

naturalmat[®]

the first B Corp certified bed
and mattress company in the UK

Certified



Corporation[™]



2023 Impact Report

We were a very lonely voice when in 1999 we started telling everyone about the wonderful natural and organic mattresses we had started making.

Our proposition to focus on using only the best natural materials from entirely renewable and sustainable sources, whilst building long term relationships with suppliers who were aligned with our ethos, often left our audience puzzled and bemused.

Fast forward nearly 25 years and we are pleased to report that our world is a very different place and the market is coming around to our way of thinking. Now we continue to pioneer the way ahead and are delighted to announce that we are the first British bed company to be awarded B Corp certification.

The recognition that we meet B Corp's rigorous criteria confirms that our approach, right from the start, has been the correct one.

Now, as our business continues to grow, we must keep rising to the challenge of being truly sustainable. We can't ignore the climate and ecological crisis that's unfolding around us, and specifically the growing environmental impact of the mattress industry.

It's heartbreaking that 5 million mattresses go to landfill every year in the UK. We believe this has to change, immediately. With our Mattress for Life Initiative™, we're ensuring no Naturalmat mattresses need ever go to landfill.

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 working hard on all aspects of our Sustainability Strategy. In the report you'll read about our collaboration with Cotton Lives On, which saves cotton from landfill whilst tackling sleep poverty, our regenerative farming project with local farmers and the impactful partnerships we've built with suppliers who share our vision of a better future.

This is our second Impact Report, created to share our progress so far as we work towards the 2025 goals laid out in our strategy. 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.

Phil Tice *Victor*



“We hope you'll join us as we play our part in creating a healthier and more sustainable world.”



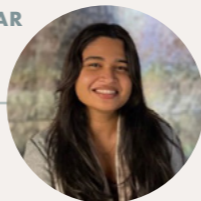
the first B Corp certified bed and mattress company in the UK

The 'B' in B Corp stands for Benefit for All, and the certification aims to recognise purpose-driven businesses committed to being better for all stakeholders, communities and the planet. The process took us a year and a half to complete, with hundreds of questions - from staff welfare to energy consumption and everything in between.

Our sustainability story isn't an afterthought, it's who we have been since day one. We pioneered sourcing organic wool directly from local farmers, installed solar panels on the roof of our workshop and moved to 100% renewable energy, and developed innovative plastic-free packaging. We've come a long way in growing as a force for good and we're not stopping now.

"We're lucky to have a team that has carried us through this challenging journey. Getting the B Corp certification is a milestone achievement and we're excited to learn from and grow with this powerful global community of organisations working together for a better tomorrow."

ISHWARI WADEKAR
SUSTAINABILITY OFFICER



Businesses are assessed across the 5 impact areas below:

Governance
Company ethics, practices and policies.

Community
Sourcing, equity, inclusion and charitable initiatives.

Environment
Supply chain, waste and conservation practices.

Customers
Quality of products, service and ethical marketing.

Workers
Employees' financial, physical and social wellbeing.



Certified
B
Corporation™

- 96.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



Scan to read more about our B Corp score

our sustainability strategy

Whilst the rest of the industry scrambles to jump on the sustainability bandwagon, we've had a planet-friendly approach from day one.

Last year, we published our first Impact Report & Sustainability Strategy, setting clear, ambitious goals for the years to come. In this report we cover our progress since then, including setting up key new projects, forming impactful partnerships with organisations that share our vision and becoming the first B Corp certified bed and mattress company in the UK.

We're excited for the journey ahead and this year's report will be fundamental in guiding us as we shape a fairer and more sustainable future together.



1

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



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



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



4

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 by 2030)



5

supporting our Devon community

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.

closing the loop

For over 20 years we have been working to cut waste at every step of our production cycle and make more from less. Our mattresses have been consciously designed and filled with natural and renewable materials to form a circular, closed-loop system.

