

Bringing Chemical and Environmental Health to the Online Mattress Trend with Happsly

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An emerging trend in adult mattresses is the option to order product online, bypassing the traditional retail experience. Particularly embraced by a younger demographic, these mattresses offer lower price points, easy delivery and set-up, and simplified shopping experiences. What has been missing, however, are options for healthier materials. Providing these healthier and more sustainable materials while still delivering the benefits of a streamlined online experience is the mission of Happsly.

Inadequate Chemical Regulations | Regulation of the chemicals used in consumer products is woefully inadequate in the U.S., and a lack of transparency regarding materials found in products has plagued the American consumer. State regulations like those passed in Maine, Vermont or California are attempting to address the problem, and while The Frank R. Lautenberg Chemical Safety for the 21st Century Act signed into law in June 2016 looks to boost the regulatory power of the Toxic Substances Control Act (TSCA), if significant changes do occur, they will be slow in arriving.

Economic Growth Opportunities | Growing consumer awareness regarding chemicals in products, however, presents a market opportunity for companies like Happsly willing to listen to the consumer. According to the Organic Trade Association, for example, non-food products account for 8.2% of rapidly growing organic sales (which posted a record \$43.3 bil in the U.S. in 2015). This non-food market segment grew almost 13% between 2014 and 2015. As consumers turn their eyes to healthier consumer products, the \$7 bil U.S. mattress market is wide open for growth in the natural/organic sectors.

While individual companies like Happsly are stepping up to serve this ever growing demand, the lack of required material transparency for the consumer often presents a confusing marketplace. While companies like Happsly work to educate the consumer on safer and healthier products, consumers find the burden of discovery placed on them. Furthermore, a lack of chemical regulation and transparency allows companies producing less healthy products (such as mattresses containing dangerous chemical flame retardants) to sidestep the actual health, environmental and educational costs associated with the manufacturing



and use of these products. These economic consequences are instead pushed onto individuals and communities in the form of higher health care costs.

Another economic benefit of stronger chemical regulations is helping U.S. manufacturers enter foreign markets, particularly in Europe where stronger chemical requirements under REACH outpace requirements in the U.S. The bottom line is that stronger regulatory control of chemicals in products not only supports economic growth and meets consumer demand, but also builds economic wealth in the form of lower healthcare costs. In the absence of adequate regulations, however, companies like Happsly are doggedly pushing their way into the wild west of fighting against an anything-goes approach to materials.

How Happsly Serves the Market with Healthier Materials | The emerging wave of online mattress designs has so far relied on polyurethane foam, a material associated with questionable chemicals. Polyurethane foam is intensely flammable and generally requires flame retardant chemicals, suspected



culprits in a variety of health and developmental concerns ranging from cancer to endocrine disruption. Synthetic foam mattresses also run the risk of off-gassing unpleasant synthetic odors and questionable VOCs, and many of these chemicals are persistent, bioaccumulative toxins (PBTs) that stay on in both humans and animals.

By using encased coils, Happsy avoids polyurethane foam altogether. The encased coil design allows Happsy to be roll packed for easy delivery set up like other bed-in-a-box designs. Happsy also does not use chemical flame retardants or chemical flame barriers. By using less flammable materials, such as organic cotton and wool, Happsy passes all federal flame safety standards without using any flame retardant chemicals. Coils, meanwhile, are encased in polypropylene, again made without chemical flame retardants. In addition, Happsy is also made without synthetic latex and GMO fibers.

The certified organic cotton used in Happsy meets rigorous evaluation, which examines farm-to-finish standards for chemical use, worker welfare, and environmental stewardship. No conventional cotton is used in Happsy, and while the primary differentiator to the end consumer is textiles made without synthetic pesticides, heavy metal dyes, toxic processing chemicals, and GMOs, the overall planetary benefit of organic cotton is sizeable. The business model of Happsy is to build healthier products for people, and in doing so, minimize overall environmental impact.

Toxic Chemicals are NOT Needed for Comfort | The Happsy philosophy began as a business model of not using toxic chemicals. By establishing that foundation at the beginning, all



efforts by the company worked to support that plan, rather than retrofitting an existing usage of toxic chemicals. Happsy proves toxic chemicals are NOT needed to sleep well, and sleep very comfortably.

The Happsy mattress offers individually encased coils to help alleviate pressure points and provide postural support. The organic cotton outer fabric provides a “smooth”, luxurious and comfortable surface feel. Meanwhile, encased coils provide a slight bounce for maximize comfort. Encased coils also isolate movement, allowing one sleeper to get in and out of bed or roll over without disturbing a partner. Finally, the combination of organic cotton, wool, organic latex and coils gives a level of breathability not found in dense blocks of synthetic foam, which can sleep hot and sweaty.

Happsy is part of a new breed of companies that understand healthier design means economic success. The market for these types of products will only continue to grow.

The American Sustainable Business Council (ASBC)

The American Sustainable Business Council (ASBC) is a coalition of businesses and business organizations committed to advancing business policies and practices that support a vibrant, equitable and sustainable economy. Encouraging innovative and ethical business practices, the ASBC understands that sustainable business is good business — and good for the economy.

Harnessing the power of 100,000 businesses and 200,000 entrepreneurs, the ASBC promotes the vision of businesses working toward a sustainable planet. Engaging in issues that include environmental protection, consumer health, employee welfare and more, ASBC members tackle important issues and policies at both the federal and state levels. These diverse business leaders represent the range of local and state chambers of commerce, microenterprise, social enterprise, green and sustainable business groups, NGOs, women and minority business leaders, economic development organizations, and investor and business incubators.

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