EBIA

European Bedding Industries' Association

NewsMagazine N° 13, September 2017

Dear Members,

We are pleased to report on EBIA's activities in 2016-2017 and wish you enjoyable reading.

Kind regards,

Endre Varga
EBIA President

European Bedding Industry in Berlin: 17th General Assembly

The capital city on the Spree River was the host of EBIA's 17th General Assembly.
Former EBIA President Philipp Burgtorf opened the reunion and warmly welcomed all participants and thanked them for having decided to come to Berlin.

Guest speaker presentations

- LCA (lifecycle analysis) Study, by Wolfram Frank, Europur
- Sustainable PU, by Richard Northcote, Covestro
- Mattress Recycling, by Franck Berrebi, Recyc-Matelas
- The German Mattress Market, by Christoph von Wrisberg, Recticel
- Recycling
  - ✓ France, by Cécile des Abbayes, Eco-Mobilier
  - ✓ Belgium, by Filip De Jaeger, Fedustria
  - ✓ The Netherlands, by Herman Jurrius, CBM
  - ✓ US, by Ryan Trainer, ISPA
- Close to You !, by Hans Dewaele, BekaertDeslee
- Company Presentation of Biocrystal, by Vesna Pavletić

EBIA 17th General Assembly – Berlin 2016

European Bedding Industries' Association

Actual Topics

Circular Economy Package

The Circular Economy Package (CEP) 2.0, issued by the European Commission (EC) on 2 December 2015, aims at stimulating the EU's transition towards a sustainable, low carbon, resource efficient and competitive economy. The Package consists of an action plan and proposals for Directives on waste, packaging waste, and landfill. These proposals intend to turn waste into resource and close the loop of the circular economy.

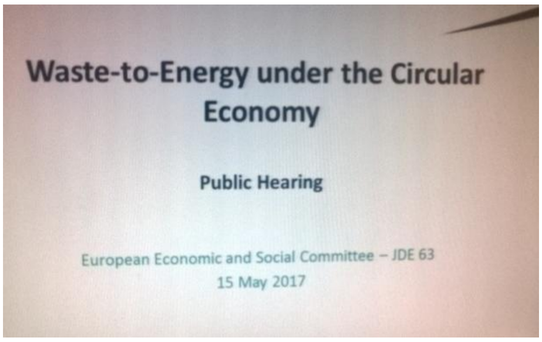
EESC Public Hearing Waste-to-Energy under the Circular Economy dd. 15th May 2017

The European Economic and Social Committee (EESC) is currently drawing up an opinion on the European Commission (EC) Communication on the role of Waste-to-Energy (W-t-E) in the Circular Economy (CE).

In order to feed its opinion, EESC invited the Confederation of the European W-t-E Plants (CEWEP), the European Confederation of Recycling Industries (EuRIC), the European Federation of Waste Management and Environmental Services (FEAD), the European Biogas association (EBA), the European Suppliers of W-t-E Technologies (ESWET), Municipal Waste Europe (MWE), and Zero Waste Europe, as well as all relevant stakeholders for a Public Hearing consisting of two panels followed by discussions:

- 1st Panel - Waste-to-Energy and the Circular Economy: allies or enemies?
- 2nd Panel - Moving up towards the highest stages of the waste hierarchy: setting the right incentives, using the right instruments

Mr Lohan, Rapporteur for this opinion, and Mr Pezzini, co-Rapporteur for this opinion and Rapporteur for the past opinion on Eco-design, also attended the meeting.



Key messages:

- Both the W-t-E and the CE are supporting the principle of sustainability though W-t-E is very low in the waste hierarchy promoted by the CE, just above landfilling which is to be avoided.
- While it is important to prevent waste, to re-use and recycle products, waste cannot be completely avoided. Products and materials cannot be recycled forever and each cycle is producing residues. Furthermore, more recycling will lead to more residues.
- W-t-E is adopting the resource efficiency and cascading use principles. It is not using raw material but waste.
- Operators, facilities which are processing waste into energy are often also recycling.

- W-t-E is also a valuable option to get rid of the pollutants and legacy chemicals which are difficult to separate. W-t-E ensures that they are not re-entering the cycle and prevent recycling and manufacture of quality products.
- Moreover, waste is a source of energy that can be taken into account in a balanced energy mix for meeting the EU demand which is still partly satisfied by imports at a cost of EUR 1 billion a day.
- Private and public W-t-E operators need to have visibility to make investments which are lengthy to be amortized (30 years). They need raw material – waste - to produce energy.
- When industrial and commercial wastes are taken into account with municipal waste, there is no W-t-E overcapacity in the EU. Furthermore, some waste streams are still shipped outside of the EU and could be treated (in better conditions) within the Union boundaries.
- W-t-E operators are conscious that efficiency is the key (for instance, biogas). Their processes can fit very well with district Heating & Cooling systems.
- W-t-E preserves the value of waste and is complementary to recycling solutions.
- W-t-E can be the most sustainable solution according to circumstances which are contrasted throughout the EU: climatic conditions, culture, geography in general, finances...
- W-t-E processes have the lowest emissions levels.
- W-t-E allows avoiding landfill while 50% of the EU Member States do still landfill more than 50% of their municipal waste. It avoids that the value of waste is lost and pollutants leak in landfill areas.
- Nevertheless, NGOs highlight that there are still other solutions to be preferred to W-t-E - preventing waste, energy conservation… They remain prone to tax both landfill and incineration.
- W-t-E operators and the industry representatives underline that (higher) taxes will have to be borne by the consumers and that incineration caps will not limit the quantity of waste to be recycled.
- W-t-E is linked to waste and energy, and thus to the Waste Framework Directive and the revision of the Renewable Energy Directive (RED II).
- Clearly, there is no one-size fits all solutions, and complementarities between options should be preferred.

