)
- Forty Winks
- Warrawong

Trials

Supply  
chain

- Amart
- Freedom
- Fantastic Furniture

- Joyce Foam
- Thermotec
- Covestro
- Dow Chemical



# Overview of Soft Landing Product Stewardship Scheme



## Voluntary Scheme

- Development funded by industry
- Recycling paid by retailer OR consumer or both
- Aligned with SDGs



## Stakeholders

- PSO - registered charity
- Principle recycler - social enterprise
- Members across supply chain
- All levels of Govt
- Commercial
- Charities



## Strategic Objectives

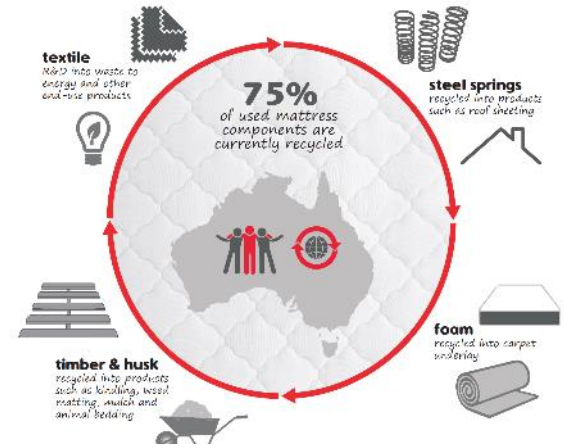
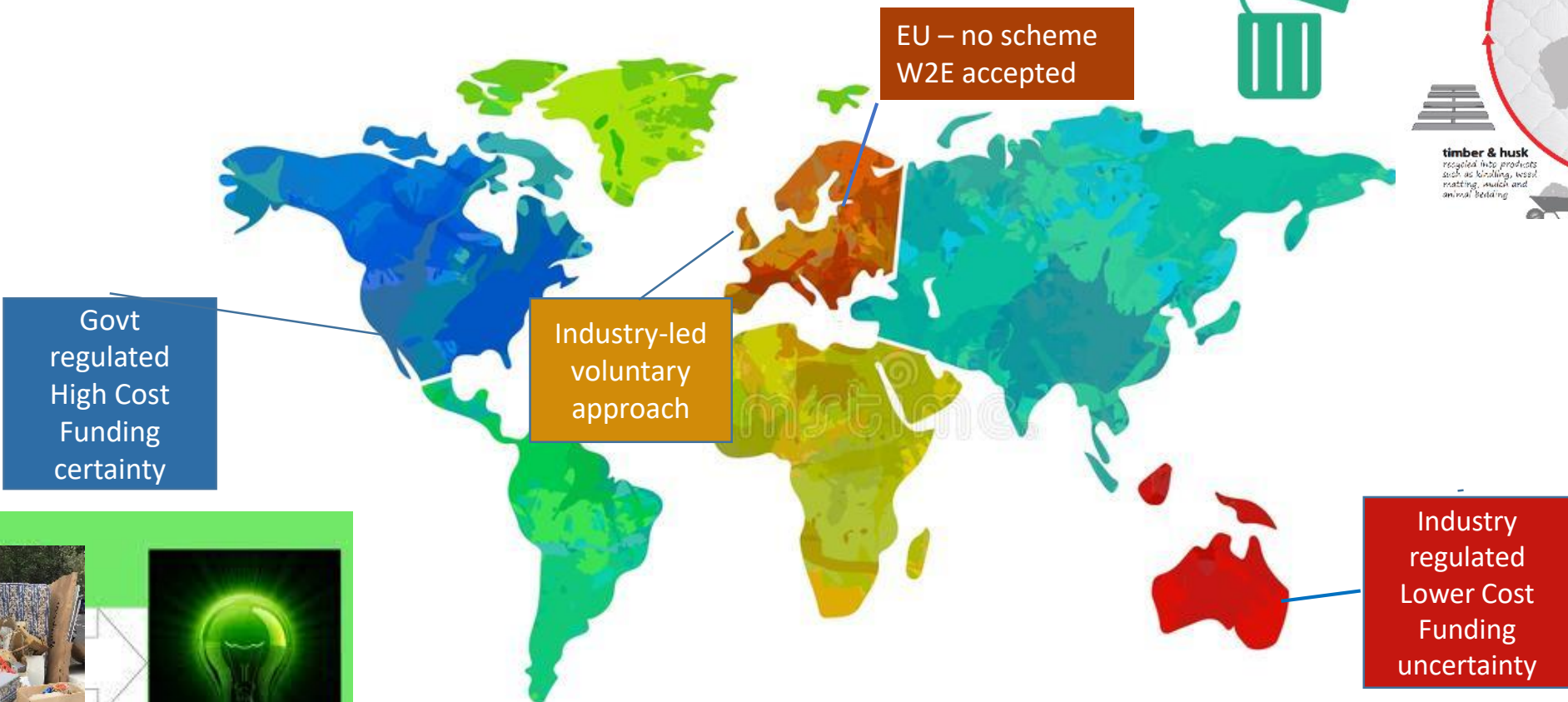
- Get recycling right and supported
- Improve value of reclaimed components
- Design for end of life
- Design for environment



