

naturalmat[®]

Pioneering healthy
and sustainable
sleep since 1999



2022 Impact Report

We created Naturalmat to help people sleep in a healthier and more sustainable way.

— Mark Tremlett and Peter Tindall, Naturalmat founders



Every great idea starts with a moment of inspiration. Ours, rather unusually, came on the high seas, some twenty years ago.

Both keen sailors, we struggled to understand why mattresses on boats were so uncomfortable. So, on the banks of the River Exe, we began handmaking natural fibre mattresses that breathed, were fabulously comfortable, and fitted neatly into a boat's awkward spaces.

Another lightbulb moment came after the birth of Mark's first child. If we could make eco-friendly mattresses for boats, why not babies, too? After all, they didn't deserve to be sleeping on the harmful toxins found in synthetic materials. With this in mind, we started crafting mattresses for babies with the same natural, properly certified organic materials. We soon discovered that parents were delighted with our eco-conscious approach and, understandably, wanted the same for themselves. And with that, Naturalmat was born.

We've been doing things differently since day one. And now, as our business continues to grow, we can't ignore the climate and ecological crisis that's unfolding around us, and specifically the growing environmental impacts of the mattress industry.

Most mattresses on the market today are made of unrecyclable, synthetic materials like memory foam and sprayed with chemicals, so it's no wonder 80% of them are ending up in landfill.

We believe this has to change, immediately. Now more than ever, people need a sustainable sleep option, one made of natural fibres, carefully sourced and designed for disassembly, so everything can be recycled and reused again.

Our customers can sleep easy at night knowing we're on track to cut our direct emissions to zero by 2025 — using real reductions not offsets — and with our Mattress for Life initiative, no Naturalmat mattresses need ever go to landfill.

This is our first impact report, created to share our plans and keep you updated as we work towards our new sustainability goals. We're stepping up to do even more in the most important decade in human history.

Naturally, we won't be able to lead a mattress industry revolution without a good night's sleep. We hope you'll join us as we play our part in creating a healthier and more sustainable world.

Peter Tindall *Mark Tremlett*



We've come a long way since we made our very first mattress for a Westerly Konsort sailing boat. Here are some of the best bits along the way.

Naturalmat Marine – launched our first product – anti condensation underlay for marine mattresses using rubberised coir fibre – the original 'natural mat'



1999

Mark has his first child, Luke, and **Naturalmat Baby** was born



2001

Opened our first showroom in Notting Hill, London



2003

Opened our first dedicated purpose built factory in Topsham, Devon



2004

Naturalmat USA incorporated

naturalmatUSA

2007

Launched first **Naturalmat** pocket sprung mattress range



2014

Opened **Naturalmat** showroom in Barcelona



2013

Installed 37kW of solar panels which powered our entire workshop



2012

Naturalmat Hotel – we secured our first international hotel contract with **YOTEL** to supply 660 luxury mattresses to their new hotel in New York

naturalmat hotel

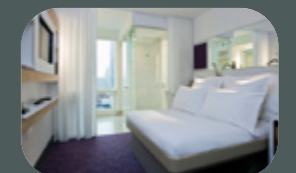
2010

Launched global collaboration with Norwegian nursery brand **Stokke** supplying mattresses for all their cots



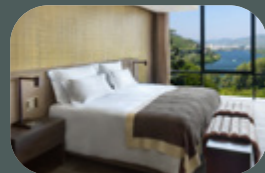
2009

YOTEL opens its first hotel in London Gatwick, complete with **Naturalmat** mattresses



2008

Launched collaboration with **Six Senses Hotels and Spas**



2015

Designed and launched our first range of bed bases and headboards, upholstered in our natural fibres and fillings. Launched collaboration with **Hoxton Hotels**



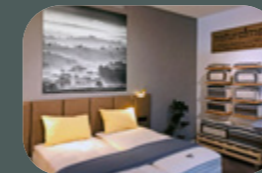
2016

Opened our flagship showroom in Chiswick, West London - featuring the UK's first **Sleep Zone**



2017

Opened our showroom in Haarlem, Amsterdam



2019

Won the Queen's Award for Sustainable Development



2020

Won Decorex Most Sustainable Product award. Opened new **Naturalmat** showroom in Reykjavik, Iceland



2021

our sustainability strategy

For us, sustainability isn't just a fashionable bandwagon to jump on, it's been at the heart of Naturalmat since the very beginning.