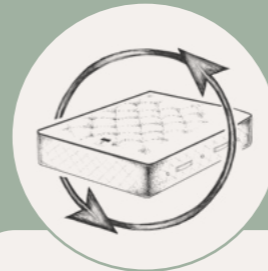
With a proliferation of low quality products, 100-day sleep guarantees and changing preferences, people are replacing their mattresses much more frequently than they used to, which is creating a mountain of waste – and an environmental disaster. 5 million mattresses end up in UK landfills every year, a terrifying statistic that we are intent on tackling.

Which is why last year we launched our Mattress for Life Initiative™, a first of its kind service designed to ensure your Naturalmat never ends up in landfill. We even expanded the service to introduce a third option (Donate) that we're especially proud of.



Our Mattress for Life Initiative™

When your Naturalmat mattress feels like it needs to be refreshed, you'll have 3 options...



Refurbish

Your mattress is re-filled and re-covered to make it as good as new for considerably less than the price of a new one.

You receive...

a completely refreshed mattress that's better for the planet and will last you for years to come.



Recycle

The materials and fillings recovered from your mattress will be washed and treated to prepare them for reuse.

You receive...

either store credit or a new product made from the recovered materials, such as scatter cushions or even a dog bed.



Donate new!

We will send your mattress to be washed and cleaned by one of our partners and it will then be donated to charity, helping to alleviate bed poverty.

You help...

someone in need get a good night's sleep on a freshly cleaned mattress.



closing the loop



material offcuts

From the fabric that covers our beds to the fillings inside our mattresses, we source and use only the finest, long-lasting natural fibres. But despite our best efforts, we inevitably end up with offcuts from the production process. So we came up with several initiatives to reduce our waste, and our impact.

Haines Collection partnership

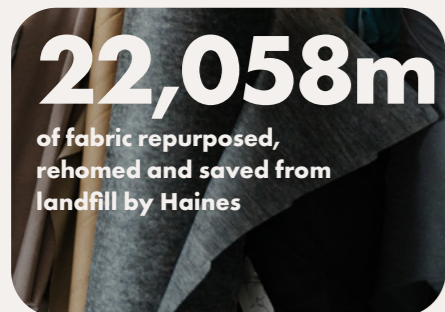
We teamed up with The Haines Collection to find a new home for our rolls of forgotten fabric offcuts. Haines has a carefully curated selection of premium fabrics from the textile industry which they offer to consumers at heavily reduced prices, saving them from ending up in landfill.

Repurposing our waste

All of our wool offcuts are collected from around the workshop and sent back to be turned into more wool mattress pads, forming an endlessly recyclable loop. We are also working hard to find ways to repurpose our other key material offcuts such as latex, coir and our cotton mattress covers.

End-of-life guide

As a health and safety guideline, The Lullaby Trust recommends that nursery mattresses should not be reused. Which is why we designed a new end-of-life guide to help our customers repurpose the natural fibre fillings inside their nursery mattresses.



closing the loop



plastic-free deliveries



closing the loop

After a series of thoughtful, intentional improvements, we finally settled on sustainable and eco-friendly packaging alternatives that we were truly happy with.

Reusable mattress bags

Our sturdy, waterproof reusable mattress bags are doing much of the heavy lifting in our mission to 'close the loop'. About 75% of our adult mattresses are delivered in these bags, and then brought back to our workshop to be used over and over again. Since their introduction in 2021, we have saved over 6,200 kg of single use plastic.



Sugarcane bioplastic

For the few situations where we can't deliver in our reusable bags, we use a certified carbon-neutral bioplastic, which is a blend of sugarcane waste and post-consumer recycled plastic. Whenever possible, we bring the used bioplastic back to our workshop, bale it up, and return it to our supplier, who can recycle it into more packaging for us.



Potato starch packaging

Our nursery mattresses are wrapped in a certified home-compostable potato starch packaging - a sustainable solution we pioneered back in 2006. This packaging is fully biodegradable when placed in your home compost for about 6-12 months, leaving behind no contaminants. Even our branding is printed on using a water-based ink.



sustainable and regenerative sourcing

We've always prioritised sustainability in all of our sourcing decisions, ensuring that your mattress is only filled with materials that are safe for the environment and for you.

