



What is the MRC?

- In 2013, California passed SB-254 creating a statewide mattress recycling program
- Mattress Recycling Council (MRC) was created by the International Sleep Products Association (ISPA), the trade association for the mattress industry
- Non-profit with targeted task of implementing recycling laws in states with supporting legislation (CT, CA, RI)
- Certified by, and has oversight by CalRecycle



Program Objectives

- Increases the number of mattresses recycled
- ✓ Effectively communicates with consumers
- ✓ Minimize the consumer recycling fee
- Prevents and reduces illegal dumping



Mattress Recycling Council

How is the Program Funded?

- Visible mattress recycling fee on all CA mattress sales
- \$11.00 per unit fee on all sales effective December 30, 2015
- No free-riders; applies to all in-state and on-line
- Retailers collect and remit fees directly to MRC



Solid Waste Facility Collection Network

- All permitted solid waste facilities are eligible
- Contracted locations will accept mattresses from consumers at no cost
- Approximately 100 Collection sites Statewide and still expanding



Mattress Recycling Council

Further Expansion?

- One-day collection events to augment existing infrastructure
 - MRC provides on-site labor, trailer, transport and recycling at no cost
 - Best coordinated with other bulky/difficult to manage material events (HHW, e-waste, paint, white goods, tires)
- Non-profits, mattress retailers, university clean-outs, military installations, others



Mattress Recyclers

- RFP: spring of 2015
- 7 companies, 11 locations under contract
- Have capacity to service entire state
- Variety of transport containers and service providers
- Over 250,000 units recycled to date
- Soft launch, metered expansion



Mattress Recycling Council

Illegal Dumping

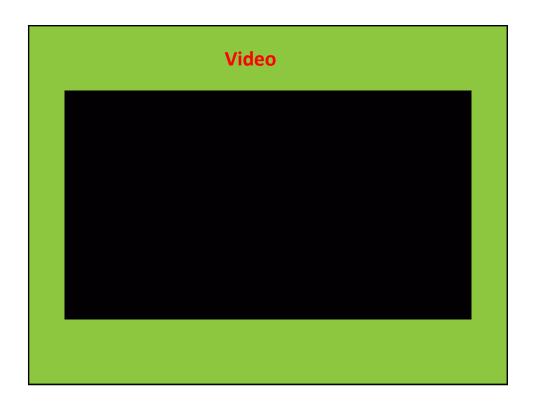
- Program structured to prevent illegal dumping through:
 - No cost retailer pick-up from consumer
 - No cost drop off at solid waste facilities
 - Consumer incentive at recycling facilities
- \$750,000 fund established for 2016
- Basic annual reporting required
- On-line registration active; 54 registered collectors



Communications

- Industry: <u>mattressrecyclingcouncil.org</u>
 - o Links to laws, plans, registration
 - o Retailer education and print media
- Consumers: <u>ByeByeMattress.com</u>
 - o Collection site locator
 - o Recycling fee information
 - o Bi-lingual receipt attachments
 - Multi-media (video attachment)







Continuous Improvement

- New locator clunky and insufficient
- Retailer access; upstream product diversion
- Contracting challenges
 - Voluntary participation
 - Profits vs. recycling goals
 - Contracting delays; legal review
 - Changing rate structures



Questions?

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