

Case Study

Brooklyn Bedding & Helix Sleep demonstrate compliance with key chemical emission standards



The company's UL GREENGUARD Certification clearly communicates their commitment to healthier indoor environments and differentiates them from competitors.

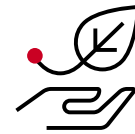
The Challenge

Brooklyn Bedding is a manufacturer, retailer, and pioneer of the bed-in-a-box mattress and Helix Sleep is a leading direct-to-consumer sleep brand. The company wanted to showcase their wide selection of healthy sleep products while educating consumers on the different materials used in mattresses and offering more organic and sustainable products through sustainable manufacturing.

"We work hard to create a safe working environment for our employees," said John Merwin, Founder of Brooklyn Bedding and CEO of 3Z Brands, "so our employees can create safe, low-emission products for our customers. While we knew that we were doing a good job in both efforts, we wanted to validate it through testing with a well-known organization."

Most of our everyday chemical exposure occurs through the air we breathe in our homes, offices, schools and other indoor environments. These airborne chemicals, commonly referred to as volatile organic compounds (VOCs), are used to manufacture and maintain building materials, interior furnishings, cleaning products and personal care products. The U.S. Environmental Protection Agency (EPA) and other researchers have conducted studies and found that VOCs are common in indoor environments and that their levels may be two to a thousand times higher indoors than outdoors. Breathing these pollutants is linked to a variety of health problems, including allergies, asthma, cardiovascular disease, reproductive disorders and some forms of cancer.

The factors Brooklyn Bedding and Helix considered when choosing an independent, trusted, third-party partner to certify that their products' VOC emission levels are acceptable included cost, timeline, consumer recognition and industry recognition. But most of all, the company wanted to work with an organization that had a reputation for credibility and trustworthiness.



"In the end, there really wasn't a choice. We always knew we wanted to go with UL Solutions because it's so widely recognized and trusted by consumers."

*- John Merwin
Founder of Brooklyn Bedding
and CEO of 3Z brands*



CASE STUDY

The Solution

UL GREENGUARD Certification for low chemical emission products helps demonstrate both compliance with key chemical emission standards and commitment to healthier indoor environments.

Brooklyn Bedding and Helix earned UL GREENGUARD Gold Certification across their entire mattress lineups. GREENGUARD Certified products have been tested and scientifically proven to have low chemical emissions, which aids in maintaining healthier indoor environments. The program requires that products meet third-party emissions standards for chemicals in indoor spaces. To earn the certification, every product in the Brooklyn Bedding and Helix mattress lines was tested for emissions and evaluated against criteria for more than 350 individual VOCs and total chemical emissions.

The GREENGUARD Certification process included testing that was conducted in a temperature- and humidity-controlled environmental chamber, allowing UL Solutions to measure the mattresses' emissions. The certification covers mattresses from Brooklyn Bedding and Helix Sleep, including niche brands RVMattress, DreamFoam, Plank and Titan. Helix's organic line, Birch, had previously received the certification along with the acquired DTC mattress brands Bear, Leesa, and Nolah.



The Result

More than ever, consumers want products that contribute to healthy environments and that don't have hidden impacts on health. Retailers and brands are seeking out UL GREENGUARD Certified products to appeal to health- and environment-conscious consumers and gain market share, not only in the U.S. but also globally.

The UL GREENGUARD Certification Mark communicates that representative samples of a product have undergone rigorous scientific testing to meet stringent chemical emissions requirements. This certification gives retailers and manufacturers a distinct competitive advantage in the marketplace by demonstrating their commitment to people and the environment.

"Becoming GREENGUARD Gold Certified is another exciting milestone for Brooklyn Bedding and Helix as we continue our mission to create the healthiest sleep products on the market," said Merwin. "Our customers' comfort and wellness are always top-of-mind, and certifications like GREENGUARD Gold represent our continued effort to build the safest bedding possible. We are proud to have earned this certification across all mattresses in our portfolio and look forward to helping create healthier living spaces for our customers."



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