Helen Sullivan, Communications Counsel
Answering Consumer Questions about Foam with Comfort and Confidence
Answering “No”
Answering “Yes”
What is CertiPUR-US®?

Certification program for flexible polyurethane foam in furniture and bedding
Why CertiPUR-US®?

- Pro-active response to substandard foams
- Differentiate
- Provide credible answers about content
- Add value to mfgrs and retailers
- Add another level of comfort
CertiPUR-US® certified foams are...

✓ Low emission (low VOCs) for indoor air quality
✓ Made without chlorofluorocarbons (CFCs) or other ozone depleters
✓ Made without PBDE flame retardants
✓ Made without mercury, lead and heavy metals
✓ Made without formaldehyde
✓ Made without prohibited phthalates
✓ Tested and approved for durability and performance

Look for the CertiPUR-US® seal!
Foam Categories

- Conventional polyether foam
- Conventional FR polyether foam
- Super-soft conventional polyether
- High Resilience (HR) foam
- Viscoelastic (memory) foam
- Others, including gels
Technical Guidelines

- Content
- Emissions
- Performance

- Developed by foam, furniture, mattress industries with input from scientists, academics, consumer groups, environmentalists
Scope

- Standard chemical analysis
- Emissions evaluation
- Environmental guidelines
- Physical performance testing
- Compliance affidavits
5 Things to Know

- Certified labs
- Most comprehensive and rigorous for FPF
- Guided by science, regulatory bodies and REACH
- A living document
- Verification and random sampling
# How a foam gets certified

1. Decide which of the six foam groups you want to earn certification. Multiples are encouraged!  
   - Conventional polyether foam  
   - Conventional fire-retardant polyether foam  
   - Super-soft conventional polyether foam  
   - High-resilience (HR) foam  
   - Viscoelastic foam  
   - Other foams considered on a case-by-case basis

2. Read/download the [CertiPUR-US® Guidelines](#) and request an application at [info@certipur.us](mailto:info@certipur.us)

3. Test the physical properties of representative foams to meet CertiPUR-US® guidelines for performance and durability.

4. Send samples of representative foams(s) to a CertiPUR-US®-approved laboratory for analytical testing.

5. Submit the signed application and all test data to AFPF.

6. If approved, pay the registration fee.

7. Read, sign, and submit Form B on p. 4 of the [CertiPUR-US® Branding & Style Terms of Use Manual](#). (In order for your customers to use the CertiPUR-US® mark/logo/name, they must follow [3 Essential Steps](#).)

8. Repeat Steps 3-6 in six months (foams that achieve two consecutive certifications earn the right to be re-tested annually for re-certification)
CertiPUR-US® Label Holders

- 19 foam manufacturers
  - 11 US companies
  - 8 non US companies
- 66 foam product families
- 76+ downstream brands (listed)
Tools for Manufacturers & Retailers
Foams that feel good and you can feel good about

About Our Seal  For Consumers  For Industry  Contact  Home

Be sure about the foam in your home.

CertiPUR-US® certified foams come with Comfort and Confidence

If you are part of the growing movement of consumers who want to know all you can about the foam you buy for yourself, your family, and your home, you'll take comfort in knowing that home furnishings carrying the CertiPUR-US® seal contain flexible polyurethane foam cushioning products that have been tested and certified by independent laboratories.

CertiPUR-US® is the having a health checkup for foam. The foam is examined and put through a series of scientific tests to be sure it meets the core voluntary standards of the CertiPUR-US® program. The tests evaluate foam content and important durability factors.

CertiPUR-US® certified foams are:

- Low emission (low VOCs, for indoor air quality)
- Made without chlorofluorocarbons (CFCs) or other ozone-depleting chemicals
- Made without phthalates of concern
- Made without flame retardants
- Made without mercury and heavy metals
- Made without formaldehydes
- Made without phthalates of concern
- Tested and approved for durability and performance

Look for the CertiPUR-US® seal.
For Upholstered Furniture Manufacturers

Add comfort and confidence — and value — by specifying foam that is certified.

Consumers want to know what is (and is not) inside their upholstered furniture. Whether or not you display the hangtag, specifying CertiPUR-US® approved foam answers important questions and provides you with a value-added marketing tool.

When your products contain certified foam, you can answer consumer questions about formaldehyde, VOCs, phthalates, heavy metals and flame retardants with confidence. What a valuable way to improve the comfort level of your upholstered furniture — in every sense of the word.

Find Foam Suppliers

What products can be certified

Each CertiPUR-US® registration covers specific classes of polyether-based flexible polyurethane foam products that are typically used in upholstered furniture and bedding items. The categories are:

- Conventional polyether foam
- Conventional fire retardant polyether foam
- Super-soft conventional polyether foam
- High Resilience (HR) foam
- Viscoelastic foam
- Other foams may be considered on a case-by-case basis

"CertiPUR-US® certified foam products are simply better for you and better for the environment. This voluntary, controlled testing of "restricted" substances in polyurethane foam products determines that limits have not been
Find Products Containing Certified Foam

This is an alphabetical list of companies that offer products containing flexible polyurethane foams that have been certified through the CertiPUR-US® program.

