Your Guide to the CertiPUR-US® Foam Certification Program

Turn consumer demand for certified foam into sales

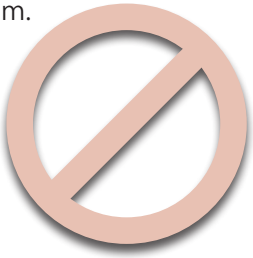
If you sell **mattresses**, **pillows**, **sleep-related products**, **pet beds** or **upholstered furniture** containing CertiPUR-US® certified flexible polyurethane foam, register with the program (it's free) at **certipur.us/register**. Once registered, your company and brands will be listed in our online directory at **certipur.us/directory** (also free) and in our mobile app available via the Apple Store or Google Play.

The CertiPUR-US® name and logo are trademarked and can only be used by registered companies. Even if you are selling brands already listed in our directory, you must register and renew your registration annually for permission to be associated with the program.

- Remember these four important program rules:

1. Spell CertiPUR-US® correctly!
2. Don't imply the entire mattress or sofa is certified. We only certify the flexible polyurethane foam (including memory foam) inside.
3. Don't make misleading claims! See all program rules at **certipur.us/termsofuse**. 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~~
~~No carcinogens~~



4. Before you print, post, publish, package or publicize anything that includes copy in addition to the CertiPUR-US® name or logo, send art and copy to us for pre-approval at **approvals@certipur.us**. The approval process is fast — usually less than three business days.

- Embed one of our many videos on your website, share via social media 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 display 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 formaldehyde
- ✓ Made without ozone depleters
- ✓ Made without phthalates regulated by the U.S. Consumer Product Safety Commission
- ✓ Made without mercury, lead and other heavy metals
- ✓ Low VOC (volatile organic compound) emissions for indoor air quality (less than 0.5 parts per million)
- ✓ Screened for relevant chemicals, including flame retardants, that are classified as carcinogens, mutagens or reproductive toxins and are harmful to human health

All participating companies must renew registration and update directory listings annually: certipur.us/renew

Foams that Feel Good and You Can Feel Good About Selling®

www.certipur.us