But with ever more-urgent warnings coming from scientists about the state of our planet and the impacts of climate change and ecological decline, time is now running out. We must keep doing more to raise the bar in our industry.

This means being bolder than ever before. In 2021, we worked with sustainability experts to establish our biggest challenges

and opportunities, and asked our stakeholders which sustainability issues were most important to them. We submitted our B Corp application and the process has already brought about significant changes to our business.

We now have a clear strategy with targets that will challenge us to do even more between now and 2025.

closing the loop

1

We need to move to a mattress industry without waste. From the materials we choose to our upcycling and recycling services, we're stopping at nothing to close the loop.

2025 goal
Create a fully closed loop mattress service



sustainable and regenerative sourcing

2

We'll be exploring regenerative farming principles, using more recycled materials and continuing to uphold human rights and high animal welfare in our supply chain.

2025 goal
Set up or support at least 3 regenerative projects with our suppliers



healthy sleep for all

3

By forming impactful charity partnerships to tackle bed poverty and sharing sleep advice with the world, we'll help make healthy sleep accessible to all.

2025 goal
Dedicate 5% of our production capacity to tackling bed poverty



climate emergency

4

We face a climate and ecological emergency that requires urgent action. We're playing our part to cut emissions and protect and regenerate our planet's precious ecosystems.

2025 goal
Absolute zero scope 1 and 2 emissions (net zero Scope 3 by 2030)



supporting our Devon community

5

We want Naturalmat to be one of the best places to work in the UK and to support our local community in any way we can.

2025 goal
Gain a recognised award or certification for being a brilliant employer, such as the UK's 100 Best Companies to Work For.



a mattress for life

Since day one, we have designed our mattresses so they don't have to end up with the 5 million others that go to landfill each year in the UK.¹

At Naturalmat, we have always done things differently. We take pride in every mattress we make - and we want them to be enjoyed and cherished for many years. When the time comes, every Naturalmat mattress can be broken down to its individual component materials, each of which can be either composted, reused or recycled rather than being thrown away.

Recently, due to a proliferation of low quality products, 100 day sleep guarantees and changing preferences, people have been replacing their mattresses much more frequently than they used to. This is creating a mountain of waste — and an environmental disaster.

Which is why we're inviting customers to send their mattresses back to us when they're nearing the end of their lifespan. At this point, they can either benefit from our [Mattress for Life](#) initiative, or rest assured that the materials will go on to have a new life in another product, rather than going to landfill.

We've been quietly providing this service to our customers for a while, and we're over the moon to be getting this project officially off the ground in 2022. By 2025 we want to be running a fully closed loop system for our mattresses — see our website for how to send yours back.



“Many years ago, people didn't live in such a consumerist society. I still have some of my great grandmother's mattresses that were made by Heal's. Instead of throwing them away they were returned to Heal's to be restuffed and given a new lease of life. We're proud to be providing a modern version of that service to people today.”

MARK TREMLETT, OUR CO-FOUNDER

1. www.theguardian.com/environment/2020/feb/12/mattress-landfill-crisis-recycling-nightmare

what happens when you send back your old mattress?



closing the loop

We need to move to a mattress industry without waste. From the materials we choose to our upcycling and recycling services, we're stopping at nothing to close the loop.

2025 goal
Create a fully closed loop mattress service



creating a circular business

For over twenty years we've been working to cut waste at every step of the production cycle and make more from less. With all the pressures on our planet and its natural resources, our society needs to move to a more circular economy, where the concept of waste doesn't exist. Here's how we're doing it at Naturalmat.



make

We try to not let anything go to waste, even our order bundles are tied together using fabric offcuts from the cutting room floor



use

Whereas cheaper mattresses will be ready to be replaced in just a few years, a Naturalmat can last you a lifetime



refurbish

Find out how to send your mattress back for refurbishment on our [website](#)



recycle

In the last six months we've collected 377 mattresses and 79 bed bases from our customers which were all sent for recycling

plastic-free deliveries

Our mattresses are naturally plastic-free, but we've been working to cut single-use plastic and packaging elsewhere in the business.



