

How can we wake up to a better tomorrow?

The RENUVATM Mattress Recycling Program - Achieving circularity across an industry



The RENUVATM Mattress Recycling Program is a circular economy program from Dow, which will implement the first industrial scale reactor to convert end-of-life polyurethane mattresses back to their raw material – polyol.

Why are mattresses causing some to lose sleep?



Every year, around **30 million** mattresses are thrown away in Europe*



If they were all stacked up, the pile would be **678 times** the height of Mount Everest**

* "An overview of possible end-of-life solutions", Europur, 2017

** Assuming an average mattress height of 20 cm. Height of Mount Everest is 8848m

Regulation impact



EU Waste regulation:

65%

Municipal waste recycled by **2030**

EU Green Deal

The Circular Economy Action Plan 2020:

- Reduce the EU's consumption footprint
- Double its circular material use rate
- Include waste reduction targets



French Circular Economy Bill 2020:

100%

Towards 100% of all plastics recycled by **2025**

- Creation of new Extended Producer Responsibility (EPR) schemes
- Bonus for manufacturers incorporating eco-conception processes

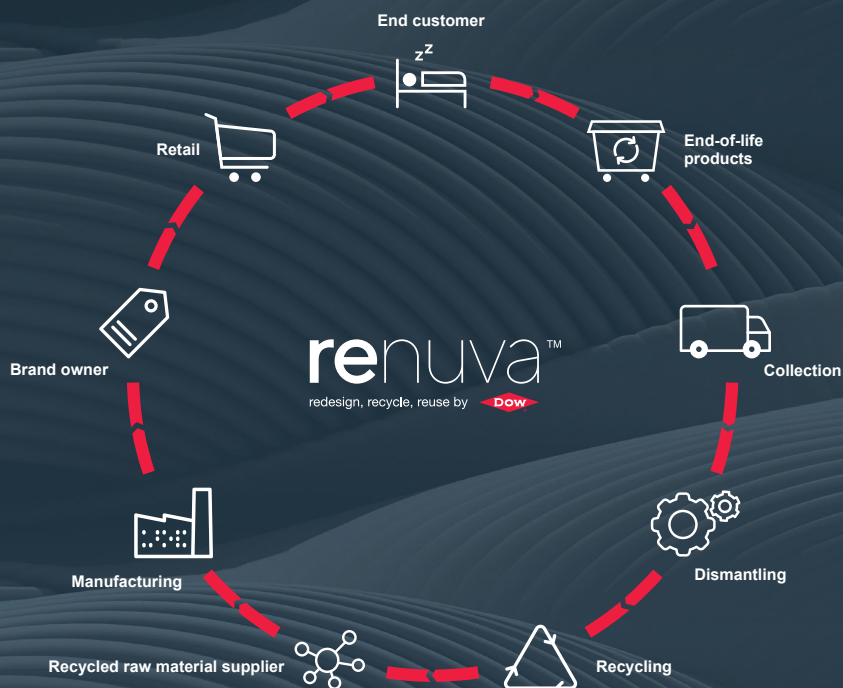


Seek Together™

renuva™
redesign, recycle, reuse by

RENUVA™ Program: A circular economy roadmap

Our circular economy program recycles end-of-life polyurethane products in collaboration with the value chain.



How are we collaborating for success?



- Largest pan-European flexible polyurethane foam producer
- Produces flexible polyurethane foam with RENUVA™ Polyol

écomobilier

- Unique EPR scheme in Europe dedicated to furniture and mattresses
- Supplies end-of-life PU foam for the recycling process



- Operates the process where PU foam will be converted into recycled raw material



- Provides the turnkey installations and technological process know-how



- Recycled raw material compliance
- Application development for new product
- Creation of market and demand for recycled raw material

RENUVA™ performance

Up to **50%**

Replacement of standard polyol in **rigid foam**

Up to **30%**

Replacement of standard polyol in **flex foam**



Comparable foam properties in both **rigid and flex foam**

Let's make this a win-win



Contribute towards reducing our collective emissions and energy consumption



Work with us to develop opportunities for our innovative recycling solutions and benefit communities



Be a part of a new business ecosystem

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