

AHFA's 2024 Marketing/PR Conference

# PR and Marketing as a Catalyst for Change



**Helen Sullivan,** APR, Fellow PRSA  
CertiPUR-US® Program Communications Counsel



## CertiPUR-US® Certified Foams Come with Comfort and Confidence

16

CertiPUR-US® certified foams meet CertiPUR-US® program standards for content, emissions and durability. Foam samples are taken at the manufacturing stage and are analyzed by independent, accredited laboratories.

### CertiPUR-US® certified foams are:

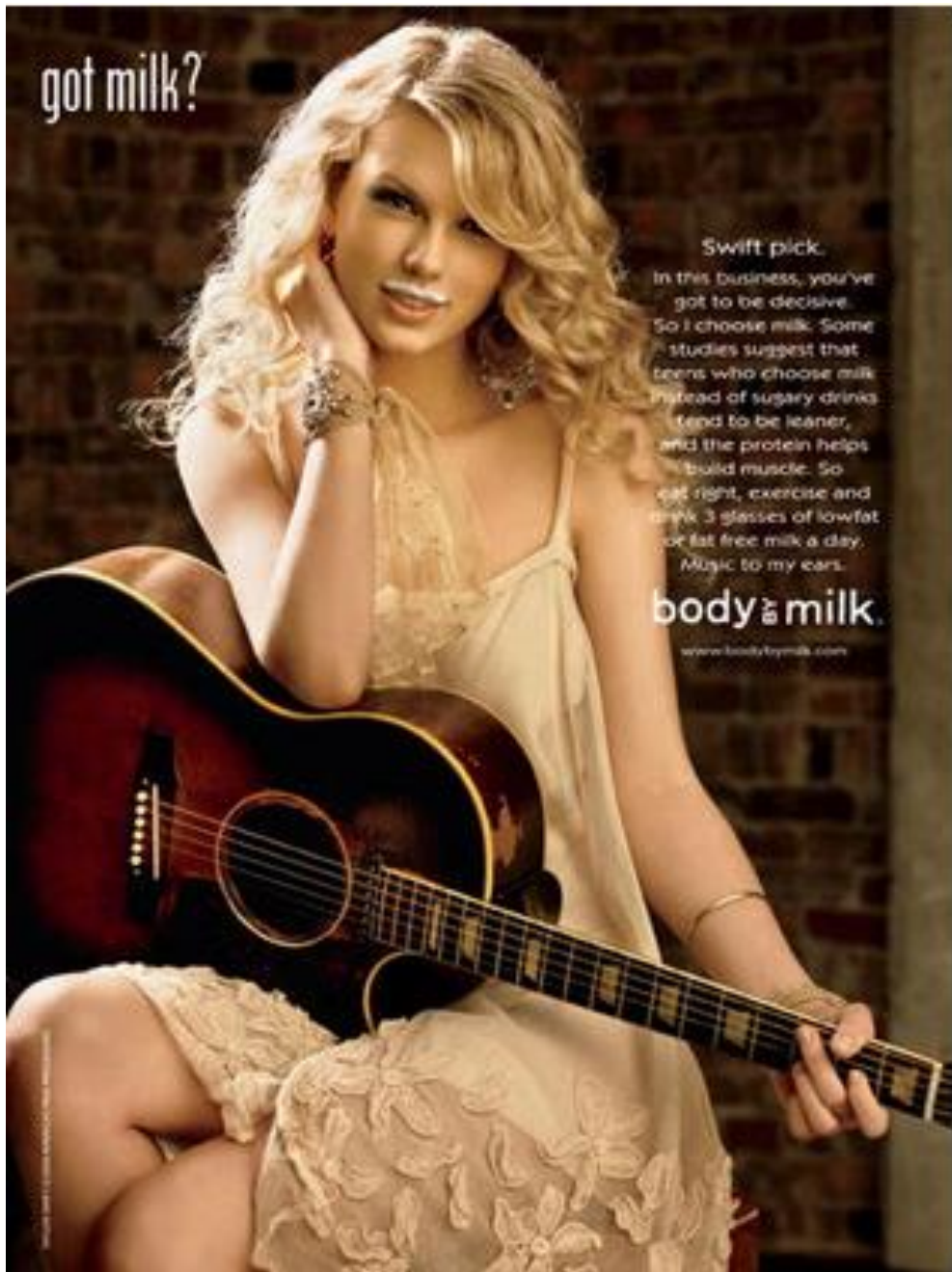
- ✓ Made without formaldehyde
- ✓ Made without ozone depleters
- ✓ Made without phthalates regulated by the U.S. Consumer Product Safety Commission
- ✓ Made without mercury, lead and other heavy metals
- ✓ Low VOC (volatile organic compound) emissions for indoor air quality (less than 0.5 parts per million)
- ✓ Screened for relevant chemicals, including flame retardants, that are classified as carcinogens, mutagens or reproductive toxins and are harmful to human health

Administered by a nonprofit organization, CertiPUR-US® is a certification program for flexible polyurethane foam used in mattresses, sleep-related products and upholstered furniture. For technical criteria and a directory of participating companies, visit:

[www.certipur.us](http://www.certipur.us)

**You Might Have Won A Prize**

# Industry-wide PR/Marketing Programs



got milk?