Over two decades of making natural and organic beds and mattresses, we have built a network of certified and environmentally driven suppliers.

All of our key raw materials hold a third-party verified sustainability certification, except for our steel pocket springs, which contain varying amounts of recycled steel and are also fully recyclable at the end of their life.

When it comes to our organic wool, we go the extra mile and personally pick it up from local organic farmers in Devon, Dorset and Cornwall, with every one of them based less than 70 miles from our workshop in Topsham.

Buying direct from farmers also means we are able to pay them a premium of at least 30% more for their wool than if they went through standard market auctions, in recognition of what we believe is the true value of their goods.



our materials



Organic Wool

We support local, organic certified farms within 70 miles of our HQ and are the only bed company to buy directly from wool farmers. So we can more or less pinpoint the exact field the wool you are sleeping on has come from. It's renewable, inherently fire-retardant and an exceptional temperature regulator which is why we use it in everything.



Natural Latex

Our OEKO-TEX® certified latex is a breathable, healthy alternative to widely used synthetic foams. It's made from a blend of natural latex, which is whisked to create a soft, springy filling. It's inherently hypoallergenic so dust mites don't like it, and it's incredibly elastic ensuring long lasting support for your mattress.



Cotton Wool Covers

Our signature herringbone ticking is 100% chemical-free and made with a blend of cotton and wool which passes stringent British FR standards. We are the only manufacturers that have an extra finishing process where we treat our fabric with an OEKO-TEX® certified plant-based geraniol, which guarantees protection from dust mites, moths and bed bugs.



Organic Coir

The core of our natural fibre mattresses, coir is derived from coconut husks. The husk is stripped, soaked, dried and twisted and then pressed into breathable, springy sheets to our specified density. We are the only mattress company that uses this very sustainable fibre, sourced from one of the only certified organic coconut plantations in the world.



Cashmere

This fibre comes from the underfleece of the Kashmir goat, who, living in the highlands of northern India and Pakistan needs a really good coat! Cashmere is one of the most highly prized fibres in the world, three times finer, softer and warmer than wool. It absorbs and releases moisture with changes in humidity, making an exceptional hypoallergenic insulator.



Recycled Denim

Instead of going into landfill, denim and cotton offcuts from the clothing industry are given a second lease of life. The offcuts are shredded into fine cotton fibres which are then matted into cushiony, hard-wearing, recycled denim pads. We use these to provide the soft layers of comfort in our entry level mattresses and toppers.



sustainable sourcing

our regenerative farming programme

We have renewed our commitment to sustainable sourcing by investing in regenerative systems, a method of farming designed to improve the resources it uses, rather than destroying them.

We have teamed up with Farm Wilder, a non-profit regenerative farming consultancy, to fully fund 3 regenerative farming projects for our local and organic wool farmers. The programme will help them develop regenerative and financially sustainable businesses over the coming years, by building farms with healthier soil, enhanced biodiversity and reduced flooding and pollution.

It will involve growing more hedgerows, changing grazing patterns and planting herbal leys that will restore biodiversity, increase carbon sequestration and save precious resources like water.

3 farms and
1,936
acres of farmland

The programme is currently being rolled out and will put together a tailored approach to meet each farm's specific needs.



"We're delighted to be working with Naturalmat and their farmers to restore wildlife and farm more regeneratively. If farmers work in harmony with nature they can be a powerful force for good, helping us tackle climate change and bringing back the biodiversity that Britain has lost."

TIM MARTIN,
CO-FOUNDER FARM WILDER



Luke from Farm Wilder conducting a soil inspection



healthy sleep for all

Studies show that up to a third of the population may suffer from lack of quality sleep. We've formed three impactful partnerships to tackle bed poverty and make a better night's sleep accessible to all.

Little Village

Last year we donated 120 of our Coco Mat mattresses to the London-based baby bank, Little Village, which provides support for over 7,000 babies and young children living in poverty each year.



