

# Mattresses embed circularity into manufacture

**naturalmat**<sup>®</sup>  
Organic Mattresses and Beds  
Made by Hand in Devon



**Company:** Naturalmat

**REBM type:** Service systems

**Sector:** Furniture

**Company size:** SME

**Product or service:** Modification of service offerings and product build to facilitate re-use and recycling

## Key Facts

- Naturalmat utilises local, 100% biodegradable materials wherever possible to manufacture natural, chemical free mattresses by hand.
- REBus helped Naturalmat to develop a range of new service offerings and product design for circularity.
- The mattresses have been re-designed to incorporate material which make them easier to dismantle at the end of their useful lives.
- Customers are now offered a take back service which allows mattresses to be safely recycled.
- The new initiatives are estimated to generate additional income of £35,000, while delivering 81 tonnes of material for recycling and 89 tonnes for re-use (based on 1800 sales).

Key Facts

Introduction

Why REBus?

Results

Case Study



## Introduction

Naturalmat is an international, award-winning business that offers a huge range of organic, natural and luxury mattresses, toppers, bedding and beds for babies.

Handmade and bespoke, you can find mohair, cashmere, bamboo, cotton and natural latex in the range, and their luxury beds can be found in hotels all over the world.

Naturalmat aims to:

- Source sustainable and biodegradable raw materials.
- Utilise local supply chains.
- Guarantee its products are chemical-free.
- Re-use materials wherever possible.
- Extend product durability.

## REBM for re-use

Naturalmat was keen to introduce a circular offer that would give customers a better deal, improve its waste footprint, and disrupt the market into not throwing as many mattresses away.

It introduced new materials into the construction of its mattresses, to facilitate deconstruction for recycling at end of life, and also introduced a take back scheme for customers.

The aims were to:

- Increase reuse of the mattresses at end-of-life.
- Inform customers who were interested in reducing waste.
- Develop marketing literature.
- Provide reduced waste at site.
- Increase orders.
- Provide positive publicity and improved public relations.



Key Facts

Introduction

Why REBus?

Results

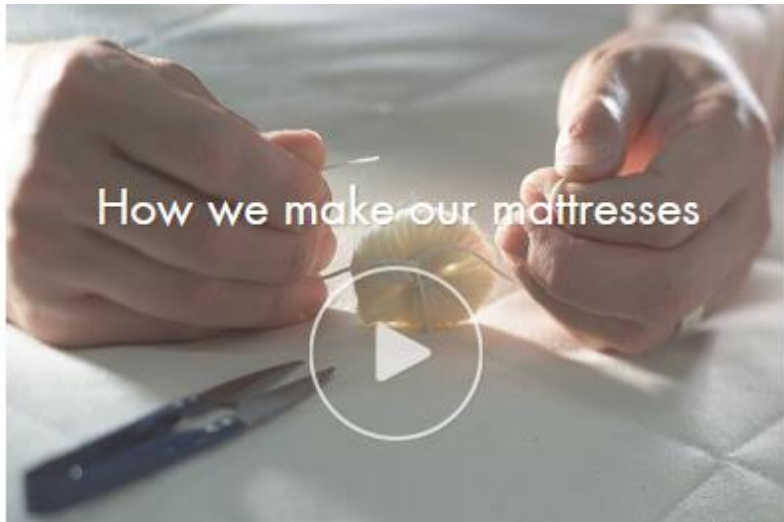
**naturalmat**<sup>®</sup>  
Organic Mattresses and Beds  
Made by Hand in Devon

**wrap**

## Why REBus?

The pilot scheme was run by REBus and allowed Naturalmat to develop its ideas into viable offers. Naturalmat were inspired to join REBus based on the combination of business opportunities, reducing waste costs in the factory process and reducing the end-of-life waste of the products.

The delivery team helped to initiate ideas and gave valuable perspective on the ways in which circular business models might benefit the business. It also took the lead on proposition development and support, and market research across relevant sectors.



*Click the image to watch how Naturalmat make their mattresses*

## The pilot

Naturalmat has 7,000 mattresses in use; the REBus support helped the company to think about how it could make the business more sustainable in the future. It resulted in the following changes:

Mattress construction has changed to incorporate a 50% reduction in the use of adhesives. This makes mattresses easier to deconstruct at end-of-life.

Customers can now take advantage of a free mattress recycling take-back service. There is also an 'upcycling and replacement programme for beds' service available. This is an incentivised return offer where the returned mattresses would be deconstructed and the materials reused, recycled, or up-cycled.

Hotel chains have been offered a specifically closed loop leasing model where the materials will be taken back. This will operate on a speculative basis, to find out how this might work in the future.

Messaging on care advice has changed, to promote the availability of a B2B refresh service and emphasise that the mattresses are recyclable / bio-degradable.

Key Facts

Introduction

Why REBus?

Results

**naturalmat**<sup>®</sup>  
Organic Mattresses and Beds  
Made by Hand in Devon

**wrap**

## Results

The 2016 results show that trade-in or take-back would create an extra 81 tonnes of recycling, and an extra 89 tonnes of material for re-use.

Based on 1,800 sales, take back would also generate an estimated extra revenue of £35,000.

Due to market and business feedback, a number of the initial ideas changed and developed as the project developed.

Initially, the idea was to focus on a technical solution. However, this developed into a market service solution. Now that customer offers are in place, Naturalmat is once again reviewing technical solutions.

The company has grown in output and business acquisition and developed understanding of circular – for example, it is now able to offer a closed loop service to hotels, which is beyond the initial aims of the scheme.

## Next steps

Naturalmat is involved in ongoing discussions and innovations to develop the products further. It is also due to open a London showroom in the near future.

## Future plans

Naturalmat is currently working on a B2C mid-term refresh, repair and service support offer. This has yet to go into production and needs to be carefully thought through and communicated.

An extra cost exclusive membership model, to extend product life, sell extra services and refresh is also being considered, as well as a drive for additional sales margin and repeat and new business.

“All raw materials that we use, come from 100% renewable and sustainable sources, so that they can be recycled once they have come to the end of their product life.”

*Peter Tindall, Founder, Naturalmat*



Key Facts

Introduction

Why REBus?

Results

**naturalmat**<sup>®</sup>  
Organic Mattresses and Beds  
Made by Hand in Devon

**wrap**



Project supported by LIFE funding

REBus is a project delivered in partnership with:



Rijkswaterstaat  
Ministerie van Verkeer en Waterstaat



KTN  
the Knowledge Transfer Network



THE UNIVERSITY OF  
NORTHAMPTON  
School of Science and Technology

### Disclaimer

While we have tried to make sure this case study is accurate, we cannot accept responsibility or be held legally responsible for any loss or damage arising out of or in connection with this information being inaccurate, incomplete or misleading. This material is copyrighted. You can copy it free of charge as long as the material is accurate and not used in a misleading context. You must identify the source of the material and acknowledge our copyright.

You must not use material to endorse or suggest we have endorsed a commercial product or service. For more details please see our terms and conditions on our website at [rebus.eu.com](http://rebus.eu.com)

Case studies were generated as a result of pilots carried out for REBus by WRAP or RWS and the named organisations from 2013 to 2016.

**rebus.eu.com @rebuslife**