Reusable mattress bags

Our adult mattresses need a strong, waterproof cover to keep them clean and dry on the journey from our workshop to your bedroom. We were dismayed at the large plastic bags that were the standard option – and decided we could do better. In March 2021, we invested in specially made **reusable mattress bags** that we can use again and again. Since introducing them we've delivered 75% of our items in them, saving 1,600kg of single use plastic.



Potato starch packaging

In 2006 we pioneered a sustainable packing solution for our nursery mattresses and were one of the first companies to use a **certified home compostable potato starch inner** and a **recycled cardboard outer** layer for all our nursery mattresses.



Sugar cane covers

The remaining mattresses and bed bases are delivered in **certified carbon neutral bio-based plastic bags made out of sugar cane** and are recyclable. We are working with our supplier to help them develop a new type of bio-based polythene which blends recyclable sugar cane polythene with recycled plastic. Thanks to our new **baling machine**, we are gathering all the plastic packaging we receive from our deliveries and sending it back to be recycled into this new material.



sustainable and regenerative sourcing

Since our first day back in 1999, we've always prioritised sustainability in all of our sourcing decisions. From organic coconut fibre to locally-crafted buttons, we carefully select our materials from suppliers we trust.

Third party certifications are one way we do this. From **Soil Association** certified organic lambswool to **FSC-certified** latex, certifications ensure that our materials are upholding higher standards for people and planet.

But with the environmental challenges we now face as a global society, we know now that it's not enough to just do less harm. As we source these precious raw materials, we have to start putting more back than we take out, before it's too late.

We are now aiming to go a step further and look for more materials produced using **regenerative principles**.

These are farming systems that deliver positive ecological outcomes in terms of nourishing the soil, increasing biodiversity, capturing carbon and restoring and regenerating the land, as well as creating positive social outcomes for farmers and workers.

Over the next few years we plan to work with suppliers of our key materials — organic coir, organic wool and latex — to help them implement regenerative farming systems that are even better for nature, people and our climate. We also want to increase the volume of **recycled materials** we use in our products and will be exploring new recycled materials that we can use.



Every key material that goes into a Naturalmat mattress is certified... except the springs

We carefully select third-party certified materials to make our best-selling products. The pocket springs in our sprung mattresses currently contain 14-18% recycled steel - a number we would like to increase in the coming years. We don't currently have certifications for our mohair or timber bed legs - we are exploring this with our suppliers.

2












sustainable and regenerative sourcing

We'll be exploring regenerative farming principles, using more recycled materials and continuing to uphold human rights and high animal welfare in our supply chain.

2025 goal

Set up or support at least 3 regenerative projects with our suppliers



mattress	
coir	Fairtrade 
cotton covers	
organic lambswool	 
latex	FSC-certified
cashmere	
denim	No certification but our denim offcuts are a byproduct of the jeans industry
bedding	
feather + down	
cotton nursery bedding	  
cotton adult bedding	Fairtrade  
beds	
timber sheet materials	FSC-certified 
timber components	FSC-certified 



meet one of our sheep farmers

The green fields that surround us here in Devon are flocked with sheep and in 2010 we pioneered buying all of our wool directly from certified organic farmers located on our doorstep. A local natural resource, for a locally-made product.

We love lambswool because it's super comfortable, a brilliant insulator and inherently fire retardant – which is why you'll find it in all of our mattresses and toppers.

Organic certification by the Soil Association or Organic Farmers & Growers ensures the

highest welfare standards for the sheep, less use of antibiotics and positive environmental outcomes for the land itself. And by buying direct from our farmers after shearing every June, we ensure they get a premium of at least 30% more for their wool than if they went through the standard market auctions.



"It makes complete sense for our wool to be used locally and it's great to see it used in such fantastic products. Naturalmat are a pleasure to work with."

