

# Tools You Can Use to Promote Products Containing CertiPUR-US® Certified Foam



**Foams that Feel Good and You  
Can Feel Good About Selling<sup>SM</sup>**

[www.certipur.us](http://www.certipur.us)

# Your Guide to the CertiPUR-US® Foam Certification Program

Turn consumer demand for certified foam into sales



If you sell mattresses, pillows, bedding products, or upholstered furniture containing CertiPUR-US® certified slabstock or molded flexible polyurethane 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 four most important *CertiPUR-US® Terms of Use Manual* rules:

1. Spell CertiPUR-US® correctly!
2. Don't imply the finished product is certified. We only certify flexible polyurethane foam.
3. Don't make misleading claims! See all program rules at [certipur.us/termsfuse](http://certipur.us/termsfuse). This is just a partial list of claims you cannot make in connection with the CertiPUR-US® program:

Chemical-free  
Safe  
Non-toxic  
No flame retardants  
Hypoallergenic  
Environmentally safe  
No carcinogens



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

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



- Download free handouts, FAQs and more at [certipur.us/tools](http://certipur.us/tools).
- Visit our store to order low-cost hangtags, labels (in English, French or Spanish) and P.O.P. materials at [certipur.us/store](http://certipur.us/store).

- Encourage your team to take our free, 20-minute certificate course at [certipur.us/certificatecourse](http://certipur.us/certificatecourse).
- The CertiPUR-US® program is administered by a nonprofit organization. Find participating foam producers at [certipur.us/producers](http://certipur.us/producers).



## CertiPUR-US® certified flexible polyurethane foams are...

- ✓ Made without ozone depleters
- ✓ Made without PBDEs or the following Tris flame retardants: TCEP, TDBPP, TDCPP or TEPA
- ✓ 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)

**NEW! All participating companies must update their listings annually: [certipur.us/update](http://certipur.us/update)**

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# Frequently Asked Questions

Here are answers to the most common questions we receive. If you still need to reach us, send your question via email to [info@certipur.us](mailto:info@certipur.us) and we'll respond very quickly.

**Q: What does it mean when a foam is CertiPUR-US® certified?**

**A:** It means the foam in the bedding or upholstered furniture has been tested to meet CertiPUR-US® rigorous standards for emissions, content, performance and durability. Specifically, the foam is:

- Made without ozone depleters
- Made without PBDEs or the following Tris flame retardants: TCEP, TDBPP, TDCPP or TEPA
- Made without mercury, lead and heavy metals
- Made without formaldehyde
- Made without phthalates regulated by the Consumer Product Safety Commission
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**Q: I saw the CertiPUR-US® logo on display in a store, but I do not see this brand listed on your website. How do I know if it really contains certified foam?**

**A:** We keep the listings on our website updated weekly. If the company you are buying from is promoting its participation in the CertiPUR-US® program and it is not listed on our site, please send specific information to [info@certipur.us](mailto:info@certipur.us) and we will follow-up. It could be that the company is misusing our logo and its products do not contain certified foam—in which case we will take swift legal action. More likely, the company is legitimately using certified foam, but hasn't taken the time to take the necessary steps to be registered with the program. That process includes our verifying they are purchasing foam from one or more of the foam producers who are part of the CertiPUR-US® program. A list of those companies meeting our requirements can be found at [certipur.us/listings](http://certipur.us/listings).

**Q: A company on the Internet says you certify their mattresses but I do not see the company listed on your website. Are their mattresses certified?**

**A:** We do not certify mattresses, product lines or companies. We only certify flexible polyurethane foam. Our certification is held by the manufacturer of the flexible



polyurethane foam and use of our name or logo is conveyed to their customers who verify that they use CertiPUR-US® certified flexible polyurethane foam. Check to see if the company you are considering purchasing from is listed as a company that sells products containing CertiPUR-US® certified foam at [certipur.us/directory](http://certipur.us/directory).

**Q: Whom do I contact about a problem with one of your mattresses?**

**A:** We don't sell mattresses! The CertiPUR-US® program is a nonprofit organization that focuses on certification of flexible polyurethane foam contained in bedding and upholstered furniture to assure low emissions and high performance, among other things. For information concerning a bedding or upholstered furniture product you have purchased or a warranty, we recommend you contact the manufacturer or retailer directly.

**Q: You certify foam to be "low" in emissions. I see ads that say "no" emissions. Isn't it better to have "no" emissions and "no" off gassing?**

**A:** Unless you are talking about very clean stainless steel, there are few things on this planet that do not "off-gas" to some extent, including your own body! When you

# Get Educated About Certified Foam and Graduate To Higher Sales



## Take our Free, 20-minute Certificate Course

Becoming an expert on the CertiPUR-US® foam certification program can help you answer consumer questions, enhance your credibility and sales potential and earn a personalized certificate of knowledge.

