



Glossary of Terms Frequently Used in Environmental Marketing Claims

Developed by the [Specialty Sleep Association \(SSA\)](http://www.sleepinformation.org). Special thanks to the members and friends of the SSA’s Green Initiative Board that contributed to the development of this document through critical review. Visit www.sleepinformation.org for more information on the SSA’s Green Initiative.

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Introduction

Many terms are used to describe the environmental attributes of various mattress materials and finished products. Some of these are well-recognized and understood, objective terms. Others can be more ambiguous, depending on their context. As a result, confusion and in some cases “greenwashing” can occur from the use and often unintentional misuse of these terms. To help the mattress industry describe its products more accurately and to assist consumers in better understanding these terms, the Specialty Sleep Association (SSA) has prepared this Glossary. This Glossary provides general information on broadly accepted terminology and definitions related to environmental marketing claims in the mattress industry, with a link to the source for such definitions. On occasion, the Glossary indicates those definitions that have been developed for one purpose and that might have relevance for use in environmental claims regarding mattresses.

The Glossary, which also includes sections on Acronyms and Organizations as well as Certifications, Standards and Government References is intended to provide general resources

that all participants in the mattress manufacturing and retail supply chain can use to communicate more accurately regarding the environmental attributes of their products and materials. The Glossary is intended as a general reference tool only, and is not intended to provide legal or other advice of any kind, and is not intended to set any kind of industry standard or guidelines, voluntary or otherwise, for the marketing of specific mattresses or related products. Readers should refer to the source documents cited within each definition before using a particular term. Drafting accurate and balanced environmental claims for a particular product or material can involve a number of complex and technical considerations. Companies that intend to make claims regarding the environmental performance of specific products or materials should not rely solely on the information set forth in this Glossary, but are encouraged to consult with qualified legal counsel and other experts before doing so to confirm that the proposed claims meet applicable laws, regulations, and other relevant requirements. SSA is not responsible for any erroneous use or misuse of these terms.

We recognize that the Glossary may contain errors or omissions, and that new terms will evolve to describe the environmental attributes of mattresses. Readers are encouraged to inform SSA of any errors in the Glossary that require correction, or to provide feedback on other terms that should be added in the Glossary. To submit information for inclusion in updates or future iterations of this report, please send inquiries to SSA at info@sleepinformation.org.

Acronyms

The following acronyms address organization names, standards, certifications, agencies, and scientific citations that companies and consumers may encounter in the discussion of claims related to mattresses.

ANSI	American National Standards Institute
ASTM	ASTM International, formerly known as the American Society for Testing and Materials
ATFS	American Tree Farm System
BBB	Better Business Bureau
BIFMA	Business and Institutional Furniture Manufacturer's Association
CFR	Code of Federal Regulations
CDL	Consumer Disclosure Label
CPSC	Consumer Products Safety Commission
CPSIA	Consumer Product Safety Improvement Act
CREL	Chronic Reference Exposure Level
CSA	Canadian Standards Association
EPA	Environmental Protection Agency
EPD	Environmental Product Declaration
FSC	Forest Stewardship Council
FSRIA	Farm Security and Rural Investment Act
FTC	Federal Trade Commission

GBI	Green Building Initiative
GCI	Green Chemistry Institute
GHG	Greenhouse Gas
GHRI	Good Housekeeping Research Institute
GOTS	Global Organic Textile Standard
ISO	International Standards Organization
ISPA	International Sleep Products Association
IWG	International Working Group
LCA	life cycle assessment
LCI	life cycle inventory
LEED	USGBC's Leadership in Energy and Environmental Design program
NAD	National Advertising Division of the Better Business Bureau
NOP	National Organic Program
NSF	NSF International, formerly National Sanitation Foundation
OE	Organic Exchange, now Textile Exchange
PAACO	Professional Animal Auditor Certification Organization, Inc.
PCR	product category rules
RECs	renewable energy certificates
SBD	Sustainable by Design
SCS	Scientific Certification Systems
SFC	Sustainable Furniture Council
SFI	Sustainable Forestry Initiative
SSA	Specialty Sleep Association
SVOC	semi-volatile organic compound
TE	Textile Exchange, formerly Organic Exchange
TVOC	total volatile organic compound
UL	Underwriters Laboratories, Inc.
ULE	UL Environment, a wholly owned subsidiary of Underwriters Laboratories, Inc.
USDA	U.S. Department of Agriculture
USGBC	U.S. Green Building Council
VOC	volatile organic compounds