SAM URSELL
ONE OF OUR WOOL FARMERS



This map shows the locations of the farms where we source all of our wool

we're coconuts about coir

The humble coconut is an extremely versatile and sustainable crop; every single part, from the flesh to the hard shell, has a use. We're interested in the coconut fibre, otherwise known as coir.

This is stripped, soaked, dried and twisted to create a miniature coil and then pressed into breathable, springy sheets to our specified density. All our coir is sourced in Sri Lanka from the only certified organic coconut plantation and Fair Trade initiative farm in the world.

This means farmers are making a decent living in good working conditions, with supply chain audits taking place on a regular basis. It also ensures the coconuts are grown without chemical pesticides and fertilisers, keeping soils healthy and enhancing biodiversity.

"Organic coconut fibre is one of the most sustainable materials in the world and we are delighted to have supplied Naturalmat for many years with the best organic coir."

OUR ORGANIC COIR SUPPLIER



as comfortable as your favourite pair of jeans

We all love a trusty pair of jeans. But did you know that offcuts from the jeans manufacturing process make a great filling material for mattresses?

Denim is made of cotton, and thanks to clever recycling processes our suppliers can give these scrap materials another lease of life.

Once collected and sorted, factory offcuts are washed, shredded and re-formed into a springy, comfy, breathable material that's perfect for our economy range of mattresses and toppers.

We're also working on a new project with Cotton Inc. which will collect used cotton garments from major retailers to be recycled and repurposed as fillings for mattresses. We will then donate these to charity partners as part of our campaign against bed poverty. So before long, your favourite old t-shirt could be giving someone a great night's sleep!



the leading experts in natural sleep

Sleep is important - after all, we spend a third of our lives in bed. Getting enough sleep is essential to good health, but according to recent research,² up to one third of the population may suffer from lack of sleep or poor quality sleep.

We believe everybody deserves access to a good night's sleep. So we're making it our mission to share our knowledge and our craft with a wider audience.

A good night's sleep starts with a well-made bed. From Moses baskets to emperor-sized beds, all our mattresses are made with carefully-sourced, natural fibres – completely free from chemicals that are often found in synthetic materials like memory foam.

We use naturally breathable fibres like organic coir and locally sourced organic lambswool, which allow for great air circulation, ideal for keeping cool in the summer and warm in the winter.

“Lack of sleep is linked to health problems such as heart disease, obesity, cancer and dementia. Having a comfortable, breathable mattress is one step towards ensuring a great night's sleep and promoting good health.”

CHRISTABEL MAJENDIE
BSC MSC MBPSS,
OUR IN-HOUSE SLEEP EXPERT

2. www.mentalhealth.org.uk/sites/default/files/MHF-Sleep-Report-2011.pdf



3

healthy sleep for all

By forming impactful charity partnerships to tackle bed poverty and sharing sleep advice with the world, we'll help make healthy sleep accessible to all.

2025 goal
Dedicate 5% of our production capacity to tackling bed poverty



Healthy sleep for all

the most natural night's sleep you've ever had

Look inside one of our mattresses and you'll find the finest naturally breathable materials, meticulously sourced direct from a variety of certified sustainable sources.

Our mattresses contain zero memory foam, zero synthetic materials and they meet all British fire safety regulations without the need for harmful fire-retardant chemicals.

When it comes to sleep, we believe natural is always best.



woven cotton and wool covers

We weave our covering fabric with a blend of cotton and wool yarns which renders them naturally fire retardant. The fabric is then treated with our all-natural geraniol made from eucalyptus, lavender and lemon extracts, to prevent bed bugs, dust mites, mosquitos and moths.

organic wool

Our trademark wool comes from certified organic farms that are located on our doorstep in the South West of England. Being naturally breathable, wool helps to regulate body temperature all year round.

organic coir

A thick centre layer of certified organic coir. This is husk from coconuts combined with natural rubber to create a resilient, strong and naturally springy mattress.

fsc-certified latex

Our latex is entirely natural, made using sap tapped from rubber trees in sustainably-managed forests. The liquid latex is filled with air, creating a wonderfully breathable and super supportive mattress filling.

tackling bed poverty

We take pride in making our beautiful mattresses and in the positive feedback we get from our happy customers. But sadly, not everyone has access to a good night's sleep.