'Mattilda' the mattress washing machine

Last year, we took stock of just how many perfectly good mattresses we sent off to the recycling centre, and decided to find a way to give them a new life. We teamed up with the FRC Group, a charity working to end furniture poverty and developed a unique service.

Now, when customers return their old mattresses to us, we can send them to be cleaned by Mattilda - the world's first mattress washing machine - and then donated to charity. Not only reducing waste, but fighting sleep poverty at the same time.



Cotton Lives On Recycling Programme

The Cotton Lives On Recycling Programme works with brands such as Frugi, Hush and Charles Tyrwhitt to collect and recycle cotton clothes from consumers, along with textile offcuts from production facilities, and gives them a new lease of life. We worked with Cotton Lives On to develop a special mattress, exclusively filled and covered with recycled cotton from the programme.

These mattresses were then donated to various charities working to alleviate bed poverty, such as Single Homeless Project, Refuweegee and Shelter, who offer them to people in need.

"It's brilliant to be part of a sustainable initiative like this that helps the planet and people experiencing homelessness at the same time. Knowing you have a safe and comfortable bed to sleep in means you can focus on living better and healthier."

VICKY AMES
HEAD OF COMMUNICATIONS,
SINGLE HOMELESS PROJECT



Scan to read more about Cotton Lives On



the leading experts in natural sleep

Poor quality sleep can lead to a cascade of health problems such as heart disease and diabetes. This is why we actively work with sleep experts to help you get the good night's sleep you deserve.

We relentlessly emphasise the role of natural fibres in creating a healthy sleep environment, but we also understand there are other important factors to getting a good night's sleep.

So we set ourselves on a mission to share our knowledge on healthy sleep. Throughout the year we run several sleep health workshops, host live events on our Instagram and regularly write blogs in collaboration with our in-house sleep expert, Christabel, where she shares her expertise on how to sleep better.



“In order to sleep well our core body temperatures need to drop and natural fibres are much better at regulating body temperature. So make sure your bedding and bed clothes don't contain synthetic fibres.”

CHRISTABEL MAJENDIE
BSC MSC MBPSS
OUR IN-HOUSE
SLEEP EXPERT



healthy sleep for all



acting on the climate emergency

The UK has pledged to be net zero by 2050, which we believe is several decades too late. Being meaningfully net zero is so much more than carbon offsets and carbon neutral claims, and taking the easy way out tends to create a lot more problems than it solves.

So we have committed to reach absolute zero emissions across our own operations by 2025. This means completely eliminating all carbon emissions that are directly under our control - Scope 1 and 2 emissions, without using any offsets.

With a fast paced economy rapidly consuming our planet's limited resources, we realised that transitioning to a clean and renewable energy source was of the utmost importance.