During the discussion, Mr Varga, EBIA President, emphasised that while the mattress industry is committed to working together with all stakeholders on CE solutions, due to the specificity of the product it needs time to make the transition towards the circular economy models such as Eco-Design, Extended Producer Responsibility (EPR), and recycling. The overarching aim of European mattress producers is to keep sleep quality at the highest level for the end-consumers. Realistic transition periods and a step-by-step approach are a *sine qua non* if the sector is to achieve a harmonious balance of economic, social and environmental resource efficiency. Logistics questions and the problem of legacy chemicals have first to be solved and W-t-E is offering an interesting solution which should be clearly separated from landfill in the waste hierarchy. He concluded by saying that EBIA sees resource efficiency as the overarching goal of circular economy, rather than the principle of circularity *per se*. An effect-based rather than principle-based approach to CE should be favoured in this context. Mr Varga also reminded that the industry and the economy are one of the three carrying pillars of the sustainable development, and should not be threatened by additional taxation of the W-t-E process.

Circular Economy: the role of business in developing the green economy dd. 22nd June 2017 - Debate with Mr Karmenu Vella, European Commissioner for Environment, Maritime Affairs and Fisheries

Key messages from Mr Vella's speech:

- The economic competition is at a global level and the different European sectors should first *grow the cake*.
- The private sector is doing well in terms of sustainability.
- Resource efficiency is the objective.
- Innovation and investments in research are the keys.
- Resource management should come before waste management – waste has to be avoided (design, re-use, recycling).
- Statistics on waste flows are necessary.
- The EU authorities should facilitate and not only legislate.
- The development of the EU Plastics Strategy is ongoing.

During the debate, Mr Varga, EBIA President, underlined that the EC should take a selective approach *vis à vis* different industrial sectors, instead of putting all in the same basket. The major preoccupation of the EU mattress industry is the ultimate satisfaction of the consumer and this objective can only be fulfilled by constantly delivering optimum quality products often requiring very specific dismantling procedures. We spend 1/3 of our lives on a mattress and the well-being of the individual – today more than ever – is the primary aim of our industry. The bedding industry is working on future solutions, but this transition towards the circular economy models such as Eco-Design, Extended Producer Responsibility (EPR) and recycling needs time, during which lasting partnerships based on a mutual understanding between the authorities and the industry have to be forged. Mr Vella underlined the importance of innovation, which needs time and investments, but also that non-recyclable material should be finally removed from the market.

Instead of reducing waste management and recycling targets, Mr Vella prefers to keep ambitious objectives and help the Member States which are lagging behind.

Mr Varga expressed his disappointment that the Waste-to-Energy option is considered almost as bad as landfilling within the Waste Management framework, despite its multiple societal advantages. Mr Vella agreed but explained that Waste-to-Energy should not only be seen as an alibi either, preventing the use of more efficient options such as re-use and recycling.

Finally, Mr Varga emphasised that the ever louder call by EU authorities for fulfilling global green competitive criteria paints a somewhat distorted picture of reality and puts excessive burdens on the EU industry. Producers in China or the US (not to speak about Russia…) do not have to meet the same environmental requirements as in the EU. Is this not too ambitious? The EU is too often supporting the environmental and the social pillars of the sustainable development at the expense of the third but still necessary one: economy!

Commissioner Vella agreed that sustainability can only achieve its goalsetting through the permanent interaction of all economic, social and environmental components.

EFIC High Level Conference on Circular Economy and the Furniture Sector

On 27th June 2017, EFIC held a conference on the implementation of the circular economy by the European furniture sector. More than 70 participants registered for this meeting.

Key messages:

- **Mrs D'Cunha from DG ENVI** reminded the basic principles of the circular economy. The aim is to maintain the value of products as long as possible in the economy, including by using waste as resources.

- GPP (Green Public Procurement) can boost the implementation of the Circular Economy Package as well as Eco-Labels. Indeed, new/revised Eco-Labels are now including criteria measuring the contribution of products to the resource efficiency and the circular economy.

- **Mr Wiesner, EFIC President**, underlined the expectations of the furniture industry as regards the circular economy. EFIC has adopted a positive attitude towards circular economy and communicates it to its members. The dialogue has to take place along the whole supply chain to be successful. Furthermore, a step by step approach, with clear priorities, is necessary to ensure the transition towards the circular economy, as well as balancing environmental and economic requirements - the circular economy should not represent a competitive disadvantage for the European industry. Special attention should also be paid to SMEs whilst all companies should face a level-playing field. Educational and economic support is requested by the sector to, amongst others, improve the consumers' awareness and share best practices.
- Should Ecodesign, EPR (Extended Producer Responsibility) and smart chemical policy be applied, they have to concern all products, also imported and/or sold on-line ones.
- Concerning flame retardants, not too many compromises on the quality can be made.
- **Mr Wachholz from EEB (European Environmental Bureau)**, commented the study on policy scenarios and their potential impacts for the furniture sector to move towards the circular economy. The study aims at identifying the main constraints and opportunities along the supply chains, and the key factors to accelerate the transition as well as to assess the benefits in terms of GHG emissions savings, cost savings and resource efficiency. So far, the furniture sector is still in a linear business model - the same volumes of products enter and get out of the market. The mattress industry needs tailor-made solutions to become circular. The study derives 6 potential packages/combinations of policies (EPR, labels, incentives...) to deliver different degrees of circularity and address market failures both on the supply and the demand side. Some of the packages will better fit to specic types of furniture products.
- **Mr Pellegrini from DG GROW** underlined the protectionist trends observed in the World (for instance, the stand-still of the TTIP negotiations). On the other hand, the CETA between the EU and Canada has been adopted; negotiations of the EU-Japan Free Trade Agreement are fastening while the EU-Mercosur discussions have restarted.