Research by the charity Buttle UK reveals that thousands of children across the UK don't have a bed of their own to sleep in.³ As families struggle to make ends meet, these children may be forced to sleep on a sofa or the floor, or share a bed with parents or siblings – creating devastating knock-on effects for their health, happiness and education.

We are exploring how to make natural, healthier sleep accessible to all, and we're partnering with Devon-based organisations who share our aims.

From 2022, we'll be donating mattresses to Exeter City Living - who build affordable and social housing to Passivhaus standards in our area.

By 2025 we aim to be dedicating 5% of our production to making mattresses and items specifically aimed at people and families in need. We'll also be publishing more articles from our resident sleep expert to help people everywhere get a better night's sleep.

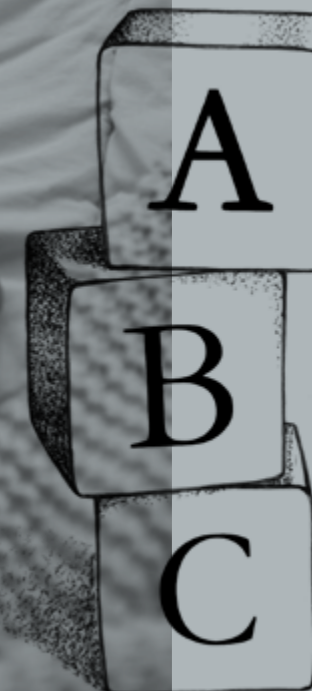
“Adequate sleep is crucial for child development and performance at school. Sleep deprivation can negatively impact learning and memory, cognitive performance, speech development and mood. Which is why providing a comfortable bed for a good night's sleep is a key way to support a child's current and future health and happiness.”

CHRISTABEL MAJENDIE
BSC MSC MBPSS,
OUR IN-HOUSE SLEEP EXPERT

3. www.bbc.co.uk/news/uk-england-45017513



Healthy sleep for all



acting on the climate emergency

There's a lot of talk when it comes to reaching 'net zero' carbon emissions. The UK government has pledged to make our country net zero by 2050, which we believe is several decades too late. So now it's up to businesses – like us – to act.

To be meaningfully net zero is about much more than just offsetting and claiming to be carbon neutral, which we could do tomorrow. A meaningful net zero target relies on making rapid, genuine reductions to our emissions across our total value chain, so eventually all emissions going into the atmosphere can be balanced by an equal amount being removed.

We've pledged to reach absolute zero emissions across our own operations by 2025 at the latest. This means completely eliminating all carbon emissions that are directly in our control – and is also known as zero Scope 1 and 2 emissions. This will not involve using any offsets.

We are already very close to achieving this goal. We installed 37kW of solar panels on our factory in 2012, which provided 73% of our annual electricity demand last year. We top up the rest from a 100% renewable electricity supplier. The big changes we still need to make include switching our two fleet vehicles to electric and finding zero emissions alternatives to gas boilers and space heaters in our buildings, such as ground and air source heat pumps.

Once we've done that will come the really tricky bit, working on our Scope 3 emissions – these are the emissions in our supply chain and beyond - many of which we have very little control over.

That's why we've set ourselves an extended target of 2030 to reach net zero in our most relevant Scope 3 emissions, in line with the requirements of the B Corp Climate Collective and the United Nations' Race to Zero.