Swift pick.

In this business, you've got to be decisive. So I choose milk. Some studies suggest that teens who choose milk instead of sugary drinks tend to be leaner, and the protein helps build muscle. So eat right, exercise and drink 3 glasses of lowfat or fat free milk a day. Music to my ears.

body is milk.

[www.bodyismilk.com](http://www.bodyismilk.com)

got milk?®

# Catalyst for Change

# Catalyst for Change

## Requires Big Ideas

(often from looking at things differently)







**OLD**  
(Boring)

**NEW**

# Diamond Shreddies



**NEW**  
(Exciting!)





- Ogily and Mather
- Increased market share by 18%







**Building Blocks**

---





**Big Idea**





*Sculptor: Larry Morris*



THE  
PROBLEM  
PROBLEM



# Listening and Immersing





# Marketing Research

Pre/Post Measurement  
Program guidance  
Stakeholder relations  
Education  
News generation  
Insights



**What are We Selling?**





**1/4" drill bit**





**1/4" hole!**



**What  
are  
you  
really  
Selling?**



**“In the factory  
we make  
cosmetics.**

**In the stores  
we sell  
hope.”**

Charles Revson

**Exercise Your  
“Big Idea”  
Muscles**





# Big Idea

Stop selling mattresses  
and start selling the  
importance of good  
sleep

Call to action:

Replace your mattress  
every X years



The Better Sleep Council

**Sleep Better.  
Live Better.**



- **Decreased the number of years consumers keep their mattresses from 12.2 years to 11.3 years to 10.8 years...**
- **Created market for ultra premium mattresses**
- **Created Better Sleep Month – providing a reason for media to write about sleep and mattresses, and for retailers to promote the connection between a good bed and good sleep.**
- **May sales doubled over previous years and became the fastest growing sales month for the industry**



# INTERNATIONAL PARKING INSTITUTE



INTERNATIONAL  
PARKING  
INSTITUTE



**Big Idea**

**Parking Matters.**

*Changing perception of the importance of parking – and parking professionals – to planning*