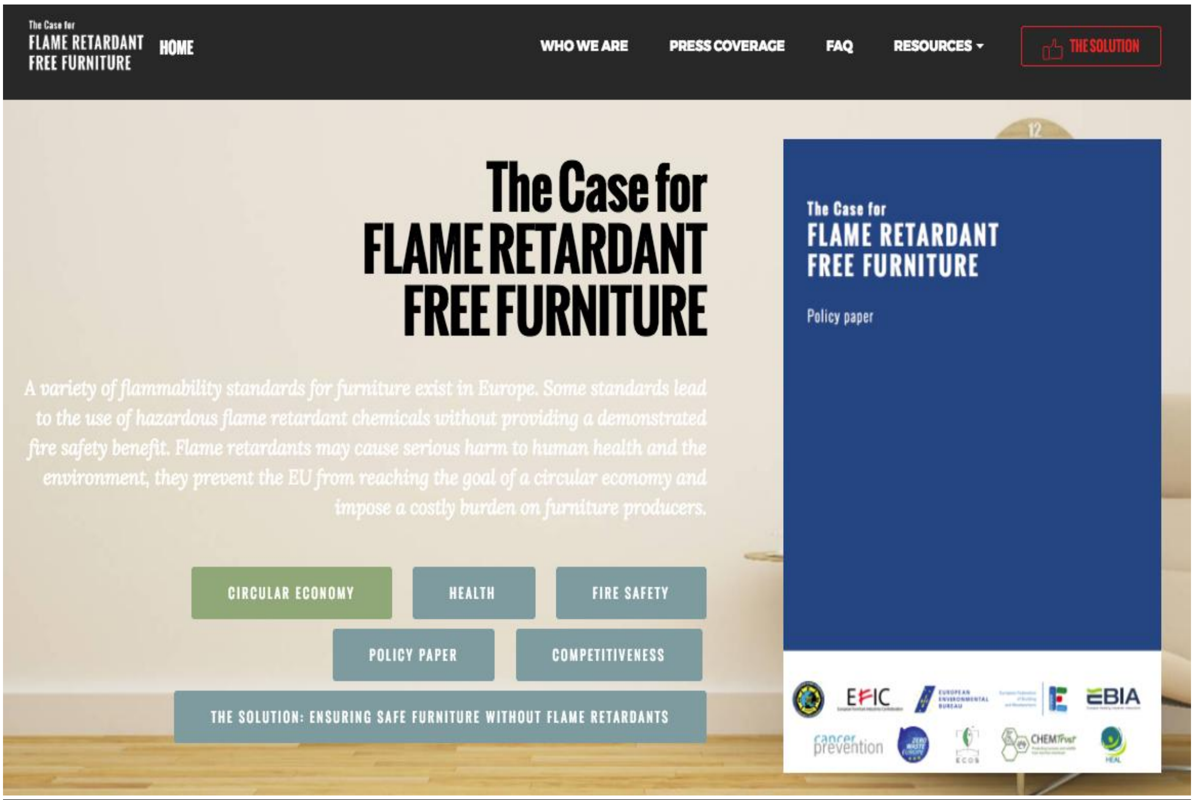
During the Questions & Answers time, **Mr Varga** emphasised the time factor and the need to balance the three pillars of the sustainable development. He requested more information from Mr Wachholz on the tailor-made solutions for mattresses. Mr Wachholz answered that this conclusion was derived from a study on bulky waste which recognises the difficulty of dismantling mattresses and recovering the materials composing them. Mattresses are not the best products to be covered by EPR. Mr Wachholz added that this difficulty to recycle mattresses could justify the Waste-to-Energy option.

The first panel discussion underlined the obstacles to the implementation of the circular economy such as the presence of chemicals (including flame retardants) and the need to have business and consumer value.

Finally, the Estonian representatives listed their relevant priorities for their Presidency which will start on 1st July: ETS/ESD/LULUCF and the Circular Economy Package but also labels, environmental footprints, and products passports.

Flame Retardant Free Furniture in Europe

A 1st view of the new EFIC-EBIA website which will be launched mid October.



www.safefurniture.eu

EU Mattresses - Market Report

Analysis and Forecast to 2025" – IndexBOX Marketing 2017

Summary

This report describes the EU market for mattresses based on relevant Eurostat data, complemented with UN Comtrade database and information from the main European producers' websites. The usual limits of Eurostat data series such as incompleteness, partial reporting due to confidentiality rules, delay in reporting (more recent data cover the year 2015), have to be taken into account as well as their main advantage - their official character.

Structural Business Statistics

In the EU28, almost 120.000 companies were manufacturing mattresses in 2014, employing almost 1 million persons and generating 29 billion of value added. Micro and SMEs (less than 20 jobs) were producing 35% of this value added while largest companies (more than 250 jobs) accounted for 25%, and 26% were produced by companies employing 50 to 250 persons.

Consumption

Only the apparent consumption is considered so inventory's variations are not taken into account. The EU consumption in value represented 4.3 billion EUR in 2015 and an increase of 13% compared to 2014. Between 2007 and 2015, the market experienced mixed dynamics but an upward trend is now consolidating.

In value, Germany, the UK, France and Italy had the highest demands for mattresses in Europe. Together they accounted for 61% of the EU consumption. The highest consumptions of mattresses per capita were observed in Denmark, Austria, Sweden, the UK and France – all above 10 EUR/year compared to 8.2 EUR/year for the European average.