Take the course now at [certipur.us/certificatecourse](http://certipur.us/certificatecourse)



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buy products made with CertiPUR-US® certified foam, you can be confident that the flexible polyurethane foam inside has been rigorously tested by an accredited laboratory to meet specific criteria for content and indoor emissions. Certified foams are low VOC (Volatile Organic Compound) emissions for indoor quality (less than 0.5 parts per million). You can find the details in the complete **Technical Guidelines** available on our website.

**Q: I am buying a mattress which contains CertiPUR-US® certified foam, but it was made outside the United States. Is it possible that it contains certified foam?**

**A:** Yes. We currently have foam producers participating in the program and offering certified foams from the U.S. and countries all around the world. As long as the foam meets our rigorous certification and ongoing recertification requirements, it can carry our certification.

**Q: Do companies that certify foams have to re-certify, or is it a one-time certification process?**

**A:** Foam producers must go through the complete certification procedure every six months for the first year and then annually thereafter to maintain the certification for each type of foam they want certified.

**Q: If the foam is CertiPUR-US® certified, does that mean it is made without flame retardants?**

**A:** There are hundreds of flame retardants (FRs) that are used in various consumer products. We identify those FRs that could be used in upholstered furniture or mattresses. Certified foams are made without the following Tris flame retardants: TCEP, TDBPP, TDCPP or TEPA. A list of additional FRs that are prohibited in certified foams can be found in our **Technical Guidelines** at [certipur.us/technicalguidelines](http://certipur.us/technicalguidelines).

**Q: I am allergic to latex and am having a reaction to a mattress which contains certified foam. Can it have latex in it?**

**A:** The CertiPUR-US® program only certifies flexible polyurethane foam for bedding products and upholstered furniture. Latex foam is outside the scope of our certification. It is possible for a manufacturer to include a layer of latex in a mattress that contains certified polyurethane foam. In this case, as long as the flexible polyurethane foam is certified, the manufacturer would be allowed to use the CertiPUR-US® name and logo. You should contact the mattress manufacturer to ask if your model contains latex.

**Q: How do I know the specific product I am purchasing uses certified foam?**

**A:** Some companies only offer products that contain certified foams, other companies offer certified foams in certain products or certain product lines. Ask the manufacturer to be sure.

**Q: I've seen advertisements for the product I bought, which say it contains foam you certify. Why is there no label or hangtag on it?**

**A:** Companies that have verified they use CertiPUR-US® certified flexible polyurethane foam in their products may use our name and logo, but are not required to label their products or packaging. Lack of our name or logo is not an indication the flexible polyurethane foam inside is not certified. You can look up the companies on our website to be sure they are participating in our program. If you feel a company is misrepresenting CertiPUR-US® certification, please notify us at once by writing to [info@certipur.us](mailto:info@certipur.us). If you can include detailed information with a photo, website link, and a contact name, that will help our investigation.

**Q: Is there fiberglass in certified foam?**

**A:** There would not be fiberglass in the certified foam used for mattresses, pillows, or upholstered furniture. However, some mattress manufacturers surround a mattress's foam core with barrier fabrics made from fiberglass to help meet government standards for mattress flammability. A mattress zipper is usually there for easy assembly at the factory and not for the customer to use. For that reason, never remove the cover of your mattress, even if it has a zipper, unless the mattress cover is specifically intended to be removed for laundering. Consult the manufacturer's website or call their customer service department before you zip off your mattress cover.

- Englander
- American Furniture Manufacturing, Inc.
- Highland Home
- Air Tech
- John Deere
- Ally
- Tenneco
- Arlo
- Doc
- Ame
- Geo-Mat
- Drexel Heritage
- Saatva
- Kolcraft
- Moonlight Slumber
- Sensorpedic
- Applause Source
- Old West Mattress Company
- Malouf
- Steinhafel's Bedding

**If you're not on THE LIST\* you may be losing sales**

- Simmons
- Serta
- Purple
- West Elm
- Sleep Innovations
- Kingsdown
- Casper
- Pottery Barn
- Corsicana
- Eastman House
- Zinus
- Noctova Sleep
- Southerland Bedding
- Ethan Allen
- Ashley Sleep
- Five Star Mattress
- Spring Air
- King Koil
- Lady Americana
- PuraSleep
- Symbol
- Tuft & Needle
- William Sonoma Home
- Sleep Number
- Room & Board
- AmazonBasics
- Restonic
- Therapedic
- Saatva ... **and 1,500 more!**

\*See [certipur.us/listings](http://certipur.us/listings)

Shoppers are using our list of participating bedding and upholstered furniture retail manufacturers to make purchasing decisions. If you're not listed, you do not have permission to use our logo (even if you are buying certified foam) until you submit the required paperwork. It's quick, easy (and free) to get listed if you are using CertiPUR-US® certified foam. Just go to [certipur.us/register](http://certipur.us/register)

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- ✓ 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)

**FREE for companies selling products containing certified foam:**

- Get registered **FREE**: [certipur.us/register](http://certipur.us/register)
- Check your **FREE** listings: [certipur.us/directory](http://certipur.us/directory)
- Train staff **FREE**: [certipur.us/certificatecourse](http://certipur.us/certificatecourse)
- Download **FREE** promo tools: [certipur.us/tools](http://certipur.us/tools)

[www.certipur.us](http://www.certipur.us)

# To discover why CertiPUR-US® certified foams come with Comfort and Confidence... just read the hangtag!

## 1 | Made without ozone depleters

— Ozone's presence is important in our upper atmosphere, where it provides a shield from the sun's radiant 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.