PARKING  
MATTERS<sup>SM</sup>

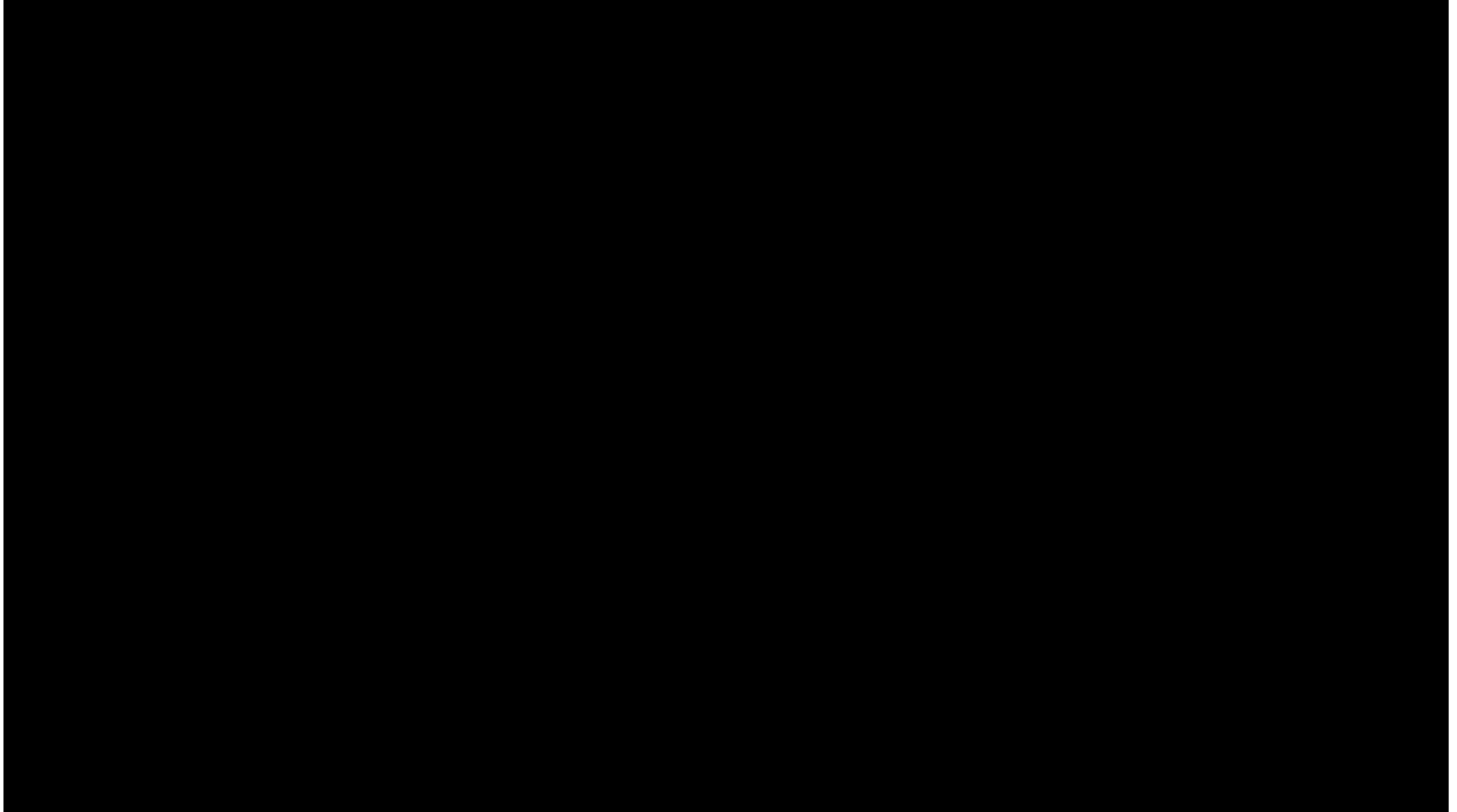


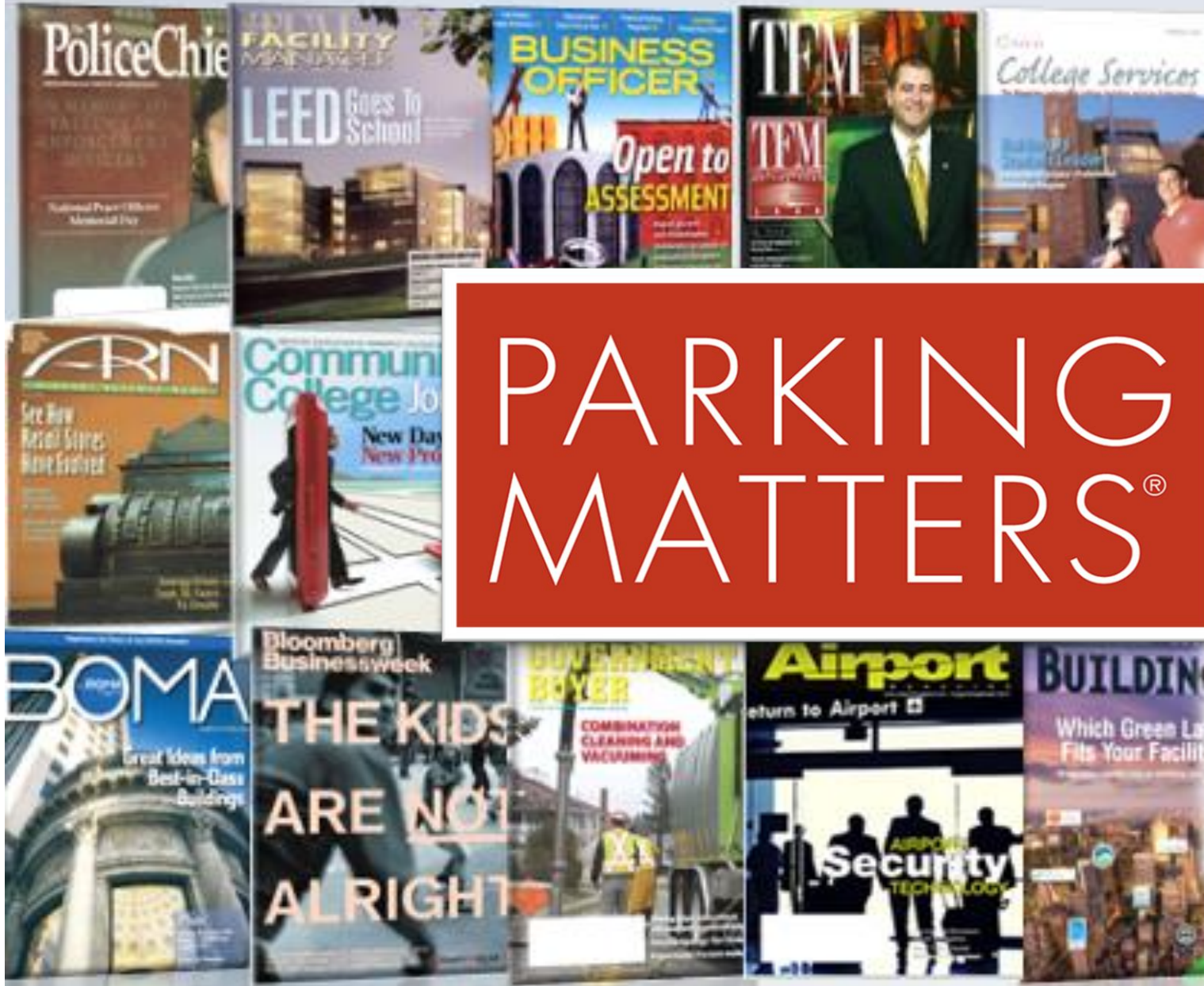
A photograph of a city street with several cars parked along the curb. The cars are mostly silver and white. In the background, there are trees and a building with a sign that says "tel".