Glossary

biobased product: 1. commercial or industrial product (other than food or feed) composed in whole or in significant part of biological products, forestry materials, or renewable domestic agricultural materials, including plant, animal, or marine materials. 2. product that meets the requirements of the U.S. Department of Agriculture's (USDA) Biobased Products Procurement Program. *Source:* [7 CFR § 2902.2 \(2011\)](#). USDA promotes the use of biobased products by both the federal government and consumers. The program uses radiocarbon analysis to distinguish between contemporary carbon input and carbon derived from fossil-based input, and

recognizes products based on levels of contemporary carbon input. *Source:* [7 CFR § 2902.7\(c\) \(2011\)](#).

biodegradable: term used to describe a product or package that will completely break down and return to nature, i.e., decompose into elements found in nature within a reasonably short period of time after customary disposal. The Federal Trade Commission's current Guides for the Use of Environmental Marketing Claims (the so-called "FTC Green Guides") require that such claims be substantiated by competent and reliable scientific evidence and qualified to the extent necessary to avoid consumer deception about: (1) the product or package's ability to degrade in the environment where it is customarily disposed; and (2) the rate and extent of degradation.

Source: [16 C.F.R. § 260.6](#). The FTC has proposed that the term "a reasonably short period of time" be interpreted to mean no more than one year. *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at C\(4\)a, p. 70, Oct. 15, 2010](#), "FTC's Proposed Revisions to Green Guides."

chemicals of concern: a chemical that makes a significant contribution to one or more of the following life cycle impact categories: 1) persistent, bioaccumulative, and toxic (PBT); 2) reproductive toxicant; 3) carcinogen; and/or 4) endocrine disruptor. *Source:* [BIFMA e3-2008, § 3.5 Furniture Sustainability Standard](#).

degradable: see *biodegradable*

eco-friendly: see *general environmental claim*

eco-safe: see *general environmental claim*

environmentally friendly: see *general environmental claim*

environmental product declarations (EPDs): quantified environmental data for a product with pre-set categories of parameters based on the ISO 14040 series of standards, but not excluding additional environmental information. *Source:* [ISO 14025](#). In short, EPDs are eco-labels that disclose environmental performance of products and services over their life cycle. EPDs address and declare information about: 1) manufacturing - what raw materials, other resources and energy are used and what emissions are generated? 2) distribution - is a significant amount of energy used getting the product to market? 3) use - does the product consume energy and water when used, or does it generate emissions? 4) end-of-life - can the product be reused, recovered or recycled, or if it goes to landfill, what is its environmental impact? EPDs present qualified environmental data based on information from a life cycle assessment (LCA) conducted according to the ISO standards for LCA (ISO 14025).

general environmental claim (e.g. "environmentally friendly," "eco-safe," "eco-friendly," "green," etc.): type of unqualified claim that the Federal Trade Commission discourages from use in product advertising or promotion because it is difficult, if not impossible, to substantiate and can imply deceptive environmental claims. Instead, qualifications regarding environmental claims should be clear and prominent, and should limit the claim to a specific benefit. *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at A\(4\), p. 48-54, Oct. 15, 2010](#), "FTC's Proposed Revisions to Green Guides".

green: see *general environmental claim*

greenwash: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. *Source:* [Terrachoice Environmental Marketing, Inc.](#)

life cycle impact: the total impact of a system, function, product or service from the extraction of raw materials through its end-of-life management. *Source:* [EPA](#).

life cycle assessment (LCA): a quantification of the level of energy and raw materials used as well as the solid, liquid and gaseous wastes produced at every stage of a product's life. Life cycle assessments or LCAs can be conducted for the whole life cycle or part of a life cycle. *Source:* [EPA](#).

natural: the Federal Trade Commission (FTC) cites the following:

- The Textile Products Identification Act defines a “natural fiber” as “any fiber that exists as such in the natural state.” *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at VI\(B\), p. 128-144, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.”
- The U.S. Department of Agriculture defines “natural” meat and poultry as “a product containing no artificial ingredient or added color” and which “is only minimally processed.” *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at VI\(B\), p. 128-144, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.”
- The Food and Drug Administration (FDA) defines “natural flavor or natural flavorings” as substances containing the flavoring constituents derived from specified items, such as spices, fruits, vegetables, herbs, plant materials, meat, seafood, and eggs. The FDA informally considers “natural” to mean that nothing artificial or synthetic (including colors regardless of source, including the addition of beet juice) is included in, or has been added to, the product that would not normally be expected to be there. *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at VI\(B\), p. 128-144, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.”