Please be aware that while some companies only offer products with certified foams, other companies offer certified foams in certain products or certain product lines. Ask to be sure.

Is your company missing from this list? Contact us at info@certipur.us.

- A1 Mattress
- Ashley Sleep
- The Bed Boss
- BedmaBox.com
- Cascade Manufacturing
- Classic Brands
- Diamond Mattress
- Drexel Heritage
- Earthing Bed
- EASY-REST
- EcoSleep
- Enso Sleep Systems
- Foam Factory
- Glideaway/Glideaway Bed Carriage Manufacturing
- Health Care Mattress
- Healc0
- Henson Sleep Relief
- Jeffco Fibres, Inc.
- Jordan’s Furniture
- Lady Americana/Sound Sleep Products
- Magic Pedic
- Mattress to Go
To discover why CertiPUR-US® certified foams come with Comfort and Confidence... just read the hangtag!

1. Low emission (low VOCs) — Volatile organic compounds (VOCs) are a major component of air pollutants. VOC emissions from foamed products are also a concern for indoor air quality. CertiPUR-US® certified foams are tested using a small chamber test standardized by the International Organization for Standardization (ISO). In this test, foam samples are conditioned for 72 hours after which emissions of total organic compounds are measured. Results of this test verify that CertiPUR-US® compliant foams can be installed as having low emissions.

2. Made without ozone depleters — Ozone depletion is a serious threat to our planet's atmosphere, where it provides a shield from the sun's intense energy. The Montreal Protocol, adopted in 1987, mandated that industries eliminate ozone-depleting chlorofluorocarbons (CFCs) by the year 2000. U.S. foam producers were well ahead of schedule in complying with this regulation. Unfortunately, in some parts of the world, CFCs are still used to manufacture foam. The CertiPUR-US® label prohibits the use of any CFCs or other ozone depleters in the foam manufacturing process.

3. Made without PBDEs — These controversial fire retardants have been linked inconclusively to chronic stress in cats and humans. Some PBDEs (polybrominated diphenyl ethers) were used in foam to meet certain flame retardancy requirements, but those PBDEs were effectively banned in the U.S. by the Environmental Protection Agency (EPA) in January 2005. U.S. foam producers no longer use PBDEs. Laboratory testing verifies that CertiPUR-US® certified foams are made without PBDEs.

4. Made without mercury, lead and heavy metals — Though not common components of foam, lead and heavy metals (mercury in fish) can be harmful in small amounts. The use of lead and heavy metals in children's toys has been a matter of public concern. CertiPUR-US® laboratory testing subjects material extracted to molecular analysis capable of detecting even trace amounts of heavy metals. The CertiPUR-US® label requires that all certified foams are made without mercury, lead and other heavy metals.

5. Made without formaldehyde — unlike heavy metals, formaldehyde has never been used as a raw material in foam. Formaldehyde has been labeled as a cause of poor indoor air quality. The absence of formaldehyde in foam is verified by CertiPUR-US® certified foams by a small chamber emission test.

6. Made without prohibited phthalates — The substances commonly known as "plasticizers" are widely used as softening agents in the manufacture of some consumer products. The Consumer Product Safety Improvement Act (2001) eliminated the use of seven specific phthalates for use in children's toy and child care items. CertiPUR-US® goes a step further by requiring detailed laboratory analysis of tens of compounds and prohibiting the use of these phthalates in all CertiPUR-US® certified foams.

WWW.CERTIPUR.US
All CertiPUR-US® testing is conducted by independent, internationally accredited laboratories. CertiPUR-US® is a program of the Alliance for Flexible Polyurethane Foam, Inc.
Hangtag or Insert

- Easy to order
- 3” x 3”
- Available with imprint
Pocket Cards

CertiPUR-US® Certified Foams
Come with Comfort and Confidence

CertiPUR-US® Certified Foams:
Foams that feel good and you can feel good about.

CertiPUR-US® certified foams are...
- Low emission (low VOCs) for indoor air quality
- Made without chlorofluorocarbons (CFCs) or other ozone depleters
- Made without PBDE flame retardants
- Made without mercury, lead and heavy metals
- Made without formaldehyde
- Made without phthalates
- Tested and approved for durability and performance
:90 Video

LAB TESTED

- Low emission (VOC) for indoor air quality
- Made without prohibited phthalates
- Made without ozone depleters
- Made without formaldehyde
- Made without mercury, lead, and heavy metals

Foams that feel good and you can feel good about

www.certipur.us
3 Essential Steps

**STEP #1**
Submit CertiPUR-US® Program Supplier Verification Form A
Verifies that company is purchasing flexible polyurethane foam that has been certified through the CertiPUR-US® program by a registered supplier in good standing.
(Foam Suppliers and/or Distributors must submit this form on behalf of their customers.)