# PARKING MATTERS<sup>SM</sup>

**NO Parking**







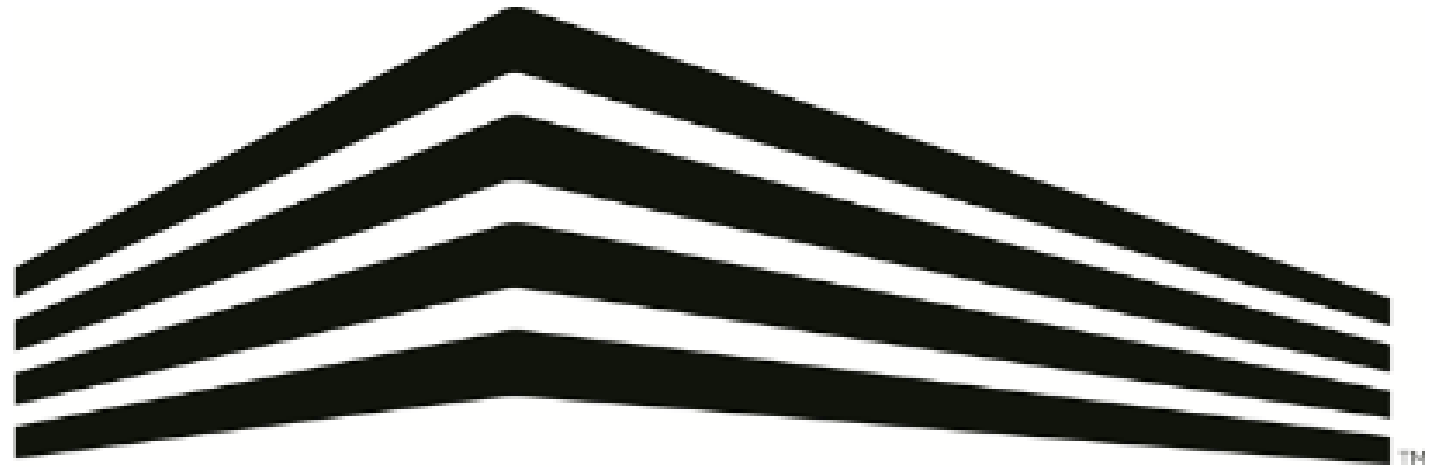
The New York Times  
The Washington Post  
THE WALL STREET JOURNAL  
THE HUFFINGTON POST



**IPI** INTERNATIONAL PARKING INSTITUTE



**GLOBAL PARKING  
ASSOCIATION  
LEADERS**



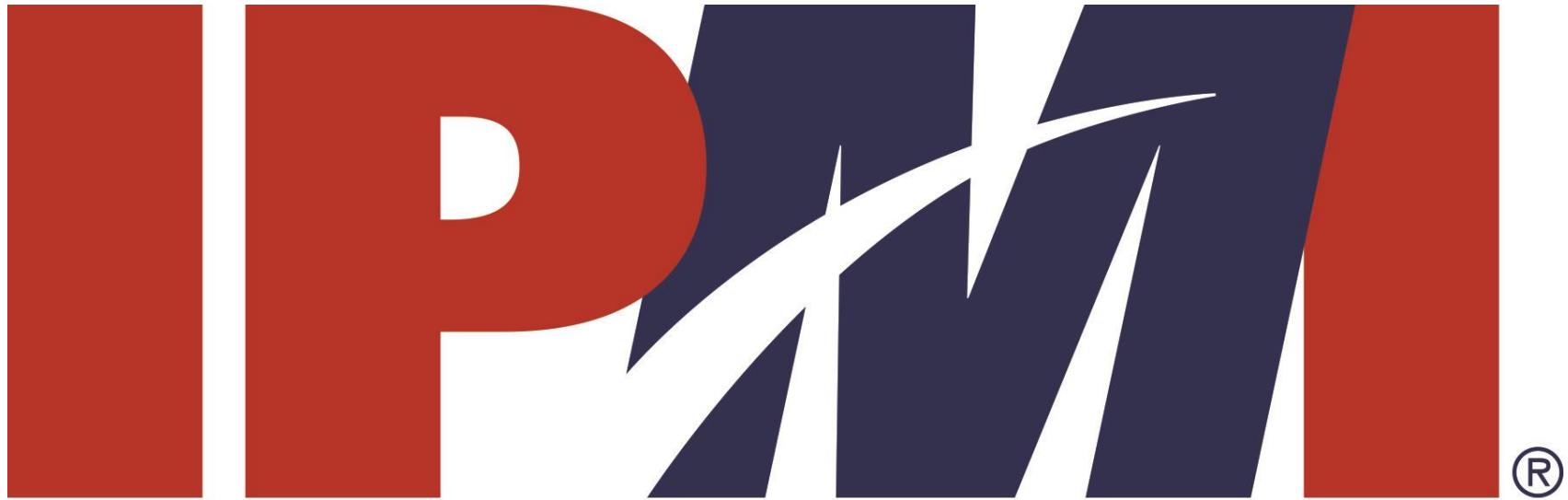
**GREEN PARKING COUNCIL**

AN AFFILIATE OF THE INTERNATIONAL PARKING INSTITUTE



**Parksmart**<sup>SM</sup>





International Parking & Mobility Institute

PARKING  
MATTERS<sup>SM</sup>



CONTAINS CERTIFIED FLEXIBLE POLYURETHANE FOAM

**CertiPUR-US®**

WWW.CERTIPUR.US



2008

Flexible Polyurethane Foam Industry was Losing Market Share to Substandard Foams Being Imported from Asia