## 2 | Made without PBDEs or the following TRIS flame retardants: TCEP, TDBPP, TDCPP or TEPA

— Some PBDEs (polybrominated diphenyl ethers) were used in foam to meet certain state flammability requirements, but those PBDEs were effectively banned in the U.S. by the Environmental Protection Agency (EPA) in 2005. Other flame retardants that have been identified by the Globally Harmonized System (GHS) as substances that may cause cancer, may cause genetic defects, or may damage fertility or unborn child (1A, 1B) may not be used in certified foam. A complete list of specific FRs prohibited in certified foam may be found in our **Technical Guidelines** or at [certipur.us/FAQ](http://certipur.us/FAQ).

## 3 | Made without mercury, lead and heavy metals

— Though not common components of foam chemistry, heavy metals in food (mercury in fish) and in the home (lead paint in children's toys) have made the entire heavy metal family an area of concern. CertiPUR-US® laboratory testing subjects material digested to molecular analysis capable of detecting even trace amounts of heavy metal content. CertiPUR-US® verifies that



registered foams are made without mercury, lead and other heavy metals.

## 4 | Made without formaldehyde

— Like 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 detection of <0.1 ppm formaldehyde in foam is verified in CertiPUR-US® certified foam by a small chamber emission test.

## 5 | Made without prohibited phthalates

— Phthalates (pronounced "thal'-ātes") are mainly used as a softening agent in the manufacture of some consumer products. The

Consumer Product Safety Improvement Act (2009) 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 foam extractions and prohibiting the use of phthalates regulated by the Consumer Product Safety Commission in all CertiPUR-US® certified foams.

## 6 | Low emission (low VOCs)

— Volatile Organic Compounds (VOCs) are a major component of air pollution. VOC emissions from household 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 the 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 have low emissions for indoor air quality (less than 0.5 parts per million).

[www.certipur.us](http://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.



\*ISO is one of the largest voluntary standards development organizations in the world, and is a trusted source for technical standards for materials, products, systems, and services. Known for their high technical quality and market relevancy, ISO standards have an important role in the technical infrastructure that guides design, manufacturing and trade in the global economy.

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# Demand for Certified Foam in Mattresses on the Rise

For an increasing number of consumers, knowing what is inside a mattress adds to sleep comfort.

According to the National Sleep Foundation, 9 out of 10 people now recognize that a comfortable mattress is key to a good night's sleep. But a growing number of consumers are also looking for another kind of comfort when they buy a new mattress—confidence in knowing the contents of one of the most important products they will bring into their home.

Amidst confusing and often inaccurate information in the media and on the internet, concerns related to indoor air emissions, chemicals—particularly flame retardants—can make shopping for a mattress a perplexing process.

A nonprofit organization administers the CertiPUR-US® foam certification program to help mattress buyers make better decisions using information based on scientific data, content analysis and laboratory testing of mattress foams.

*“A significant number of people are making decisions about whether to buy a mattress based on whether the foam is certified.”*

“The number of calls we get from consumers has risen dramatically during the past few months,” explains Michael Crowell, executive director. “A significant number of people are making decisions about whether to buy a mattress based on whether the foam is certified. It’s not unusual for a caller to thank us for the service we are providing. It’s very gratifying.”

The program was established in 2008 to address an influx of substandard foams coming into the U.S. In some cases, these substandard foams contained chemicals that were restricted. In response, industry leaders



worked in conjunction with environmentalists, academics, consumer groups and chemists to develop a testing, analysis, and certification program specifically for the flexible polyurethane foam used in bedding products and upholstered furniture.

Certified foams are made without ozone depleters, mercury, lead, and heavy metals, formaldehyde, phthalates regulated by the Consumer Product Safety Commission, or PBDEs or TRIS flame retardants TCEP, TDBPP, TDCPP or TEPA. The foams are also tested to be low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 ppm).

“The integrity of our program is paramount,” says Crowell. “This is not an easy standard to pass. Foam producers have to re-certify every year and we conduct random verification testing just to keep everyone on their toes.”

To find companies offering products containing certified foam, visit [www.certipur.us](http://www.certipur.us).



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Your **free** listings  
in our online  
consumer directory  
might be the  
difference between  
buy or goodbye  
for this mattress  
shopper

Is your company and *all* the brands  
she might search for listed?

[certipur.us/GetListed](http://certipur.us/GetListed)



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Listing are only available to companies selling products containing CertiPUR-US® certified foam.