Given the difficulties in developing a definition of “natural” that would be appropriate in multiple contexts beyond the fiber and food categories, the FDA and the FTC have declined to establish a general definition of this term. Likewise, the FTC states that it lacks a basis to provide general guidance on the use of the term. Nevertheless, the agency states that in theory a marketer may use the term, provided that, as with all environmental marketing claims, the marketer can substantiate the environmental benefit claimed, including implied claims. The FTC cautions that adequate substantiation is especially important to the extent that reasonable consumers perceive “natural” claims as general environmental benefit claims or comparative claims. *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at VI\(B\), p. 128-144, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.” See also: *general environmental claim* and *substantiation of claim*.

organic: 1. (**specific to U.S. food/fiber**) marketing label that indicates that the food or other agricultural product has been produced and certified under the authority of the U. S. Department of Agriculture National Organic Program (NOP) using approved methods that integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. *Source:* [USDA](#). Also, the primary goal of organic agriculture is to optimize the health and productivity of interdependent communities of soil life, plants, animals and people. *Source:* [7 CFR 205](#). 2. (**specific to finished textile products**) Marketing label that denotes finished textile products that have earned certification under the Global Organic Textile Standard (GOTS). GOTS ensures the organic status of textiles, from harvesting of the raw materials, through environmentally and socially responsible manufacturing up to labeling to provide credible assurance to the consumer. *Source:* [GOTS](#).

It is important for marketers to use caution when approaching use of the term “organic.” Using an organic label on a product requires understanding of complex distinctions between certifying organizations to ensure that marketers do not contribute to consumer confusion around the term organic. For instance, the NOP allows marketers to identify specific organic fibers in textile products and use of statements identifying the percentage of organic fibers. However, most finished textile products (including mattresses) cannot use the USDA organic seal or imply that the finished product is certified by NOP. The NOP seal is reserved for use by those that farm or harvest the crop or livestock and that meet the NOP requirements for certification. For products that require additional manufacturing and processing of the organic fibers, a third-party organization has been recognized by NOP—GOTS—for certification of those finished products. The NOP’s May 20, 2011 Policy Memo (PM) titled “Labeling of Textiles that Contain Organic Ingredients” (revised October 31, 2011), provides clarification on use of the term organic and states that, “Textile products that are produced in accordance with the Global Organic Textile Standard (GOTS) may be sold as organic in the U.S. but may not refer to NOP certification or display the USDA organic seal.” *Source:* [PM 11-14 Labeling of Textiles that Contain Organic Ingredients Rev02 10 31 11](#). Textile manufacturers and a limited number of mattress manufacturers have been successful in achieving GOTS certification and earning the opportunity to market their finished product as organic or certified organic through GOTS, which has its own nuances related to marketing and using the GOTS label and seal. *Source:* [GOTS](#). Manufacturers of most finished products, including mattresses, that do not earn GOTS certification for the entire product may not refer to the entire product as an “organic” product, but may reference the type(s) of organic fiber, together with the percentages of the specific organic fiber(s) that are contained in the finished product. *Source:* [PM 11-14 Labeling of Textiles that Contain Organic Ingredients Rev02 10 31 11](#).

While the FTC examined the term organic in its recent “Proposed Revisions to Green Guides,” they did not add instruction on labeling beyond referring readers back to the NOP. Therefore, ensuring proper substantiation of claims around use of the highly regulated term “organic,” requires careful consideration of the requirements of the previously mentioned certification and labeling organizations. One retailer that mistakenly advertised a mattress containing organic cotton fiber as a “USDA organic” mattress in its store catalog and its advertising was the subject of a complaint and NOP investigation. *Source:* Complaint Case NOPC-107-10, resolved 4-4-11,

link not available. The investigation resulted in the store having to remove all such claims and provide substantiation that the crop components used in the mattress had indeed been certified as organic by NOP. **The mattress store was warned that future violations of the NOP regulations could result in civil penalties of up to \$11,000 per violation.**

Since this complaint was resolved, NOP has recognized GOTS and provided clarifications on how to properly market textile products giving marketers better resources for ensuring that they will not be in violation of these strict marketing requirements. See also: in the “Organizations...” section of this document, *National Organic Program* and *Global Organic Textile Standard*.

photodegradable: see *biodegradable*

pre-consumer recycled materials: materials that have been recovered or otherwise diverted from the solid waste stream during the manufacturing process, excluding spilled raw materials and scraps that undergo only a minimal amount of reprocessing and are normally reused in the original manufacturing process. *Source*: [FTC’s Green, 16 C.F.R. § 260.7\(e\)](#).

product category rules (PCRs): a set of rules for developing an environmental product declaration for a given product category and that determine the scope, boundaries, functional unit, assessment criteria, product and environmental performance information, etc., that all manufacturers must use to help ensure consistency with regards to data, calculations and methodology. PCRs are introduced in ISO 14025. *Source*: [ISO 14025](#).