No way to differentiate “good foam” from “bad foam”



# Big Idea

Level the playing field and create a voluntary standard for foam used in upholstered furniture and bedding

# Participating Foam Producers

57      68      74      91      100

2019

2020

2021

2022

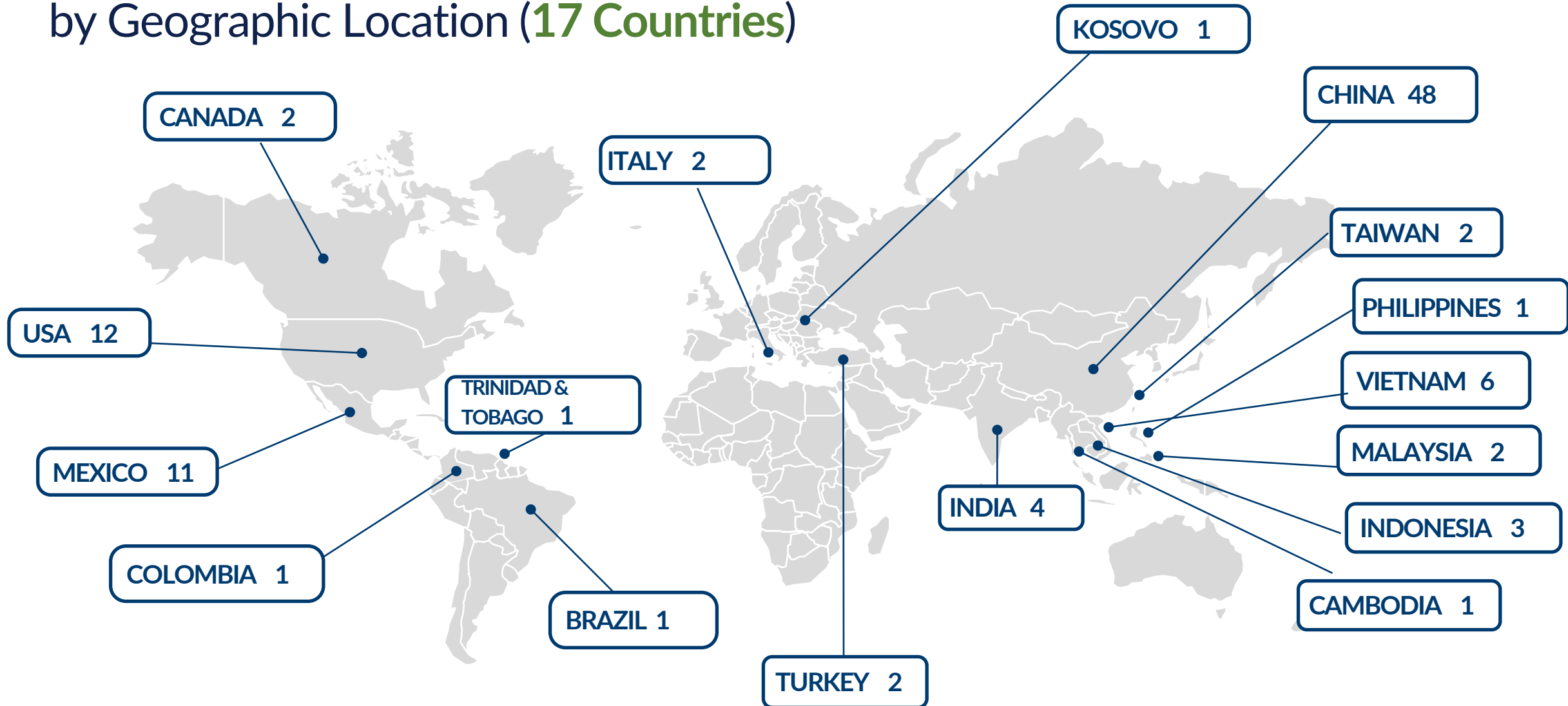
2023

**75% increase in past 5 years**



# 100 Participating Foam Producers

by Geographic Location (**17 Countries**)



# Certified Foam Families

**158    177    188    210    229**

2019

2020

2021

2022

2023

**45% increase in past 5 years**





# Create Demand for Certified Foam





**But what are we  
really selling?**

**Peace of Mind**



**Foams that Feel Good**  
**and You Can Feel Good About®**

**Peace of Mind**



## CertiPUR-US® Directory

of participating companies & brands

Manufacturers and retailers, click here to update your listing.