# Global Stewardship



# Global Mattress Stewardship



Images: Dreamstime.com, bwonline.com, Soft Landing



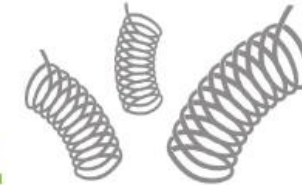
# Mattress Recycling Council – USA

We have collected more than

# 3,000,000 mattresses



for recycling so far in  
**California, Connecticut  
& Rhode Island.**



# California Mattress Recycling Bill

Mandatory participation

Guaranteed funding

Exemptions

Mandatory Reporting

On-delivery take-back

Active enforcement





# France – Ecomobilier – since 2009

Encourage investment in recycling facilities

Encourage eco-design

Implement efficient traceability for data collection

Funded by differentiated levy on all mattresses (& lounges)

Eco-bonus on recycling fee for eco-design, likely to increase

85% French population has access



# EcoM Engagement



Eco-innovation challenge –  
up to €5m for 3 years,  
Up to 75% costs funded

**écomobilier**  
COLLECTER · TRIER · RECYCLER



# Voluntary versus regulated approach for mattresses

## Voluntary

- + Control of design and implementation of scheme
- + Choice for industry players to participate
- Free riders who don't participate
- Limited by revenue from small base – may impact market coverage

## Regulatory

- Provide input to scheme
- + Enforcement for free riders
- + All imports captured
- + Guaranteed revenue to recycle
- + Broad coverage of market



# Our Challenges



# Challenges

GearedUSA  
.com



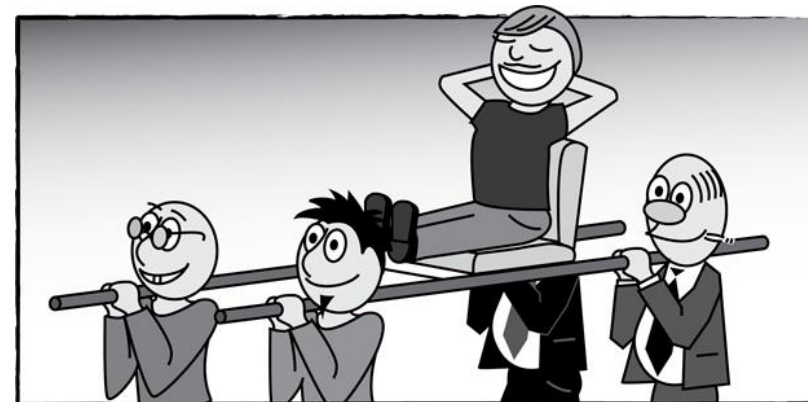
Digitalthinker  
.com



WWW.RECYCLEMYMATTRESS.COM.AU

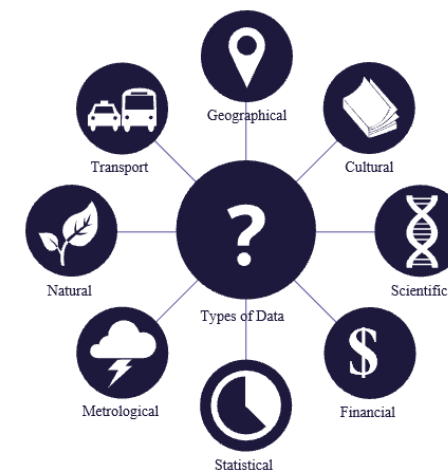
MAKE YOUR BED MAKE A DIFFERENCE  
#WASTE2WAGES

RECYCLE.  
CREATE JOBS.  
SAVE LANDFILL.