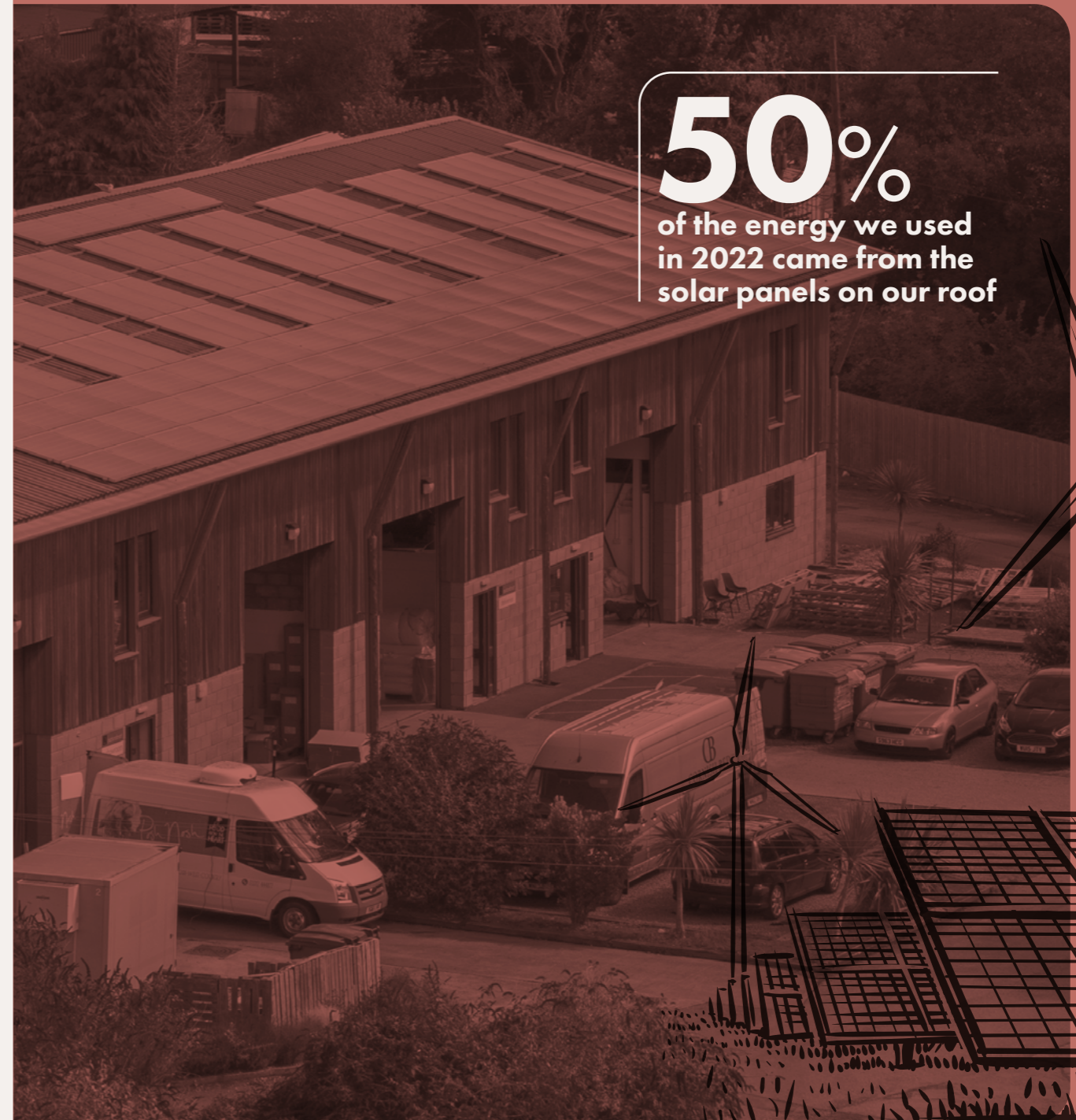
We've been powered by 100% renewable energy for over a decade now, which has put our Scope 1 emissions at a bare minimum. These emissions only come from the gas used for some of our heating and our delivery vans.

We're working on swapping out our gas boilers for electric heating, but the switch to electric delivery vans is a trickier one. Electric vans currently have limited battery capacity which makes them impractical to use over long distances. We're committed to finding a solution in the long term, but it may be a case of waiting for the technology to advance further.

In 2022 about 50% of the electricity we used came from the solar panels on the roof of our workshop. The rest was topped up from our renewable energy supplier.

we're powered by

100%
renewable electricity



50%
of the energy we used
in 2022 came from the
solar panels on our roof



climate emergency

our carbon footprint

As a growing business it is a constant challenge to reduce our impact on the planet, but we are determined to bring down our emissions for every individual bed and mattress we make.

Direct Emissions (Scope 1 & 2)

Scope 1 & 2 emissions generally rely on factors within our control, such as energy use & clean energy sourcing, which is also why they are a mandatory part of carbon reporting. So we have pledged to reduce our Scope 1 & 2 emissions to absolute zero by 2025, without using any carbon offsets.

Indirect Emissions (Scope 3)

Scope 3 includes emissions through our supply chain and beyond, making them difficult to combat. Our annual carbon calculations have established that growing, processing and manufacturing our raw materials make up a chunky 90% of our carbon footprint. Which is why we're focusing on our material sourcing as a top priority for 2023.

