

Your Guide to the CertiPUR-US® Foam Certification Program

Turn consumer demand for certified foam into sales



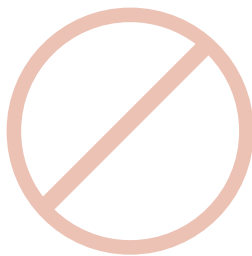
If you sell mattresses, pillows, bedding products, or upholstered furniture containing CertiPUR-US® certified slabstock or molded flexible polyurethane foam, you can register with the program (it's free) and get listed in the consumer section of our website (also free). This is the place consumers are checking before they buy. Go to certipur.us/register.

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. 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. 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.



- Download free handouts, FAQs and more at 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.

- Encourage your team to take our free, 20-minute certificate course at certipur.us/certificatecourse.



- The CertiPUR-US® program is administered by a nonprofit organization. Find participating foam producers at 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

Foams that Feel Good and You Can Feel Good About SellingSM
www.certipur.us