Touchloveangel.com

© The Tough Love Angel



João Batista Neto



# Council challenges

## Metro

- Narrow lanes/roads & traffic
- Transient vs aging population
- Buy cheap mattress and dispose when moving
- Government housing
- Tenants aren't rate payers
- Lack of consolidation space

## Regional

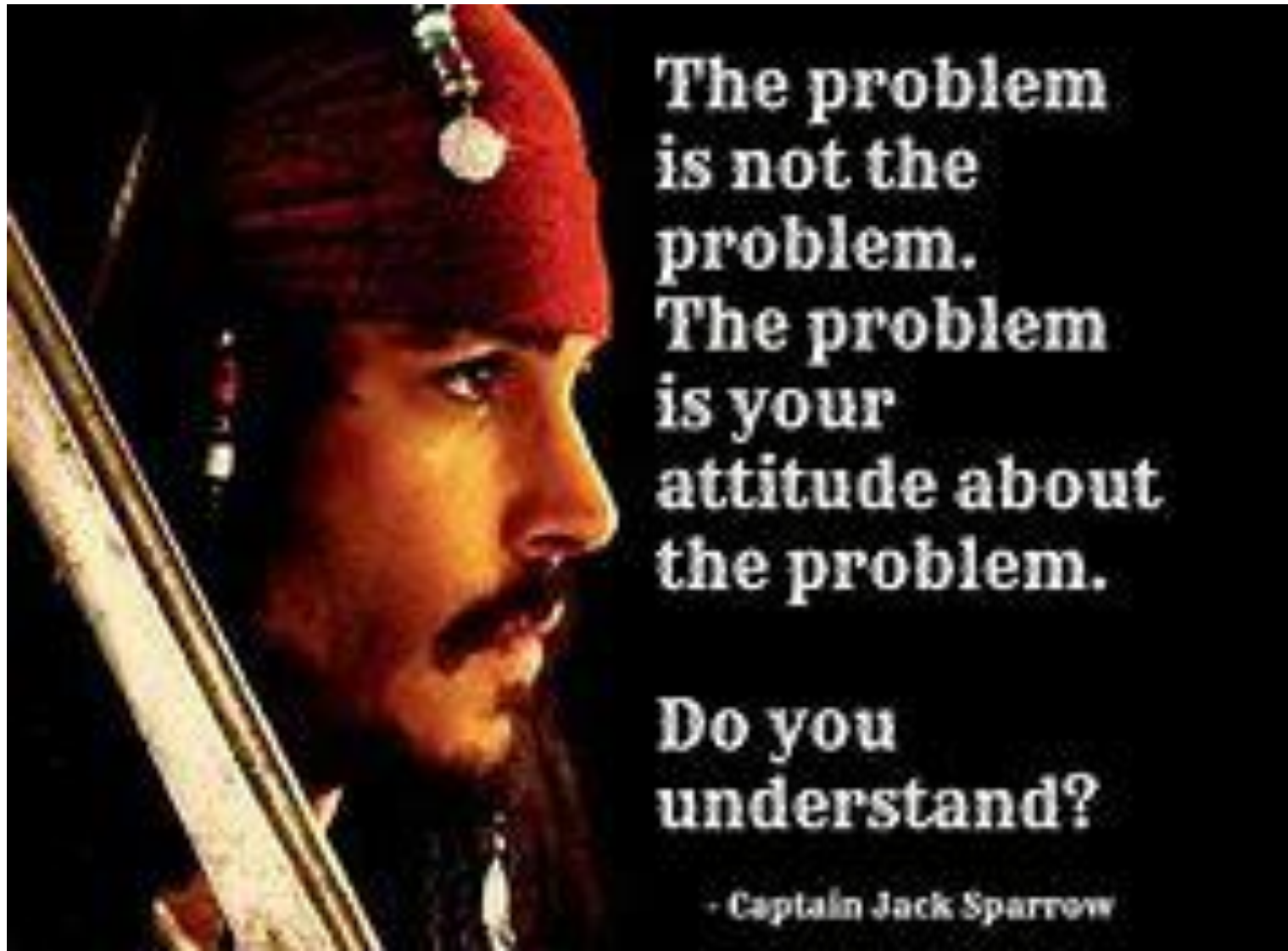
- Low cost of landfill
- Better access to vehicle with roof racks
- Lack of non-landfill recycling options

Multiple schemes with different needs and processes



# Residents

Captain Jack Sparrow says.....





make your bed  
make a difference

recycle, create jobs, save landfill.  
#WASTE2WAGES

FIND YOUR CLOSEST  
PARTICIPATING RETAILER

RECYCLE MY MATTRESS



how you can  
recycle your  
mattress



how you can  
make a  
difference



how you can  
become an  
industry partner





# Share our video



[www.recyclemy mattress.com.au](http://www.recyclemy mattress.com.au)



# Reuse/Refurbish



# Is reuse better than recycle?



cond hand mattresses in good condition  
ed. Prices start from \$50. Call Chris on t  
ditional fee if required.