we're powered by

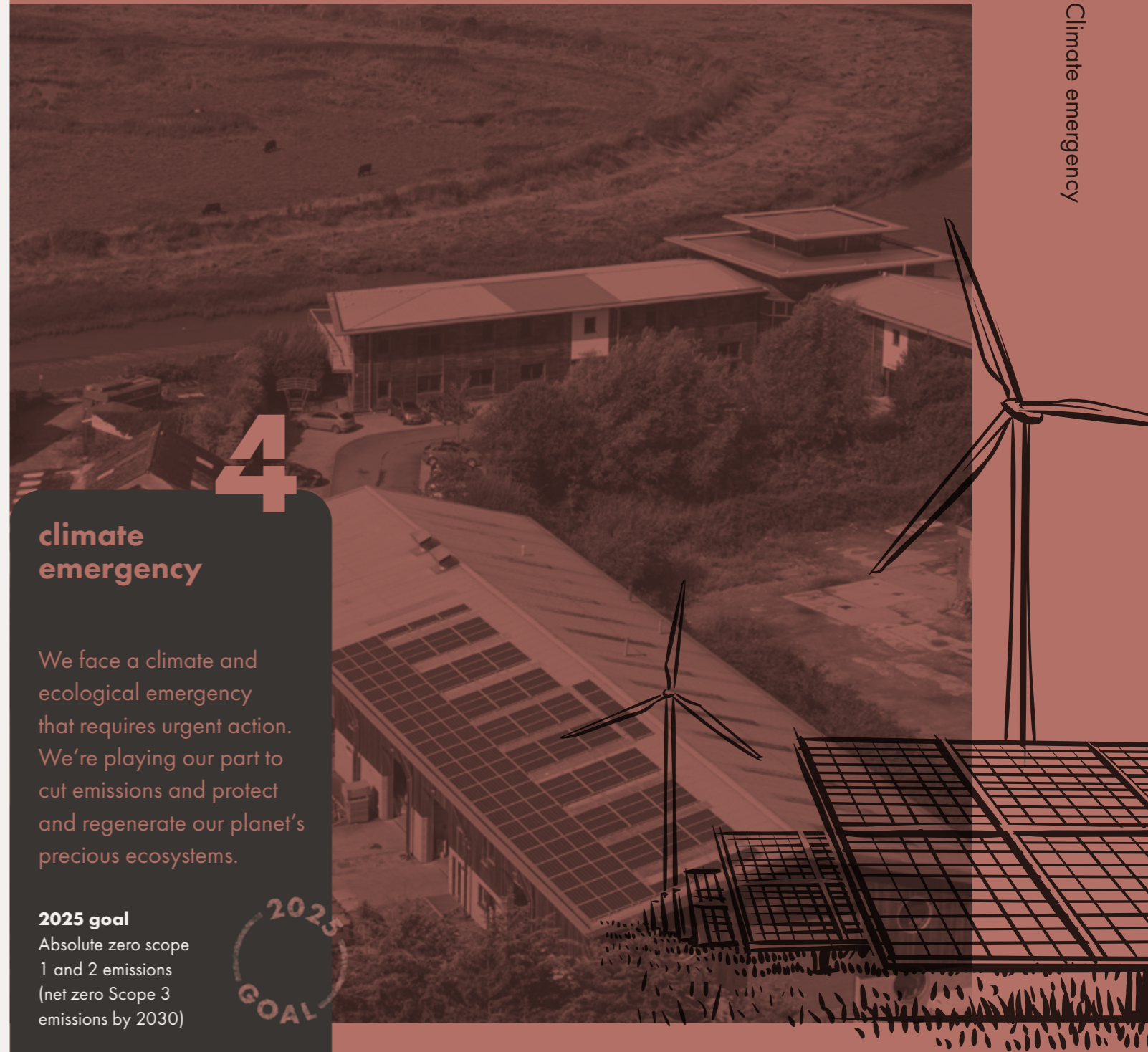
100%
renewable electricity

climate emergency

We face a climate and ecological emergency that requires urgent action. We're playing our part to cut emissions and protect and regenerate our planet's precious ecosystems.

2025 goal

Absolute zero scope 1 and 2 emissions (net zero Scope 3 emissions by 2030)



our carbon footprint

We worked with expert consultants to calculate our overall carbon footprint for 2021.

We now know that the growing, processing and manufacturing of the materials for our products represents the largest share of our total carbon footprint (80.3%).

