



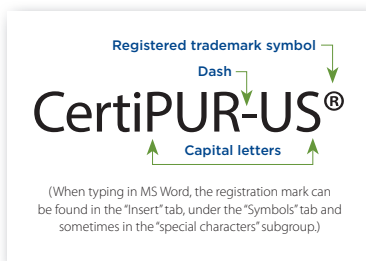
# Retailer's Guide to the CertiPUR-US® Program

Turn consumer demand for certified foam into sales

If you sell mattresses, bedding products or upholstered furniture containing CertiPUR-US® certified foam, you can register with the program (it's free) and get listed in the consumer section of our website (also free). This is the place consumers are checking before they buy! Go to [certipur.us/register](http://certipur.us/register). The CertiPUR-US® name and logo are trademarked and can only be used by registered companies – so even if you are selling brands already listed on our website, if you want to use our name or logo to promote that brand, you need to register!

- Remember the three most important *CertiPUR-US® Terms of Use Manual* rules:

- Spell CertiPUR-US® correctly
- Don't make false claims – follow the language used on our website, it's OK to use verbatim, and use the chart below as a guide:



- Embed one of our short introductory videos on your website, or use at point-of-purchase. View and find links at [certipur.us/tools](http://certipur.us/tools).



- Display the CertiPUR-US® logo prominently, but only in association with products containing certified foam. Once you're registered with the program, we can send you camera-ready logo art files.

- Download free handouts, FAQs and more at [certipur.us/tools](http://certipur.us/tools).



- Also in the tools section, order our low cost hangtags and pocket-size brochures.



- Sign up for our quarterly newsletter, *CertiPUR-US® News*. Write to [info@certipur.us](mailto:info@certipur.us).

## When making claims in connection with the CertiPUR-US® program ...

### ... you can say:

#### The foam is:

- ✓ Made without ozone depleters
- ✓ Made without PBDEs, TDCPP or TCEP ("Tris") flame retardants
- ✓ Made without mercury, lead and heavy metals
- ✓ Made without formaldehyde
- ✓ Made without phthalates regulated by the Consumer Product Safety Commission
- ✓ Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)

- No chlorofluorocarbons (CFCs)
- Performance-tested
- Durability-tested
- Emissions-tested
- Content-tested
- Environmentally innovative
- Analyzed by independent, accredited testing laboratories
- Meets CertiPUR-US® standards for content, emissions and durability, and are analyzed by independent, accredited testing laboratories

- Chemical-free
- Safe
- Non-toxic
- No flame retardants/Free of FRs, etc.
- Hypoallergenic
- Environmentally safe\*
- No carcinogens
- Soy, agri- or bio-based
- Renewable\*
- Recycled\*
- Green\*
- Sustainable\*
- Environmentally friendly\*
- Eco-friendly\*



- Before you print, post, or publish anything that includes the CertiPUR-US® name or logo, send materials to us for pre-approval @ [approvals@certipur.us](mailto:approvals@certipur.us). The approval process is very fast—usually less than two business days.

## CertiPUR-US® certified foams are:

- ✓ Made without ozone depleters
- ✓ Made without PBDEs, TDCPP or TCEP ("Tris") flame retardants
- ✓ Made without mercury, lead, and other heavy metals
- ✓ Made without formaldehyde
- ✓ Made without phthalates regulated by the Consumer Product Safety Commission
- ✓ Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)

**Foams that Feel Good and You Can Feel Good About Selling**  
[www.certipur.us](http://www.certipur.us)

828.552.5400 | [info@certipur.us](mailto:info@certipur.us)