[Directory Home](#) | [All Listings](#) | [How to Use the Directory](#)

[VIEW ALL Companies and Brands](#)

[ALL LISTINGS >](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

or **SEARCH by Company or Brand Name**

click "Advanced Search" to search by multiple variable: Company Type, Product Category or Location

Search...

Q SEARCH

ADVANCED SEARCH >

or **BROWSE by Company Type, Location or Product Category**

By Company Type >

By Location >

By Product Category >

Companies noted with an asterisk (\*) are among the 85+ foam producers worldwide manufacturing foams that are certified through the CertiPUR-US® program.

This website uses cookies to improve your experience. Click accept to proceed.  Accept [Privacy Policy](#)

**1,500+ Participating Upholstered Furniture and Bedding Manufacturers and Retailers**

**[certipur.us/directory](https://certipur.us/directory)**



**Sent:** Sunday, January 07, 2024 10:46 AM

**To:** [info@certipur.us](mailto:info@certipur.us)

**Subject:** Certipur logo but not in directory

Hi

I purchased a mattress because it had the certipur label but noticed they are not on your directory? Do you know if this brand is certified just not registered? Or is this a false claim?

[https://](https://[REDACTED])

Thanks

Jen

# Guiding Principles



**Integrity.**  
**Transparency.**  
**Relevancy.**  
**Visibility.**

# Guiding Principles



**Integrity.**

**Transparency.**

**Relevancy.**

**Visibility.**

2023 v4



## CertiPUR-US® Technical Guide for Slabstock Foam

Physical Property and Environmental  
Criteria  
for Certification of Slabstock Flexible  
Polyurethane Foam for Use in Furniture and  
Bedding

Includes Requirements

2023 v4



## CertiPUR-US® Technical Guidelines for Molded Foam

Physical Property and Environmental Criteria  
for Certification of Molded Flexible Polyurethane Foam  
for Use in Furniture and Bedding

**Tough Standard**  
**“Living” Document**

**Re-certification Required**

**Independent, accredited laboratories**

**Round-robin testing of labs**

**Random verification testing program**

Section 3: Approved  
Section 4: Foam Producer Declaration  
Section 5: Prohibited Substances  
Section 6: Independent Laboratory Attestation  
Section 7: Physical Property Testing  
Section 8: Preparing Samples for Physical Property Testing  
Section 9: Preparing Samples for Environmental Testing  
Section 10: Instructions for Packaging and Retesting

Form: Physical Property

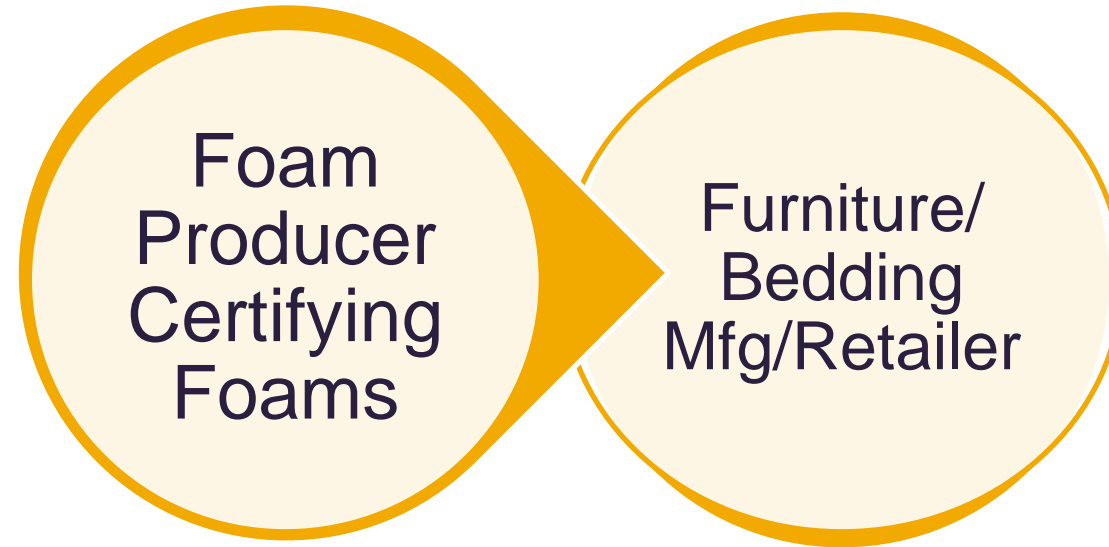


CertiPUR-US® is a program of the nonprofit  
Alliance for Flexible Polyurethane Foam, Inc.

certification mark of  
Foam, Inc.  
Foam, Inc. All rights reserved.