Even though bringing back 'end-of-life' mattresses from customers as part of our Mattress for Life Initiative™ saves tons of waste from ending up in landfill, it also contributes to our company emissions.

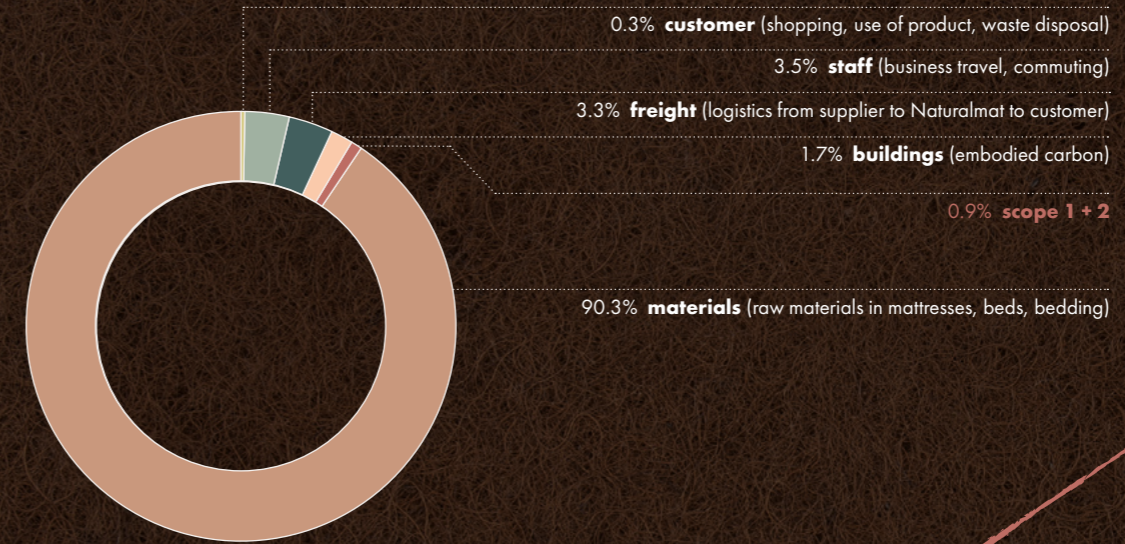
We are in the process of developing a carbon reduction roadmap for our Scope 3 emissions with an aim to reach net zero by 2030.

There's no escaping the fact that our total emissions will increase as the business grows, but the most important thing is that we become more efficient so that our emissions per million £ of turnover actually decrease. In 2022, although our total emissions increased by 24%, our emissions per £mn of turnover decreased by 9.3%

our emissions per £mn of turnover decreased by

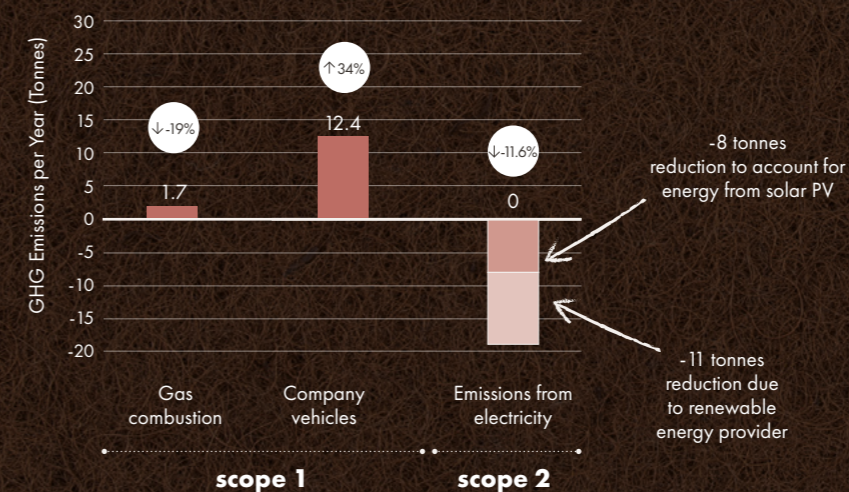
-9.3%

Total emissions
1,603 tonnes CO₂ per year



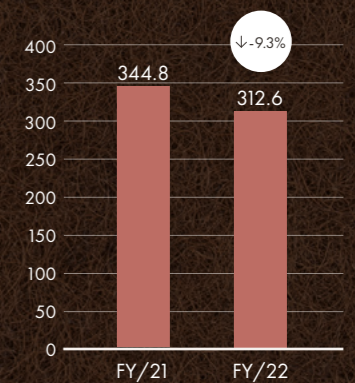
Scope 1+2 carbon emissions

14.1 tonnes CO₂ per year (↑24%)