Other significant emissions include:

- staff commuting and business travel
- customer travel to our showrooms
- transport of materials to our factory
- delivery to our customers
- transport at “end of first life” for recycling or landfilling

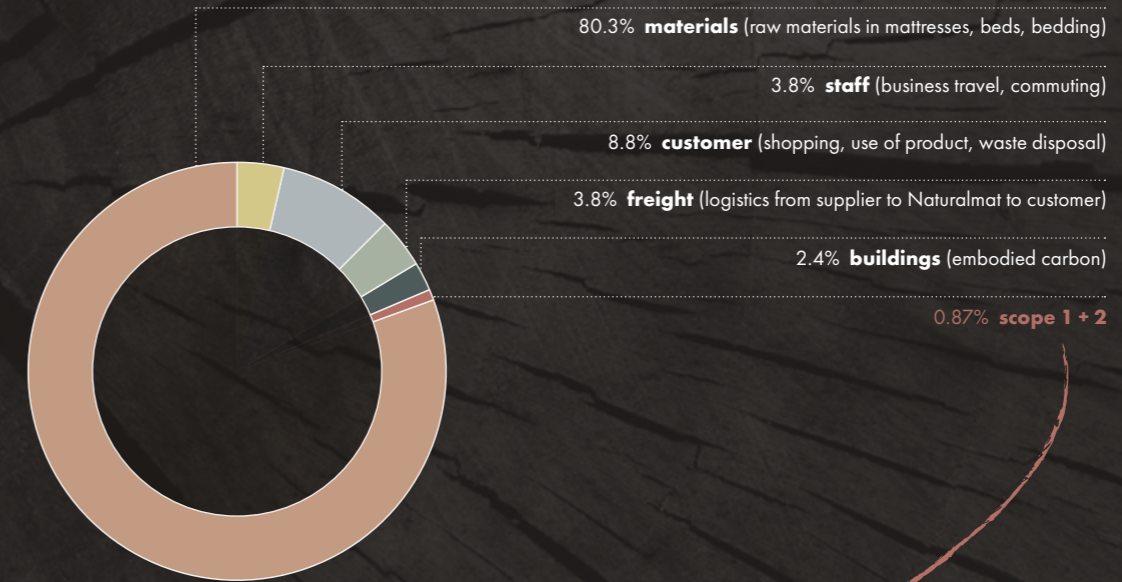
The next step is to produce a carbon reduction roadmap for our Scope 3 (value chain) emissions so we can reach net zero by 2030. To keep in line with the latest climate science, we know this means at least halving our Scope 3 emissions by 2030.

Key things we will be focusing on include:

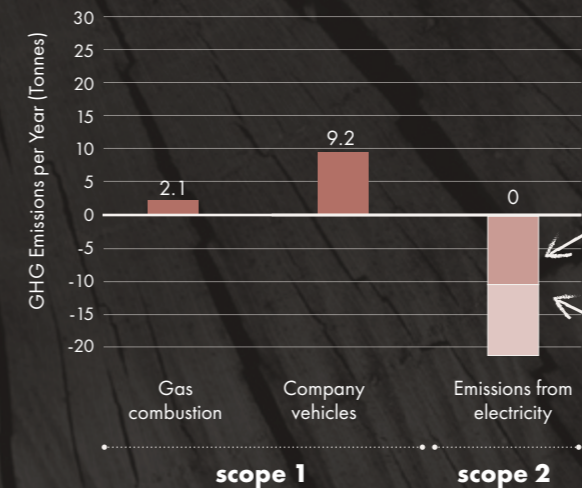
- Using more recycled materials in our products
- Ensuring more mattresses are reused, refurbished or recycled
- Switching to electric vehicles

To reduce our Scope 3 emissions, many of which are out of our direct control, we’ll need to work closely with our suppliers, customers and staff. We’ll be sharing more about our plans as they develop.

total emissions
1,301.5 tonnes CO₂ per year



scope 1+2 carbon emissions



-10.4 tonnes reduction to account for energy from solar PV

-11.1 tonnes reduction due to renewable energy provider

total scope 1+2 carbon emissions

11.3 tonnes CO₂ per year



To put this in context, our total scope 1 and 2 emissions in the last year (March 2020-21) are less than the amount of CO₂ produced by one average UK citizen in a year (13.7 tonnes).⁴

4. www.wwf.org.uk/press-release/uk-keen-be-green

supporting our Devon community

We are proud to be based on the banks of the river Clyst near Topsham in Devon, a historical centre for the wool and textile industries.