# A Record of the Supply Chain Protects You, the Consumer and Us!



Supplier Verification **Form A**

Terms of Use Agreement **Form B**

**Must be registered for permission to use the CertiPUR-US® name and logo**

# Free Registration

FORM

**A**

Supplier  
Verification

**First Time**

FORM

**B**

Agree to  
Program Rules/  
Take Course

FORM

**C**

Update  
Annually

**Subsequent Years**

# The Rules:

Follow the Federal Trade Commission Green Guides



## CertiPUR-US® Program Terms of Use Manual

Including Terms of Use Agreement Form B

October 1, 2021

### TABLE OF CONTENTS

Eligibility for Participation .....	2
How to Register and Get Listed on Website .....	2
Rules for Participants .....	2-3
Pre-approval Requirements of Promotional Materials .....	2
Correct Use of CertiPUR-US® Name .....	3
Claims .....	3
Language .....	3

~~“non-toxic”~~

~~“safe”~~

~~“chemical-free”~~

~~“green”~~



# Spell it Right

**CertiPUR-US<sup>®</sup>**

*dash*

*Registered  
trademark  
symbol*

*Capital letters*

# Clarify: Only the Foam is Certified

We don't certify mattresses



We don't certify sofas



Get pre-approval for marketing materials that include  
CertiPUR-US® name, logo, claims

## Pre-approval

Usually within 48 hours!  
[approvals@certipur.us](mailto:approvals@certipur.us)





# Update annually by submitting a Directory Listing Update Form C or...

you get de-listed and lose permission to use our trademarked name and logo.

[certipur.us/update](https://certipur.us/update)



# Guiding Principles



**Integrity.**

**Transparency.**

**Relevancy.**

**Visibility.**



## Foams that feel good and you can feel good about<sup>®</sup>

CertiPUR-US<sup>®</sup> is a certification program administered by a nonprofit organization.

CertiPUR-US certified foams are:

- ✓ Made without formaldehyde
- ✓ Made without ozone depleters

[www.certipur.us](http://www.certipur.us)



# Guiding Principles



**Integrity.**  
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**Made without  
formaldehyde**







**Made without  
ozone depleters**





**Made without  
mercury, lead and  
other heavy metals**





**Made without  
phthalates regulated by the  
U.S. Consumer Product  
Safety Commission**





**Low VOC  
(volatile organic compound)  
emissions for indoor air quality  
(less than 0.5 parts per million)**







**Screened for relevant chemicals,  
including flame retardants, that are  
classified as carcinogens, mutagens  
or reproductive toxins  
and are harmful to human health**



# NEW: Biobased Foam Family



# Guiding Principles



**Integrity.**  
**Transparency.**  
**Relevancy.**

**Visibility.**

**We Look Bigger Than We Are**



# Industry News Coverage



THE URETHANE BLOG

CertiPUR-US Announces New, Improved Online Directory of Participating Companies

**Furniture Today**

**Bed Times**

CertiPUR-US ANNOUNCES ONLINE Directory of Participating Companies

**Sleep Savvy**  
the magazine for sleep products professionals

CertiPUR-US Announces New Online Directory of Participating Companies

The new directory of participating companies

(Beverly Hills, Mich.) — The CertiPUR-US® Institute

online quickly and efficiently search for companies

CertiPUR-US certified foam.



Introducing

  
**CertiPUR-US<sup>SM</sup>**  
**Certified Biobased**  
**Foam**

The CertiPUR-US® program is now certifying biobased flexible polyurethane foam. To be certified, biobased foams must have a minimum of 25% biobased content based on analysis using ASTM D6866-22 Method B and meet all current CertiPUR-US® certification criteria.

**Learn more and find foam producers offering  
CertiPUR-US® certified biobased foams:**

**[certipur.us/biobased](https://certipur.us/biobased)**

# FurnitureToday



## Using Certified Foam?

Consumers check our all-new online directory to find out.  
Are your company and brands listed correctly?

[certipur.us/directory](http://certipur.us/directory)





# We stepped into your customers' shoes and discovered something

Your customers may be walking away from buying your bedding products simply because they don't see your company or brands listed in our online directory.

Take the first step toward leveraging certified foam into sales by listing all your brands and sub-brands (it's free).

[certipur.us/GetListed](http://certipur.us/GetListed)



**Foams that Feel Good  
and You Can Feel Good  
About Selling<sup>SM</sup>**



Listings are only available to companies selling products containing CertiPUR-US® certified foam.

# Tap Into the Increasing Demand for Certified Foam



- **Buy** certified foam from our global network of more than 90 participating foam producers
- **Feature** our logo on your website, in ads, promotional materials and at point-of-purchase
- **Train** your sales, customer service and marketing teams how to sell the benefits of certified foam by taking our free online certificate course
- **Download** our free 8-page guide to the program in the manufacturer and retailer section of our website
- **Order** low-cost hangtags and labels from our online store to put the power of certified foam to work for you on the showroom floor
- **Create** a page on your website that provides details about the benefits of certified foam



Company Name      Brand Name      Location      Product Category

## Are All Your Brands Listed Correctly in our New Directory?

Thousands of prospective customers search our directory each week and make purchasing decisions based on whether products contain certified foam. Only companies that are registered (it's free) and update their directory listings annually have permission to use our trademarked name and logo.