post-consumer recycled material: materials that have been recovered or otherwise diverted from the solid waste stream after consumer use. *Source*: FTC’s [FTC’s Green, 16 C.F.R. § 260.7\(e\)](#).

qualification: a clear, prominent and understandable use of language and relative type size in proximity to an environmental marketing claim intended to prevent potential confusion or deception. *Source*: [FTC’s Green Guides, 16 C.R.F. § 260.6\(a\)](#).

renewable: a material that is replenishable and replenished on some reasonable time scale, including but not limited to wood, fibers, plant-based plastics, and biobased fuels. *Source*: paraphrased from [BIFMA e3-2008 Furniture Sustainability Standard § 3.39](#). FTC states that renewable material should be quantified (what it is, how it is sourced, why it is renewable). For product that contains less than 100% renewable materials (excluding minor, incidental components), quantify the percent renewable. *Source*: [Proposed Rule, 75 Fed. Reg. 63,552 at VI\(B\), p. 148-151, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.”

recyclable: identifies material that can be collected, separated, or otherwise recovered from the solid waste stream for reuse, or in the manufacture or assembly of another package or product, through an established recycling program. *Source*: [FTC’s Green Guides, 16 C.R.F. § 260.7\(d\)](#).

The FTC’s Green Guides state that proper qualification of a *recyclable* marketing claim may or may not be necessary under the following circumstances.

- Marketer may make an unqualified *recyclable* claim if a “substantial majority” of consumers/communities have access to recycling facilities\
- Marketer should qualify recyclable claim (e.g. package may not be *recyclable* in your area) if only a “significant percentage” of consumers/communities have access to recycling facilities.
- Marketer should qualify recyclable claim (e.g. product is *recyclable* only in the few communities that have recycling programs) if less than a “significant percentage” of consumers/communities have access to recycling facilities. *Sources:* [Proposed Rule, 75 Fed. Reg. 63,552 at E\(3\), pp. 90-95, Oct. 15, 2010](#), (“FTC’s Proposed Revisions to Green Guides”).

recycled content: materials recovered or otherwise diverted from the solid waste stream, either during the manufacturing process (pre-consumer), or after consumer use (post-consumer) that are used in a new product. Spilled raw materials and scraps that undergo only a minimal amount of reprocessing and are normally reused in the original manufacturing process (as opposed to being diverted from the solid waste stream) do not qualify as recycled content. See also: *pre-consumer* and *post-consumer recycled content*. *Source:* [FTC’s Green Guides, 16 C.R.F. § 260.7\(e\)](#).

substantiation of claims: providing back up for marketing claims that may include using competent and reliable scientific evidence, defined as tests, analyses, research, studies or other evidence based on the expertise of professionals in the relevant area, conducted and evaluated in an objective manner by persons qualified to do so, using procedures generally accepted in the profession to yield accurate and reliable results. *Source:* [FTC’s Green Guides, 16 C.R.F. § 260.5](#).

sustainable: 1. practices that meet the needs of the present without compromising the ability of future generations to meet their own needs. *Source:* [Brundtland Report, World Commission on Environment and Development, 1987](#); 2. General environmental claim used by some marketers to promote the environmental attributes of a product. See also: *general environmental claims*.

sustainable forest management: a set of processes and practices that permits the goods and services derived from the forest to meet present-day needs while at the same time securing their continued availability and contribution to long-term development. *Source:* [Food and Agriculture Organization of the United Nations](#). Examples of forest certification programs include American Tree Farm System (ATFS), Canadian Standards Association (CSA), Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and the Program for the Endorsement of Forest Certification (PEFC).

unqualified claims : express, implied, or general environmental claims about a product that are not specific. *Source:* [Proposed Rule, 75 Fed. Reg. 63,552 at V\(A\)4, p. 44, Oct. 15, 2010](#), “FTC’s Proposed Revisions to Green Guides.” See also: *general environmental claims*

volatile organic compounds (VOCs): any compound of carbon, excluding carbon monoxide, carbon dioxide, carbonic acid, metallic carbides or carbonates, and ammonium carbonate, which participates in atmospheric photochemical reactions or whose composition makes it possible for

them to evaporate under normal indoor atmospheric conditions of temperature and pressure.

Sources: [40 CFR 51.100\(s\)](#) and [EPA VOCs Definition](#).

EPA notes that information about VOCs present at low concentrations normally found in indoor air is highly dependent on how the VOCs are measured. The range of VOC measurement methods and analytical instruments is large, and none can measure all VOCs. Therefore, marketing claims regarding VOCs should be substantiated with a description of how the VOCs were measured so that a professional may correctly interpret the results. EPA states that without such a description, the statement would have little practical meaning. Source: EPA: [An Introduction to Indoor Air Quality \(IAQ\)](#).