Reflecting the economic and construction activity recovery, consumption of mattresses is expected to grow further on the forecast period 2015-2025 by an estimated average annual growth of 1.6%, and to reach the 5 billion EUR threshold. Germany, the UK and France are already the largest markets for mattresses and are forecast to be the countries with the larger progressions in the near future. Despite a flat consumption, Italy could also be a promising market. On the contrary, consumption volume in Spain is not expected to rise significantly in the coming years.

Production

54 million mattresses have been produced in the EU in 2015. This represents an increase by 12% compared to 2014. In value, the 2015 production rose by 13% and reached €4.5 billion.

Mattresses with spring interiors accounted for 49% of the production followed by mattresses of cellular plastics (29%) and mattresses of cellular rubber (10%). Production also showed mixed trends during the years 2007-2015. Mattresses of cellular plastics increased the most (+2.9% per year in average) while mattresses of cellular rubber shrank by 3% on average each year.

In value, the UK, Poland, Germany, Italy and France were the main European producers and together accounted for 67% of the EU production in 2015. Polish output progressed the most between 2007 and 2015 (+11.1% per year in average). In quantity (units), Poland was the main European producer followed at a distance by Italy, Germany and the UK.

Trade flows

The EU market for mattresses is highly concentrated and the trade flows from and to the EU28 have no major influence on the dynamics of the market. Only 8% of the European production is exported outside the EU, and 5% of the European consumption is met by extra-EU imports. EU28 is thus a net exporter of mattresses. This reflects the well-developed European mattress industry and its competitiveness.

On the other hand, there are important intra-EU28 trade flows. The Netherlands, Denmark, Sweden and Belgium rely the most on foreign production of mattresses in and outside the EU28. On the contrary, national domestic production meets around 85% of the demand in the UK and Italy.

Imports

In 2015, 285,000 tonnes of mattresses or 1.46 billion EUR in value have been imported by the Member States. 86% are intra-EU28 "imports" while 14% are coming from the rest of the world, mainly from China, Turkey, Norway and Switzerland. Compared to 2014, imports in quantity and value rose by 5% and 8% respectively.

52% of the total imports were mattresses of cellular rubber or plastics, whether or not covered, and mattresses of other materials accounted for 48%.

Germany, France, the UK, The Netherlands, Sweden, Spain and Denmark were the main destinations of total imports of mattresses.

Exports

347,000 tons of mattresses have been exported by the European manufacturers in and outside the EU28 in 2015, representing 1.85 billion EUR and a progression of 8% in quantity and 9% in value compared to the previous year. 79% of the sales took place within the EU28 while 21% are going out of the EU28, mainly to Switzerland, Norway, Japan, the US and South Korea.

Mattresses of cellular rubber or plastics accounted for 53% of the total exports while mattresses of other materials represented 47%.

Poland accounted for 31% of the total EU exports, followed but distantly by Denmark, Belgium, Italy, Germany and The Netherlands. Together these countries represented 72% of the EU exports of mattresses in 2015.

The study is also analysing **prices** which will not be commented here for obvious reasons linked to compliance with relevant EU competition rules.

As regards the **trade channels**, the digitalisation and the development of e-trade have transformed the relations between consumers and producers, distributors and retailers. Nevertheless, it seems that these new tools are complementary to the traditional trade channels.

Country Reports

Belgium

The Belgian Mattress market
According to an independent study performed by Recydata, and gathering data from producers, importers and retailers, 878.968 mattresses would have been sold on the Belgian private market in 2016: 61% (around 538.000 pieces) less than 120 cm wide, 39% more than 120 cm wide. This equals around 1.2 million sleeping places.

In 2016, the sector of mattresses and bed bases achieved a turnover of 398.3 million euro, an increase by 2.8% compared to 2015. The results in the first quarter of 2017 were slightly below the 2016 result, falling by 1.4% to a value of 107.1 million. The first months of 2017 have been characterised by a low degree of activity in the furniture retail and specialist bedding trade.

Extended Producer Responsibility for mattresses: not before 2021
The Flemish government decided in spring 2017 that the extended producer responsibility for mattresses, incl. a recovery and recycling obligation, will not be introduced by 1st January 2018 as originally foreseen but has been postponed until 1st January 2021. Reasons for this deadline extension are the ongoing discussions with the Walloon and Brussels authorities on a nationwide EPR scheme, as requested by the sector, the lack of efficient re-use and recycling opportunities for the foams and textiles from the discarded mattresses, and the lack of knowledge about the professional market.

The sector has welcomed the deadline extension which should give time to further explore economically viable and environmentally sound recovery and recycling options rather than putting extra burden on the companies in setting up a recovery system that would not bring any real environmental benefit but only additional costs for consumers.

VALUMAT asbl created
Even though the deadline for the introduction of an EPR scheme for mattresses has been postponed, the sector (mattress manufacturers LS Bedding, Veldeman, Recor Bedding and Recticel, and Fedustria), together with the organisations for the retail and distribution trade (Navem and Comeos), have signed the statutes of the non-profit association Valumat asbl on 26 June 2017. As from now, Valumat will serve as the spokes body for the sector in future discussions with policy makers on the EPR scheme for mattresses and also take up the responsibility for the future EPR scheme. Fedustria welcomes all Belgian mattress manufacturers to become a member of Valumat asbl.

Mr Geert Geerkens (Veldeman Bedding) has been appointed chairman of the Board of Valumat asbl.

Activities of the "Slaapraad"
Established since 1996, De Slaapraad focuses on raising consumers' awareness of the importance to change a mattress every ten years for a healthy sleep. By means of promotional campaigns, this 10-year message is widely spread. During spring 2017 a radio campaign was set up on the Flemish radio stations Studio Brussel and Radio 2. The website of De Slaapraad (with integrated dealer locator) was also renewed and a facebook page was created.