Carbon reduction

tonnes CO₂e / £mn turnover



climate emergency

supporting our Devon community

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

For over 22 years, we have provided skilled, well-paid jobs in our local economy, and we take pride in supporting our wonderful local community.

This year we have onboarded 2 apprentices through our Apprenticeship Programme, including Sophie (right), and we are actively looking to expand and develop the programme.

Today, 37 of our 45 team members are based in and around our HQ and workshop in Topsham, where we handcraft all of our beds and mattresses.

45
employees



..is at the heart of what we do.

Living Wage Employer

It's now been over a year since we received our 'Living Wage Employer' accreditation, which has never been more important than during the current economic situation. We felt the accreditation was the best way to formalise a commitment we made a long time ago to pay our whole team at least the Real Living Wage, regardless of their age, role or number of working hours.



Team perks

We've recently introduced a range of new perks for our team which includes a monthly organic veg box from our friends at Riverford Organic, access to the Perkbox discount programme and a Naturalmat mattress on us once they've been with the company for a year.



made in Devon

We always prioritise working with local suppliers, but last year we went a step further and launched a new bed which was grown, matured and handcrafted entirely in our home county.

Made from the highest grade of English Oak timber, The Devon Oak bed is crafted and finished by skilled, local artisans in Devon. The oak comes from a sustainably-managed woodland estate along the banks of River Tamar. It is then graded and dried to perfection by Tom and Polly at a small, family-run sawmill in North Devon. Finally, the wood is carved, assembled and elegantly finished by Bob, our Master Joiner - creating a bed that truly encompasses our love for local provenance.



Dive Project Cornwall

Naturalmat has had strong ties to the high seas ever since our founders set out to handcraft natural and breathable mattresses for boats back in 1999.

So last year we jumped at the opportunity to sponsor Dive Project Cornwall, an educational charity on a mission to teach underprivileged school children the importance of conserving marine life. Along with a cash donation, we contributed 25 of our roll-up Camping Mats for the kids to sleep on whilst at the camp.

Dive Project Cornwall successfully delivered two pilot weeks in 2022 and this year will run week-long educational diving camps between May and September for hundreds of school kids.

They will learn about the importance of the planet's marine environment and its vital role in our very existence, by experiencing the wonderful world underwater.



“Companies like Naturalmat that are committed to sustainability have been key in supporting our mission to protect the oceans.”

ANDY FORSTER
FOUNDER AT
DIVE PROJECT
CORNWALL



supporting our Devon community

the year ahead

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, Ish at impact@naturalmat.co.uk

Our 2023 priorities



closing the loop

Find ways to repurpose our materials offcuts or redirect them into resource-friendly, dedicated waste streams.



sustainable and regenerative sourcing

Expand our regenerative farming project to include more farmers and sponsor a regenerative agriculture educational programme.



healthy sleep for all

Run more healthy sleep workshops and grow our collaborative programme with Cotton Lives On by donating more mattresses to alleviate bed poverty.



climate emergency

Focus on reducing our Scope 3 emissions, particularly those associated with material sourcing and suppliers.



supporting our Devon community

Support more local suppliers and businesses and expand our apprenticeship programme to benefit local communities.



naturalmat®

organic mattresses and beds

made by hand in Devon

Certified



Corporation™



THE QUEEN'S AWARDS
FOR ENTERPRISE
SUSTAINABLE
DEVELOPMENT
2020

Follow our progress on Instagram @naturalmatuk