Organizations, Certifications, Standards and Government References

The items below are provided for information only. Inclusion of these organizations and certification programs does not imply endorsement in any way by SSA or ISPA.

American National Standards Institute (ANSI): oversees the creation, promulgation and use of thousands of norms and guidelines that directly impact businesses in nearly every sector. ANSI is also actively engaged in accrediting programs that assess conformance to standards – including globally-recognized cross-sector programs such as the ISO 9000 (quality) and ISO 14000 (environmental) management systems. Many sustainability standards have been taken through ANSI accredited consensus processes, including some product-specific standards and several national green building standards.

American Humane Certified: a voluntary, fee-based service available to producers of animals in agriculture. The program provides independent, third party audited verification that the care and handling of animals on enrolled farms meet the animal welfare standards set forth by American Humane Certified. Producers who meet the standards may use the American Humane Certified label on their products. Certifies wool products are produced humanely. Annual independent on-site audits of more than 200 science-based standards and measures conducted by Professional Animal Auditor Certified Organization (PAACO) trained and certified auditors. Online Compliance Resources to provide regular mandatory audit updates, and monitoring throughout the year. State-of-the-art, web-based independent video monitoring that provides 24/7, real-time monitoring and instant alerts of potential problems to the producer and American Humane.

Assembled in USA: See Made in USA below.

Business and Institutional Furniture Manufacturers Association (BIFMA): a non-profit organization that develops voluntary product and industry standards that support safe, healthy and sustainable environments; publishes key industry statistics; and advocates for legislation and government regulation. BIFMA International and NSF International have released a consensus based sustainability standard that allows manufacturers to certify products and earn recognition. The standard includes criteria for evaluating materials selection and usage; energy and

atmosphere; human and ecosystem health; and social responsibility impacts. A corresponding product certification program also exists called “level”. It is a product labeling program based on the ANSI/BIFMA e3-2011e Furniture Sustainability Standard.

Certified Biobased Product: is a USDA program that provides minimum percentages of biobased content for certain products. USDA has set no minimum biobased content requirements for finished mattresses, but has set a 12% minimum biobased content for “Bedding, Bed Linen, and Towels.” *Source:* [7 CFR § 2902.17 \(2011\)](#). USDA considers finished mattresses to be a complex product for which it may define a minimum biobased content limit at some point in the future.

CertiPUR-US®: a voluntary testing, analysis and certification program for flexible polyurethane foam developed by members of the global foam industry in response to an increase in substandard imported foams. CertiPUR-US® tests for durability, content and indoor emissions. CertiPUR-US® is an extension of the European CertiPUR® program developed in 2002 by EUROPUR, the association of European flexible polyurethane foam block manufacturers. Home furnishings items, such as upholstered furniture and mattresses, that carry the CertiPUR-US® seal contain flexible polyurethane foam products that have been tested and certified by an independent laboratory to meet specific criteria for physical performance, indoor emissions and environmental stewardship.

Consumer Products Safety Commission (CPSC): charged with protecting the public from unreasonable risks of injury or death from thousands of types of consumer products under the agency's jurisdiction. The CPSC is charged with protecting consumers and families from products that pose a fire, electrical, chemical, or mechanical hazard or can injure children. CPSC laws impacting mattress manufacturers include CPSC 1633 and 1634 flammability testing requirements and the new CPSIA lead and phthalates testing requirements.

16 CFR Part 1632: CPSC-administered mattress flammability standard issued pursuant to the Flammable Fabrics Act that requires new mattresses sold in the United States (including Puerto Rico) to resist ignition from a smoldering heat source (such as a lit cigarette).

16 CFR Part 1633: CPSC-administered mattress flammability standard issued pursuant to the Flammable Fabrics Act that requires mattresses sold in the United States (including Puerto Rico) to resist ignition from an open-flame heat source (such as a lit match, lighter or candle).

Consumer Products Safety Improvement Act of 2008 (CPSIA): signed into law on August 14, 2008, set new content requirements and other requirements for certain children’s products. *Source:* [Codified at 15 U.S.C. §§ 2051–2089](#), October 18, 2008 version.

Lead

For children’s products sold on or after August 14, 2009, no component may contain more than [300 parts per million \(ppm\) of lead](#). (The lead limit may be reduced to 100 ppm by August 14, 2011, if technologically feasible.) The law [defines a children’s product](#) as a consumer product designed or intended primarily for children 12 years of age or younger.