For the last 22 years, we've been providing skilled, well-paid jobs in our local economy and we take pride in creating a relaxed, rewarding work environment that encourages people to stay with us for a long time. Today we employ 40 people in our business, 32 of whom are based in Topsham, in a range of traditional mattress-making tasks, as well as office-based roles.

We want to do more to encourage young people to consider jobs in our industry. We have now secured funding for five apprentices to join our workshop and hope to recruit people into these roles and expand this programme in 2022.

Going forward, with the help of our brilliant team we'll be focusing on becoming B Corp certified, further improving internal processes and gaining external recognition for being a great place to work.

40
employees



We are an accredited Living Wage Employer

We're proud to pay all our employees at least the real Living Wage, regardless of their age or role.

5

supporting our Devon community

We want Naturalmat to be one of the best places to work in the UK and support our local community in any way we can.

2025 goal
Gain a recognised award or certification for being a brilliant employer, such as the UK's 100 Best Companies to Work For.



a team to be proud of



Paul

"I've been working at Naturalmat for five and a half years. My job is essentially finishing off the mattresses, sewing the covers together with a big sewing machine.

I'm a Devon man born and bred, I've always lived in Okehampton, except for a short stint travelling and living out in New Zealand in my younger years! I never thought I'd be willing to travel 40 minutes to get to work, but in all honesty I do it because I love the job.

It's a relaxed atmosphere, not too regimented and working here is about so much more than clocking in and out. It's a place that really makes me want to do my best. The attention to detail and focus on sustainability and craftsmanship makes every day really rewarding.

It's my hope that more young people consider a job in this industry, and experience the satisfaction of working with their hands.

Naturalmat is particularly special because of the whole sustainability ethos and unique manufacturing process.

The way the world is now, when you see what's disappearing on a daily basis – it's obvious that doing things sustainably is key. We've got to keep the world going for the future."



Sharron

"I'm a sewing machinist at Naturalmat, I've been working here for four years. I work on all the items that come through the workshop: pillowcases, nursery mattresses, bed bases, headboards – you name it!

I've been sewing a long time. Before this I worked in my husband's business making curtains, cushions, mattresses and interiors for caravans. When he closed his business I came and asked for a job here and I've been here ever since.

It's really satisfying seeing a project come together from start to finish – seeing the end product of the work we've done as a team. The natural fibres are nice to work with and it's really important to me that they're better for the environment too.

My work is really varied, as there are lots of custom orders and things like pattern matching the headboards - my brain enjoys the challenge!

Everyone gets on well here, and the management look after us. People spend more time at work than they do anywhere else so personally I'm glad it's somewhere I enjoy coming every day.

I have a sewing machine in my shed at home, and I make and adjust things like curtains and clothes for friends and family. In fact, I don't think there's anyone in the Naturalmat team who I haven't done some kind of sewing for – they're always asking me to take up their jeans or turn them into shorts!"

we're just getting started

Our main priorities in 2022 are going to be:

closing the loop

Join The Ellen McArthur Foundation and complete their Circulytics assessment. Expand our Mattress for Life initiative to make it more widely used and start collecting data to track and improve it.

sustainable and regenerative sourcing

Get started on a regenerative project with a supplier.

healthy sleep for all

Develop and launch a prototype mattress for donation (made with as many recycled materials as possible), and test with charity partners.

climate emergency

Work towards absolute zero Scope 1 and 2 emissions. Work on reducing scope 3 emissions such as maximising the amount of recycled material in springs.

supporting our Devon community

Certify as a B Corp, continue to develop our apprenticeship program and sponsor a local Devon school as part of the Dive Project Cornwall.

We hope you'll join us in taking bold steps towards a healthier, more sustainable future.

If there's anything in this report you would like to discuss or think you can help us with, please contact our Sustainability Officer at impact@naturalmat.co.uk





naturalmat[®]

Organic Mattresses and Beds
Made by Hand in Devon

Follow our progress on Instagram @naturalmatuk