**STEP #2**
Submit CertiPUR-US® Program Branding & Style Terms of Use Manual Agreement Form B
- Indicates the conditions under which a company may use the CertiPUR-US® mark/logo/name in advertising, packaging, website content, labeling, news releases, editorial, social media, visual communications, or other promotional materials.
- Provides details about graphic specifications for using logo.
- Includes section related to claims that can and cannot be made in association with the CertiPUR-US® mark/logo/name.

**STEP #3**
Permission from AFPF/ CertiPUR-US® Program administrators is granted to your company to use the CertiPUR-US® mark/logo/name in accordance with the CertiPUR-US® Branding and Style Terms of Use Manual:
- Your company website(s) will be listed [here](#) as a company offering products containing certified foam.
- You may request CertiPUR-US® logo art files in various formats.
- As a reminder, you are still required to send examples of intended use of the CertiPUR-US® mark/logo/name prior to use for approval by AFPF/CertiPUR-US® administrators.
Step 1: Verification Form A

CertiPUR-US® Program
Supplier Verification Form A

Bedding and Upholstered Furniture Manufacturers and Retailers: In order to use the CertiPUR-US® mark, you must first receive permission from AFPF/CertiPUR-US® program administrators. Here’s how:

Step 1: Ask your form supplier to fill out and submit your Verification Form A on your behalf by providing supplier with step 1 form. The supplier will then forward the completed form to the CertiPUR-US® Program Administrator. Here’s how:

- You may obtain a copy of the form from the supplier. The supplier will then forward the completed form to the CertiPUR-US® Program Administrator.

Step 2: Submit the completed form to the CertiPUR-US® Program Administrator.

Section 1: Information about Customer Company (Bedding or Upholstered Furniture Manufacturer or Retailer) Requesting Permission to Use CertiPUR-US® Mark

Customer Company

Customer Name:

Customer Address:

Customer Phone:

Customer Email:

Customer Website:

Section 2: Statement from Supplier/Distributor

I hereby verify that:

- The product meets the requirements of CertiPUR-US®.
- The product meets the requirements of CertiPUR-US®.
- The product meets the requirements of CertiPUR-US®.
- The product meets the requirements of CertiPUR-US®.
- The product meets the requirements of CertiPUR-US®.

Type of Foam (check all that apply):

- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam

- Super-soft (low density) foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam
- Conventional polyurethane foam

- Other (please describe in detail) - to be reviewed by administrator.
Step 2: Terms of Use Form B

CertiPUR-US® Branding and Style Terms of Use Manual
Including Terms of Use Agreement Form B

October 30, 2012

Terms of Use
The CertiPUR-US® mark may only be used in conjunction with flexible polyurethane foam, merchandise containing flexible polyurethane foam, or flexible polyurethane foam products that comply with the program requirements associated with the CertiPUR-US® mark. Please see the CertiPUR-US® voluntary guidelines for additional information. The Alliance for Flexible Polyurethane Foam, Inc. reserves the right to inspect and test merchandise and foam products that are designated as CertiPUR-US® certified to determine if they are in compliance.

When creating promotional materials, include the following copyright language at the bottom of the publication's last page:
"CertiPUR-US® is a registered certification mark of Alliance for Flexible Polyurethane Foam, Inc. ©2010 Alliance for Flexible Polyurethane Foam, Inc. All rights reserved."

Required
Any person or company registering, selling or re-selling CertiPUR-US® certified flexible polyurethane foam or products containing CertiPUR-US® certified flexible polyurethane foam that uses the CertiPUR-US® name or mark in association with the certified product, must read, agree to, sign and send a signed copy of the Terms of Use Agreement Form B on page 4 of this document to the Alliance for Flexible Polyurethane Foam.

Products containing a combination of certified and uncertified polyurethane foam (CPS) that include both certified AND uncertified CPS may not use the CertiPUR-US® certified mark in relation to that product. Non-compliance with these Terms of Use is a violation of law and participation in the CertiPUR-US program may be revoked, with that violator’s customer’s notified and all fees forfeited.

Any advertising, packaging, website content, labeling, scripts, point of purchase, news, release, or other marketing and promotional materials featuring the CertiPUR-US® name or mark, or referring to products containing CertiPUR-US® certified products must be submitted to and approved by AFPF offices for review prior to use.

New Requirements
The AFPF/certified manufacturer program administrator to grant permission for use of the CertiPUR-US® mark.

For more information on how your company can get permission to use the CertiPUR-US® mark, consult the manufacturer program guidelines and style terms of use manual form. Details on how to obtain the logo are available in the style section of the website at certipur-us.com. Companies who have already submitted a terms of use agreement form B until December 31, 2011 to submit verification Form A.
Step 3: Permission

PERMISSION GRANTED
Invitation
Helen Sullivan: hsullivan@certipur.us
www.certipur.us