In addition to the lead content limits noted above, the law requires that certain components be tested for lead content and that such testing information be included on the [certificates of conformity](#) that manufacturers are already required to issue with their products with regard to Part 1632, 1633 and other applicable standards (if any). The CPSC, however, [has stayed enforcement](#) of these new lead testing and certification requirements until February 10, 2011. This stay will allow the CPSC (and possibly Congress) time to clarify a number of complex issues involved with enforcing the new lead content provisions.

It is important to understand that the CPSC's stay DOES NOT apply to the lead content requirement itself, and does not affect a manufacturer's existing obligation to meet other lead content limits set in 16 CFR part 1303 (discussed below).

The CPSIA has exempted from the lead content limits and the lead testing/certification requirements [internal mattress components that are physically inaccessible](#) to a child and [certain fabrics, fibers and other components](#). Specifically, CPSC regulation 16 CFR Part 1500.91 exempts the following textile materials:

- (i) Natural fibers (dyed or undyed) including, but not limited to, cotton, kapok, flax, linen, jute, ramie, hemp, kenaf, bamboo, coir, sisal, silk, wool (sheep), alpaca, llama, goat (mohair, cashmere), rabbit (angora), camel, horse, yak, vicuna, qiviut, guanaco;
- (ii) Manufactured fibers (dyed or undyed) including, but not limited to, rayon, azlon, lyocell, acetate, triacetate, rubber, polyester, olefin, nylon, acrylic, modacrylic, aramid, spandex.

Aside from textiles that contain dyed fibers, the CPSC's regulation notes that textiles with "after-treatment applications, including screen prints, transfers, decals, or other prints" are excluded from this exemption.

Other exemptions from the CPSIA lead requirements that could be relevant to mattress producers include wood, paper and similar materials made from wood or other cellulosic fiber, and certain types of printing inks.

Note that these exemptions will not apply if a material, component, or product is altered in a way that may introduce lead in excess of the content limit to the product.

The combined impact of these exemptions will save mattress manufactures thousands of dollars in testing and compliance costs.

The CPSC is conducting a separate rulemaking to define testing and certification procedures for components in children's products that do not qualify for these exemptions.

The CPSC has issued an [enforcement policy](#) for the lead requirements which details how the Commission will initially use its enforcement discretion to implement these new rules.

For those products and components that must be tested for lead, the CPSIA requires manufacturers to use a CPSC-accredited third party or in house testing labs. The CPSC has released its [criteria for obtaining accreditation](#). See also: [list of accredited labs](#).

Phthalates

A second requirement that also took effect on February 10, 2009, [bans the use of certain categories of phthalates](#) in "child care articles." (It is unclear at this time whether a mattress designed or intended for use by children three years of age or younger is a child care article for these purposes). A "child care article" may not contain more than 0.1% of DEHP, DBP, and BBP, which are banned on a permanent basis, or DINP, DIDP, and DnOP, which are banned pending further review. Like lead, the phthalates provision requires manufacturers to use a CPSC-accredited third party or in-house lab to meet testing and certification requirements. Like lead, the CPSC has advised that physically inaccessible parts in finished products are exempt from the testing requirement.

Also in February 2009, the CPSC requested public comment on whether a mattress (and several other products) intended for children three and under is used to "facilitate sleep." ISPA submitted comments to the CPSC requesting that the agency find that mattresses are not child care articles for these purposes. If the CPSC determines that a mattress does not meet this definition, the new phthalates requirements would not apply to that product. At this time, the CPSC has not ruled on ISPA's request.

Eco3Home: an American Home Furnishings Alliance (AHFA) program that provides a roadmap for home furnishings companies to create a corporate culture of conservation and environmental stewardship. The first level is an environmental management system implemented at the facility level called Enhancing Furniture's Environmental Culture (EFEC). It results in improved management of resources and raw materials; reduced energy and water consumption; reduced waste disposal and increased recycling. The second level extends the corporate culture of conservation and environmental stewardship throughout a company's global supply chain and is called Sustainable by Design (SBD). It targets four key areas: environmental impact of the supply chain, global climate impact, overall environmental footprint and social responsibility. The third and final level is a product registration program resulting in the companies being able to use the Eco3Home hangtag. It requires manufacturers to provide safety, health and environmental information for each piece or collection of registered product.

Federal Trade Commission (FTC): created in 1914 to prevent unfair methods of competition in commerce. The FTC now has greater authority to police anticompetitive practices. In 1938, Congress passed a broad prohibition against "unfair and deceptive acts or practices." Since then, FTC also has been directed to administer a wide variety of other consumer protection laws. In 1975, Congress gave the FTC the authority to adopt industry-wide trade regulation rules. FTC's jurisdiction includes issuing guidance to prevent deceptive environmental marketing claims, which has been issued in the form of the FTC's [Guides for the Use of Environmental Marketing Claims](#) or "Green Guides."