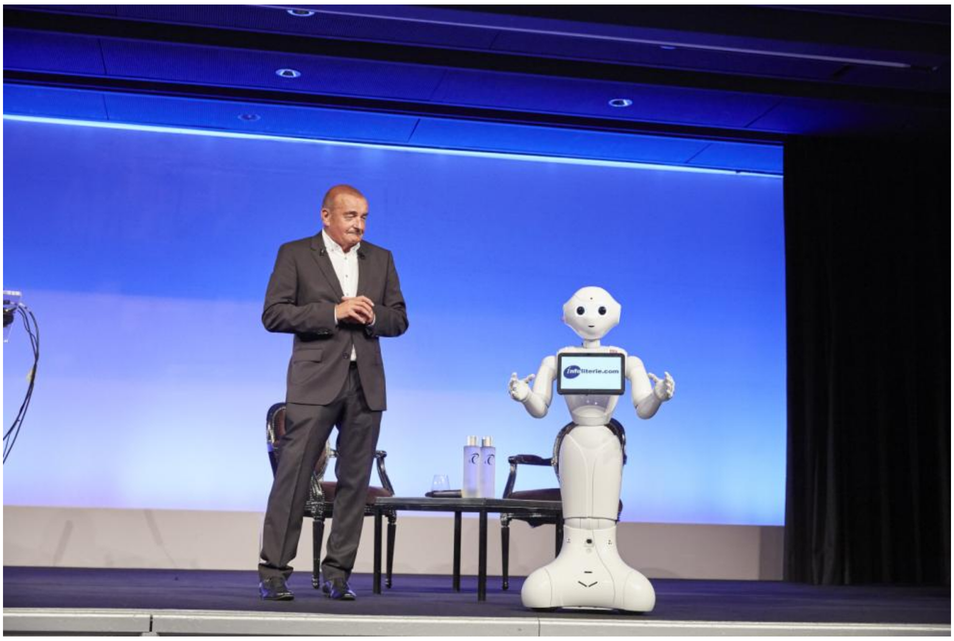
Since 2016 De Slaapraad also organises academies (training sessions) for the sales persons of the bedding retail. A first academy, hosted by BekaertDeslee focussed on mattress ticking and latest innovations. Recticel organised training on the different types of PU foam. The latest Slaapraad Academy took place at Latexco and concerned the production process of latex foams. By means of these academies De Slaapraad wants to elevate the knowledge level and the salesmanship of the bedding retail supporting them in their communication with well-informed consumers.

France

Market
The market performed well in 2016, with an increase of 5.5 % vs 2015 (which was already + 4.1% versus 2014). Unfortunately, the beginning of 2017 has been tough, but forecasts for the end of the year are stable versus 2016.

General Assembly and "Rencontre"
The General Assembly took place in Paris at the end of June. The new Board re-elected Luis Flaquer as treasurer and Gérard Delautre as President of APL (Promotion Association for Bedding) for 3 more years.
The traditional "Rencontre" following the assembly was a real success with 30% more participants.

Some subjects presented were the same as previous years (end-of-life, market studies) while other presentations focussed on new and futurist topics (Marketing Technic Blue Ocean, new technologies associated to bedding, robots…).



An important part of the event was devoted to presenting our scientific studies on back pain and performance (in partnership with the European Sleep Center and the JP Dick team).

Consumer and Prescribers Communication

<u>Site infoliterie.com</u>
Our last site "infoliterie.com" (the 5th) was created only a year ago but it was necessary to modify it in order to make it more efficient and useful, especially for journalists and prescribers.

<u>Social networks</u>
Our Facebook page "I love my bed" is still very popular with more than 210 000 followers despite the suppression of inactive accounts by Facebook. Twitter and Pinterest are still improving.

<u>Webserie</u>
4 new episodes of our Webserie “Une affaire de tout repos”, all based on the arguments of our scientific studies, were launched at the end of 2016 and in June 2017.

<u>Radio</u>
100 new messages “infoliterie.com were delivered on national radios (France Inter & RMC) at the end of 2016. 4 “direct on radio” and 2 televisions sessions were organized with Gerard Delautre in order to promote our usual messages.

<u>17th "Sleep Day"</u>
The theme of the 17th “Sleep Day” in March was: “sleeping alone…or not”; it corresponds to our study “Acticouple”; that the reason why we participated in the new virtual “Village Sommeil” which was a real success on the web.

Focus groups and CCI

Dr Duforez and G Delautre organise regular focus group meetings with company doctors who are very interested to learn more about how to advise their employees to think about renewing and upgrading the quality of their bedding instead of taking medication to help them sleep. Improved sleeping patterns contribute to better health and performance during the day, which is of course beneficial for the company (less absenteeism, fewer accidents etc.).
The CCI (International Chamber of commerce) approached us for the same reason. They asked us to participate in 2 movies on this subject which they distributed to 200.000 firms.

Pharmacies

End of 2016, a test in the north of France was done to check the acceptability, through drug stores, of delivering information about bedding to their customers; the results were so good that the Board decided to launch the operation on the whole French market next October.

Italy

Market situation

During first 8 months of 2017 the Italian market situation has been steady, with some little increases in specific market areas.

All bedding companies did concentrate heavily on sell-in processes, trying to motivate dealers by offering them better conditions and prices.

We estimate that the overall market increase in value was about 2-3% with stable or even increasing volumes; biggest increase on pocketed coils technology rather than PU/memory foam which is decreasing its average price due to introduction of cheaper foams. Latex has almost disappeared also due to the fact that even the traditional strongest brands went out of the market. Mattress average prices in contract/hotel market have unexpectedly dropped due to entrance of new players which are also importing cheap and low quality beds from outside the EU.