<https://vanwinkles.com/a-guide-to-the-creepy-crawlers-that-come-into-your-bed>



# Is reuse better than recycle?



<https://vanwinkles.com/a-guide-to-the-creepy-crawlers-that-come-into-your-bed>



# Materials and markets

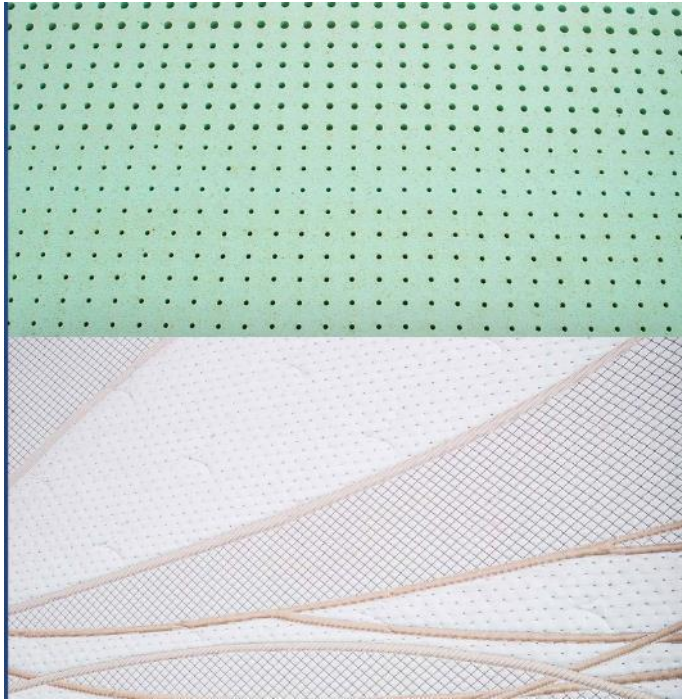


# New materials

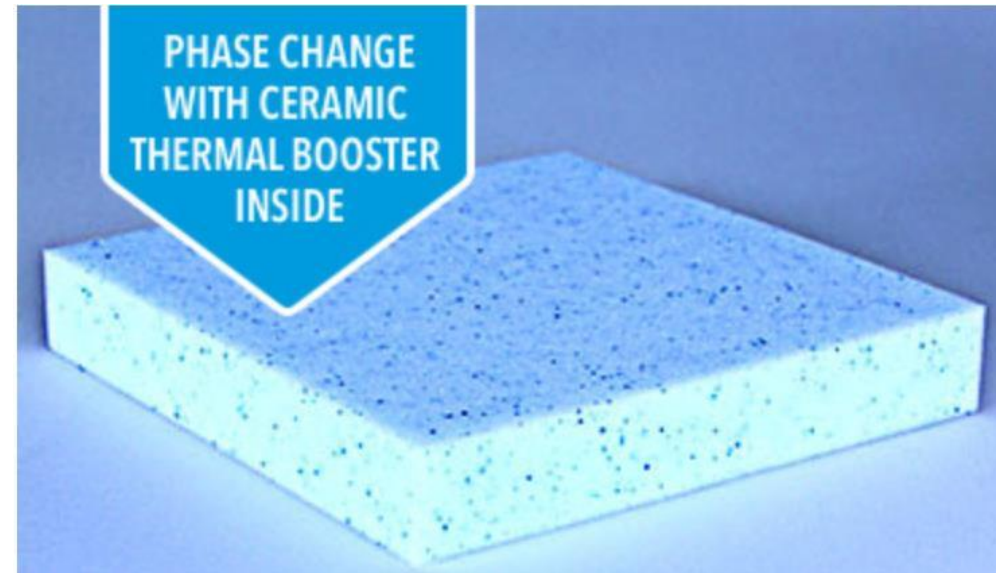
Electronics – ewaste?



Copper infused or hand woven into cover



Ceramic infused








# The Future



# Potential new markets

**GREEN BLOCK** SHORT TIME



 <p><b>EMERGENCY UNIT</b></p> <ul style="list-style-type: none"><li>• MODULS 50M2 PRE-ASSEMBLED</li><li>• TRANSPORTED WITH TRUCK</li><li>• INSTALLATION IN 6 HOURS</li></ul>	 <p><b>MOBILE HOME</b></p> <ul style="list-style-type: none"><li>• STRUCTURE ON WHEELS</li><li>• LAND-BASED STRUCTURE</li></ul>	 <p><b>HOUSING</b></p> <ul style="list-style-type: none"><li>• UP TO 4 FLOORS OVER THE GROUND</li><li>• REGULAR OR SOCIAL HOUSING</li><li>• STANDARD, ENHANCED OR LUXURY</li></ul>	 <p><b>TERTIARY</b></p> <ul style="list-style-type: none"><li>• UP TO 4 FLOORS OVER THE GROUND</li><li>• INDUSTRY, COMMERCIAL OFFICE</li><li>• STANDARD, ENHANCED OR LUXURY</li></ul>
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# Engaging with our supply chain



Covestro  
Richard Skorpenske  
Director Advocacy and Sustainability  
North America



# Collaboration