[certipur.us/bedding](http://certipur.us/bedding)







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Email

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blog and receive notifications of new posts

## Reinvent Your Home With a Furniture Inventory

When is the last time you did a room-by-room furniture inventory in your house? A friend and I once worked together on a little pamphlet about the pleasures—and frustrations—with decorating a home. The opening paragraph stuck with me. To paraphrase, we advised homeowners to take time to see their home through the eyes of others and start with an inventory of what you have.

When I am expecting houseguests, I am never more aware of all the places in my home that need sprucing up. The sofa looks more worn when I imagine a visitor walking in. And that stack of mail by the phone? Unsightly. Just how old *is* that floor lamp in the family room? And how many years have I put up with the dang switch on that lamp that falls off every time I touch it?!



**ISPA** INDUSTRY  
CONFERENCE

**March 15-16, 2023**

2023



CONTAINS CERTIFIED FLEXIBLE POLYURETHANE FOAM  
CertiPUR-US<sup>®</sup>  
WWW.CERTIPUR.US

Celebrating 1





 ISPA  
Sustainability  
Conference

September 2023



A nighttime photograph of several tall skyscrapers in a city. The buildings are illuminated from within, with many windows glowing with warm yellow light. The sky is a deep, dark blue. The buildings have a modern architectural style with many windows and balconies.

**FurnitureToday**

**Leadership**

**2023**

November 28-30  
Aventura, Florida



**Riding  
Coattails  
and  
Building  
Alliances**



# How to Exercise Your “Big Idea” Muscles

**Backwards** ← **Campaigns** ← **Analyze**

Questions?



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*“Put the bucket out where it’s  
raining.”*

Old Advertising Adage



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*“If all you have is a hammer,  
everything looks like a nail.”*

Abraham Maslow or Bernard Baruch

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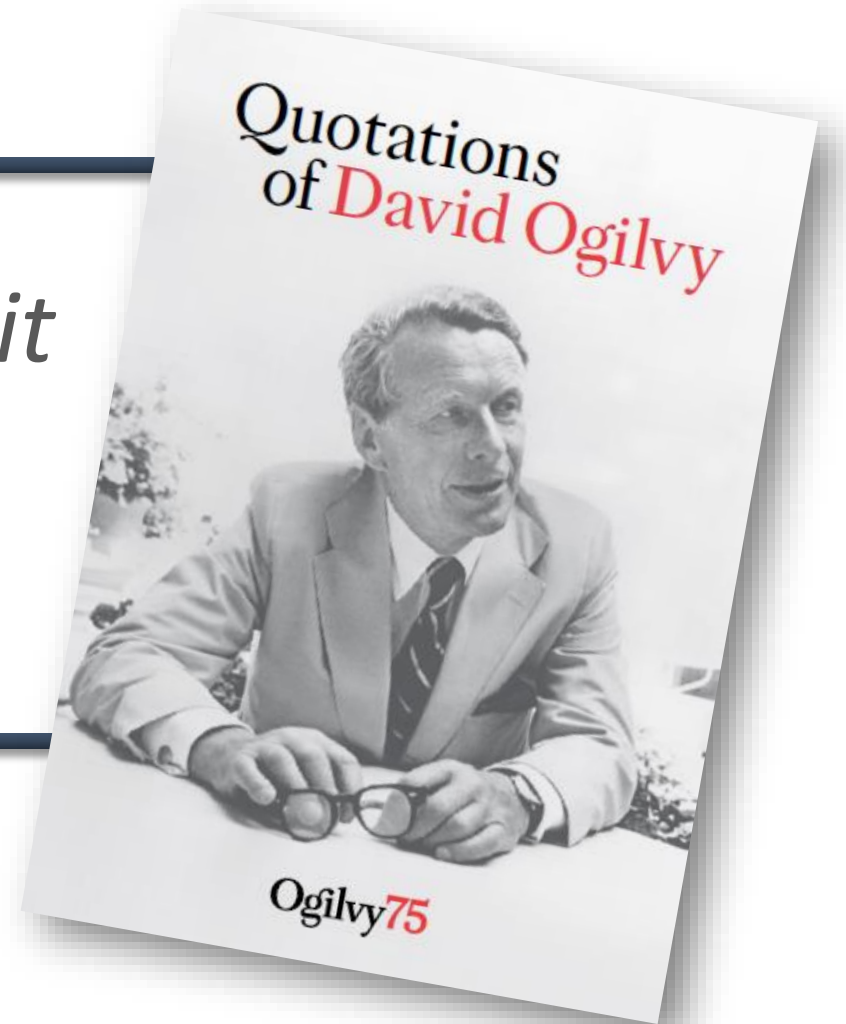


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*“Tell the truth but make it  
fascinating.”*

David Ogilvy

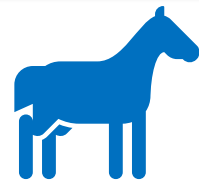
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*“Trends are like horses, easier to ride in the direction they’re going.”*

John Nasibitt





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*“Even if you’re on the right track,  
you’ll get run over if you just sit there.”*

Will Rogers

---



What  
are  
you  
really  
Selling?



“In the factory  
we make  
cosmetics.

In the stores  
we sell  
hope.”

Charles Revson



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64

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