Different marketing channels are arising and gaining market share: web sales, direct e-commerce even from producers, specialty chained bedding stores, and department stores.

Technology is quickly changing the way of buying bedding, and marketing is slowly adapting to this evolution.

Traditional retailers have realised they need to modify their selling formulas because mattresses can now be easily found everywhere. Brands are still a good driver but mass distribution influences the psychological price of a bed set. The increased consumer's awareness on the importance of a good night of sleep is, however, a big help for brands that usually are the ones that offer also higher quality products.

Circular Economy: recycling of used mattresses at the end of life

The issue has become topical: the government has announced a decree on the subject which will soon be issued. The Italian Bedding Federation in FederlegnoArredo has set up a working group to closely follow up the matter with its representatives and discuss with national authorities.

Spain

Political stability needed to confirm economic recovery and keep on the right track

The Spanish economy has registered in the last year a rather favourable performance, maintaining a good pace of growth which will most likely continue in the forthcoming year. Indeed, growth forecasts for our economy have been recently adjusted upwards and would probably be in the range of 3.2% by the end of 2017.

This buoyant behaviour of the Spanish economy was largely due to private consumption, which remained brisk for most of the year, supported by favourable financing conditions along with a sharp reduction of the households' leverage level and the edging up of employment rates, all this in a context of moderate inflation, which stood steady at a 1,5% rate.

The satisfactory path of exports and the declining trend in oil prices were also tailwinds leading to a consolidated improvement of the Spanish economy. It is expected that most of these positive prospects at macroeconomic level will be further translated and become a tangible reality for individuals throughout the period 2017-2018.

In the political arena, however, there are some factors that could affect negatively the growth of our Economy. With the Popular Party (PP) governing in minority and continuously contested by manifold political parties, a possible deceleration in the reform agenda as a result of the pressure exerted by the left-wing parties and the ever more manifest cash-flow problems, still with a high debt level, may generate uncertainty, thus weakening the confidence index and hindering the consumption level of householders.

On the other hand, since the recovery has been largely sustained by favourable exogenous factors (oil prices, monetary policies), an eventual abate of these developments could equally make the recovery lose traction.

Finally, the continuous disruptions of the single market remain a major threaten and a burden for the Spanish economy that our political leaders should aim to cope with in a more satisfactorily way.

ASOCAMA's Communication Activities

With this situation, ASOCAMA continued in the period 2016-17 the communication strategy carried out in previous years based on the overarching goal of boosting private consumption, seeking to reinforce the message get across in former campaigns about the need of renovating the bedding set over a maximum period of 10 years.

ASOCAMA has published different Press Releases on various issues of interest for consumers, with a notorious impact in specialized media.

Likewise, ASOCAMA participated in a number of Radio interviews throughout the years 2016 and 2017 and realized a few advertising in various women´s magazines.

ASOCAMA collaborated as well with some of the major Spanish generalist media, including the publication of diverse monographic articles in the Economic section of "El País" and "El Mundo" Journals, about the current situation of the Bedding Sector and the economic weight of our Industry, thus expanding the scope of its targeted readers.

<u>Key message and reasons why:</u>
- Mattress with 10 years is like having no mattress.
- Hygiene and health.

ASOCAMA's Communication Activities

ASOCAMA has recently accomplished a redesigning process of its website aiming to improve it and make it more modern and user-friendly.

As a result, the website will better serve as a useful tool for potential consumers considering the purchase of a bedding product.

ASOCAMA also assists consumers regularly, providing them with technical information before their purchase as well as with recommendations on the optimal use and care of the product acquired.

Key messages of the renovated web:

- We spend about one third of our life in bed: importance of a good rest.
- A decade is enough: After 10 years no mattress can conserve its original properties.
- Buy your mattress in a reliable commercial establishment: It is a quality guarantee.

<u>Press releases & interviews</u>

EL MUNDO

ZEN

CUERPO | MENTE | SEXO | FAMILIA & CO | ESTILO Y GASTRO | VIAJES | BIENESTAR

Cuerpo

¿Cómo elegir el colchón perfecto?

COMPARTIDO 6

5 COMENTARIOS

RAQUEL FERNÁNDEZ

- Dormir en una superficie inapropiada puede provocar dolores de espalda o dificultar el descanso
- Los colchones del mercado: escoja el suyo

PATRICIA LOZANO SEGUIR @p_lozano7

10/11/2016 03:03

Una noche de sueño ayuda a recuperarse de la jornada, pero no se trata sólo de dormir, sino de hacerlo correctamente, "sin despertares, malas posturas o dolores y contracturas. Porque de otro modo, nos sentiremos cansados y nos costará más trabajar, concentrarnos o tomar decisiones", afirma Ignacio Fernández Zurita