FTC's Green Guides: more formally known as the FTC's *Guides for the Use of Environmental Marketing Claims*, specifically address the application of Section 5 of the FTC Act, which

protects against unfair methods of competition or deceptive acts affecting commerce, *Source*: [5 U.S.C. §§ 41-58](#), as amended. The Green Guides apply to environmental claims included in labeling, advertising, promotional materials and all other forms of marketing, whether asserted directly or by implication, through words, symbols, emblems, logos, depictions, product brand names, or through any other means, including marketing through digital or electronic means, such as the Internet or electronic mail. *Source*: [16 C.F.R. § 260.2](#). The Green Guides were first issued in 1992 to help marketers ensure that the claims they are making are true and substantiated. The Guides were revised in 1996, 1998, and another proposed revision came out in 2010. The guidance they provide includes: 1) general principles that apply to all environmental marketing claims; 2) how consumers are likely to interpret particular claims and how marketers can substantiate these claims; and 3) how marketers can qualify their claims to avoid deceiving consumers.

FTC’s Proposed Revisions to Green Guides: FTC issued proposed revisions to the Green Guides on October 6, 2010, including changes designed to strengthen the FTC’s guidance on those marketing claims that are already addressed in the current Guides as well as to provide new guidance on marketing claims that were not common when the Guides were last reviewed. *Source*: [Proposed Rule, 75 Fed. Reg. 63,552, Oct. 15, 2010](#). New guidance addresses many areas including marketers’ use of product certifications and seals of approval, renewable energy claims, *renewable* materials claims, and carbon offset claims. The Proposed Rule also includes discussion on use of the terms *natural* and *organic*.

Global Organic Textiles Standards (GOTS): a standard developed to define world-wide recognized requirements about the organic status of textiles, from post-harvest handling of the raw materials, through environmentally and socially responsible manufacturing and labeling. Its purpose is to provide credible assurance to the consumer that a finished product is “certified organic.” To achieve GOTS certification, a product must meet one of its definitions for organic products and be certified by an independent third-party certification organization approved by the GOTS International Working Group (IWG). Licensing and labeling are governed by the GOTS IWG. GOTS can be used to certify a finished product as “certified organic” if 95% of the product’s ingredients (by weight) are certified organic and the manufacturer is in compliance with other GOTS requirements. GOTS also allows a claim of “made with x% organic material...” if 70% or more of the product’s ingredients (by weight) have been certified organic and the manufacturer, likewise, is compliant with other requirements.

GREENGUARD® Certified: Performance based standards to define goods with low chemical and particle emissions for use indoors, primarily building materials, interior furnishings, furniture, cleaning and maintenance products, electronic equipment, and personal care products. GREENGUARD® certifications include the testing and certification of mattresses. GREENGUARD has three levels of certification – “Indoor Air Quality”, “Children & Schools” and “Select”. The Select certification program is a pilot program and includes stringent levels of emission reductions.

Green Housekeeping Seal of Approval: categories for the Green Good Housekeeping Seal now include cleaning and beauty products, paints and coatings, appliances, paper goods, and food and beverages; eventually the Green Good Housekeeping Seal will be introduced in more categories, including building products, home appliances, consumer electronics, textiles, and children's products. The seal was introduced in 2009 by *Good Housekeeping* magazine and the Good Housekeeping Research Institute (GHRI). A product must first be evaluated by the scientists and engineers at GHRI and earn the Good Housekeeping Seal. It then must meet the environmental performance requirements to earn the Green Good Housekeeping Seal. Reduction of water use in manufacturing, energy efficiency in manufacturing and product use, ingredient and product safety, packaging reduction, and the brand's corporate social responsibility are among the factors considered.

International Organization for Standardization (ISO): responsible for the *ISO 9000*, *ISO 14000*, *ISO 27000*, *ISO 22000* and other international management standards, including the *ISO 14000* series which deals with environmental management systems, eco-labeling, life cycle assessment, product category rules, and environmental product declarations. ISO is not a certification itself but rather a standard to which some certifications adhere.

International Sleep Products Association (ISPA): the industry's trade organization representing over 600 mattress manufacturers and suppliers throughout the world. ISPA provides exclusive industry surveys and statistics, advocacy support, educational offerings, trade show, safety research through its Sleep Products Safety Council, consumer research and education through its Better Sleep Council, publications, and the ISPAEarth™ Industry Sustainability Initiative. ISPA has been active on mattress end-of-life issues and has formed a Mattress Component Recycling Work Group. The Association provides information on mattress recycling and disposal facilities on its website.

Lanham Act: a federal law that provides for private litigation between competitors and governs advertising claims to prevent false advertising. Many states have laws analogous to the Lanham Act to protect consumers. *Source:* [15 U.S.C § 1125](#).

Made in USA: is a label enforced by the FTC. Products using the Made in USA label without qualification must be "all or virtually all" made in America. Products may also be advertised using qualified claims, in accordance with the FTC standard, such as "Made in USA from imported parts" or "Assembled in USA." Automobiles, textiles, wool and fur products must include a statement of U.S content; other products may voluntarily be advertised as containing U.S. content but only in accordance with the FTC Made in USA standard. *Source:* [62 Fed. Reg. no. 231, 63,756, Dec. 2, 1997](#).

National Advertising Division (NAD) of the Better Business Bureau: reviews national advertising for truthfulness and accuracy and to foster public confidence in the credibility of advertising. NAD provides an alternative to litigation for settling false advertising claims. While the final case decisions are made public by NAD, they cannot be used for advertising or promotional purposes. *Source:* [Better Business Bureau](#).

NSF International: an independent, not-for-profit organization that provides standards development, product certification, auditing, education and risk management for public health and the environment. NSF International is an accredited, third-party certification body that tests and certifies products to verify they meet these public health and safety standards. Products that meet these standards bear the NSF Mark. The NSF Sustainability division offers a range of sustainable business solutions, including standards development and certification for green products such as carpet, flooring, fabrics and other building materials; and process verification services such as greenhouse gas verification, environmental footprinting, and environmental management systems registrations.

OEKO-TEX: organization that sets globally uniform test criteria for safe use of chemicals in textiles, tests textiles during and after manufacturing processes, and certifies textiles as ecologically safe for humans. Standards are Oeko-Tex Standard 100 (products), Oeko-Tex Standard 1000 (processes), and Oeko-Tex Standard 100Plus (combined product and process requirements). Oeko-Tex Standard 100 certification can be pursued for textiles and finished mattresses.

Scientific Certification Systems: SCS builds their own standards and acts as an independent third party verifier for a variety of certification programs. Examples of verification include: Recycled and Material Content, Biodegradable, No added formaldehyde, FSC Chain of Custody, and Pesticide Free.

Textile Exchange (TE): founded in 2002, Textile Exchange (formerly Organic Exchange or OE) facilitates expansion of the global organic cotton and sustainable fiber supply and marketplace by working closely with the entire value chain, from farmers and textile suppliers to retailers and consumers. OE created two standards to help assure consumers that the organic fiber in a finished product came from an organic farm. OE 100 is for products that want to claim the volume of cotton fiber in a product is at least 95% organic. OE Blended was created to encourage use of some organic product even when a majority of the product is non-organic cotton fiber or traditional fiber. OE Blended certifies the percentage of organic cotton fiber in a product. For OE Blended, the finished product must have at least 5% of organic cotton to be certified.

Specialty Sleep Association: a non-profit association promoting the full spectrum of new technology bedding. SSA members are retailers, manufacturers and suppliers that develop, manufacture, market and sell innovative, new-technology mattress and bedding products including: visco-elastic memory foam beds; latex rubber beds; airbeds; flotation beds; gel beds; adjustable beds; futons and convertible beds; beds made from soy, bamboo, wool, 100% cotton; and bed frames. SSA's [Environmental & Safety Program](#) is a manufacturer self-declaration and labeling program designed to help consumers understand the environmental and safety attributes of mattresses. Participating manufacturers must display a "Consumer Disclosure Label" (CDL) describing the contents of components in percentages by weight and providing additional information about environmental claims made by the manufacturer.

Sustainable Furnishings Council: A green furnishings organization, Sustainable Furnishings Council (SFC) is a non-profit coalition of suppliers, manufacturers, retailers, and designers formed to promote sustainable practices within the furnishings industry. In 2008, SFC launched a public advertising and in-store tagging program for consumers to identify retailers and products that exceed SFC threshold sustainability standards. SFC maintains three levels: Standard for retailers and manufacturers committed to improve their sustainability performance, Exemplary for retailers and manufacturers meeting or exceeding proven levels of performance, and the Designer specifically aimed at furniture designers. The Exemplary Level addresses: reducing Stockholm chemicals throughout supply chain; life cycle certification; reuse and end of life management; social equity; independent third party audited Social Equity Supplier Conduct; educational content for climate change; use of Green-e certified renewable energy; tree-free approach to all documents; recycling and reduced packaging; and innovation credits.

UL Environment: UL Environment supports the growth and development of sustainable products, services and organizations in the global marketplace through standards development, educational services, and independent third-party assessment and certification. Specific UL Environment services include environmental claims validation, sustainable products certification, energy efficiency certification, environmental product declarations, and advisory services.