HERALDO

Lunes, 31 de julio de 2017, actualizado a las 09:30 horas

Premium Aragón Deportes Real Zaragoza Nacional Internacional Economía

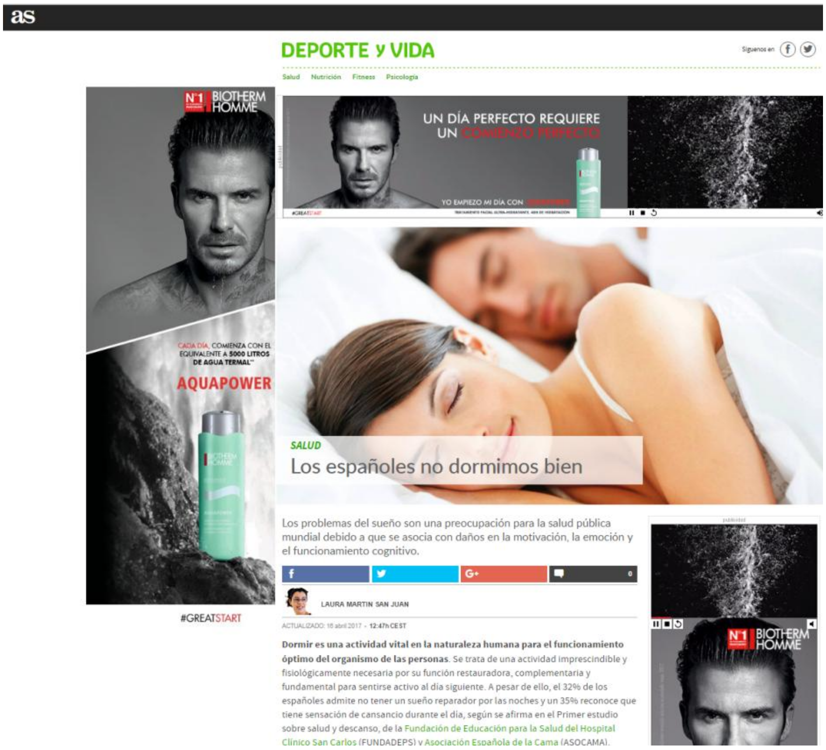
FOTOS DE STOCK, VÍDEOS E ILUSTRACIONES

Suplementos

Salud y descanso en verano

La encuesta realizada para el Primer Estudio de Salud y Descanso de la Asociación Española de la Cama (As... no duerme la siesta. Los que tienen esta costumbre, lo hacen sobre todo en el sofá.

descanso



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DEPORTE y VIDA

Salud Nutrición Fitness Psicología

SALUD

Los españoles no dormimos bien

Los problemas del sueño son una preocupación para la salud pública mundial debido a que se asocia con daños en la motivación, la emoción y el funcionamiento cognitivo.

LAURA MARTIN SAN JUAN

ACTUALIZADO: 18 abril 2017 - 12:47h CEST

Dormir es una actividad vital en la naturaleza humana para el funcionamiento óptimo del organismo de las personas. Se trata de una actividad imprescindible y fisiológicamente necesaria por su función restauradora, complementaria y fundamental para sentirse activo al día siguiente. A pesar de ello, el 32% de los españoles admite no tener un sueño reparador por las noches y un 35% reconoce que tiene sensación de cansancio durante el día, según se afirma en el Primer estudio sobre salud y descanso, de la Fundación de Educación para la Salud del Hospital Clínico San Carlos (FUNDADEPS) y Asociación Española de la Cama (ASOCAMA).

United Kingdom

The belt tightens

There is no doubt that the past 12 months, since the UK voted to leave the EU, has been tougher for the bed industry, after several years of double digit growth.

NBF figures for 2016 showed a growth of 15% in the UK bed market compared to 2015, to an estimated £925 million ex-factory prices. But things have slowed down dramatically in the light of Brexit uncertainty coupled with static wage growth. The first quarter of 2017 showed just a small increase year on year of 2%. Indications are that the slowdown has continued through the second quarter of 2017.

In addition, although the drop in the value of the pound against the Euro has made imported beds and mattresses more expensive, most UK manufacturers source many of their components overseas so raw materials costs have risen, putting pressure on margins.

Against this more cautious and tougher backdrop, companies are as yet still making efforts to explore new product features, new distribution channels and new ways of marketing. Several are also exploiting the weak pound and making forays into exporting for the first time.

All boxed up

The 'mattress in a box' that can be sold online continues to be a major growth sector, with a proliferation of tech start-up companies with considerable financial backing now operating in this sector – alongside own-brand options from many of the major retail and manufacturing outfits. However the NBF latest consumer research (conducted in February 2017, with 500 age-representative people who had bought a mattress in the previous six months) indicates it only accounted for about 2% of the total mattress market in the six months September 2016 to February 2017. We expect this share to increase when the next survey is done in September 2017, as the major players are spending large amounts on advertising and promotion. Again, NBF figures would indicate that online purchases now account for 46% compared to 40% previously.

Spring interiors still dominate the UK mattress market with 86% share, albeit as hybrid constructions with the addition of memory foam, gel foam or latex foam. According to government statistics for 2015, over 50% of all foam mattresses sold in the UK were imported and just 5% of spring interior mattresses. Imports accounted for just 12% of the UK mattress market in total.

Trust matters

As the market tightens and online sales increase, the issue of trust is becoming more important. The NBF Code of Practice has been extended in the past 12 months, to include compliance checks on other important, product-specific regulations such as textile composition labelling, EUTR, REACH and biocide regulations, in addition to flammability, trade descriptions and cleanliness of fillings. All NBF manufacturer members have been re-audited against these stringent criteria in the past 12 months. The Code and the audit scheme is continually reviewed with the aim of both inspiring confidence amongst our members' customers that it is effective; and providing the right balance for audited NBF members between help and support and effective policing.

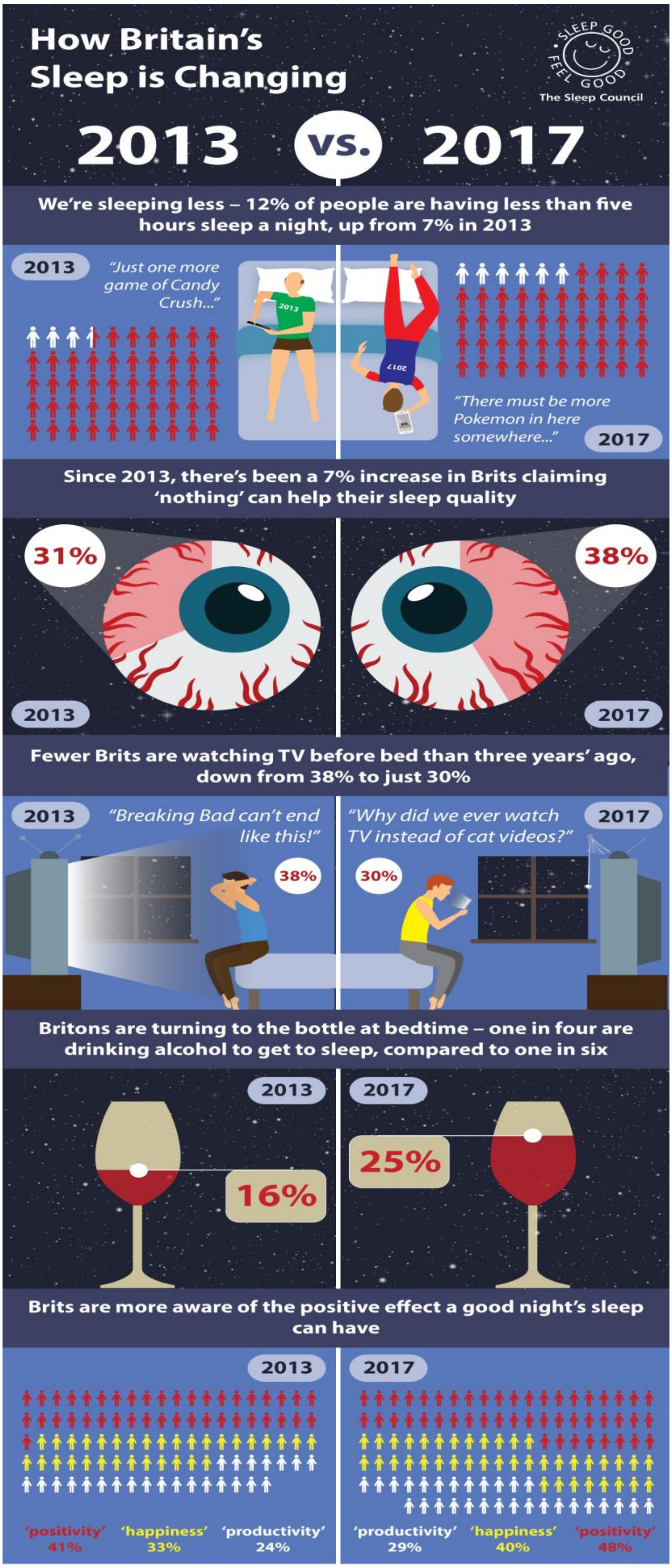
So does getting greener

Recycling remains an important issue and there is increasing evidence of market leaders working on product design and innovation which will make recycling at end of life easier; as well as efforts to reduce ex-factory waste. The results of some of these innovations will have been seen the first time at the Bed Show – the bed specific event the NBF has held annually since 2010 for its members to exhibit.

The NBF is working together with the Textile Recycling Association on a register of approved mattress recyclers, which will be underpinned by independent site audits. It is hoped to launch the register early in 2018.

Not so sleepy advice

Meanwhile the NBF's consumer education arm – The Sleep Council - continues to plays its role as an authoritative source on sleep, with the publication in February of the second Great British Bedtime Report. It has recently commissioned a project with one of the UK's leading sleep clinics to put together the definitive, evidence-based guide to good sleep. A brand new website at www.sleepcouncil.org.uk now contains a specially designed 30-day sleep plan which individuals can use to tailor sleep support and advice to their specific requirements.


How Britain's Sleep is Changing
SLEEP GOOD FEEL GOOD
The Sleep Council
2013 vs. 2017
We're sleeping less – 12% of people are having less than five hours sleep a night, up from 7% in 2013
2013
"Just one more game of Candy Crush..."
2013
2017
"There must be more Pokemon in here somewhere..."
2017
Since 2013, there's been a 7% increase in Brits claiming 'nothing' can help their sleep quality
31%
38%
2013
2017
Fewer Brits are watching TV before bed than three years' ago, down from 38% to just 30%
2013
"Breaking Bad can't end like this!"
38%
30%
"Why did we ever watch TV instead of cat videos?"
2017
Britons are turning to the bottle at bedtime – one in four are drinking alcohol to get to sleep, compared to one in six
2013
2017
16%
25%
Brits are more aware of the positive effect a good night's sleep can have
2013
2017
'positivity' 41%
'happiness' 33%
'productivity' 24%
'productivity' 29%
'happiness' 40%
'positivity' 48%

Welcome to Athens, the World's Ancient Capital

Athens is the **historical capital of Europe**, with a long history, dating from the first settlement in the **Neolithic age**. In the 5^{th} Century BC (the "Golden Age of Pericles") – the culmination of Athens' long, fascinating history – the city's values and civilization acquired a universal significance. Over the years, a multitude of conquerors occupied Athens, and erected unique, **splendid monuments** - a rare historical palimpsest. In 1834, it became the capital of the modern **Greek state** and in two centuries since it has become an attractive **modern metropolis** with unrivalled charm.

A large part of the town's historic centre has been converted into a 3-kilometre **pedestrian zone** (the largest in Europe), leading to the major archaeological sites, reconstructing – to a large degree – the ancient landscape.

The magnificent Acropolis, visible from almost every part of the city, reminds of Greeks heritage.

A warm welcome to all EBIA members!

We look forward to seeing you on 27^{th} & 28^{th} September 2018.