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Sleep Circular launches to advance mattress circularity in Europe

Brussels, 24.11.2026 — Four European associations have launched Sleep Circular, a new circular economy value chain partnership dedicated to improving the collection and recycling of end-of-life mattresses across Europe.

Every year, approximately 40 million mattresses reach their end-of-life in Europe. Only a small proportion are separately collected, reused and recycled, as in most countries collection systems and infrastructure are insufficiently developed. As a result, most end-of-life mattresses are landfilled or incinerated, despite containing valuable materials such as metal, polyurethane foam, latex, textiles, and others. Bringing these materials back into the productive economy is the challenge Sleep Circular seeks to address.

The founding partners are the European Bedding Industries Association (EBIA), the European Association of Flexible PU Foam Blocks Manufacturers (EUROPUR), the European Waste Management Association (FEAD), and the European Association of Hotels, Restaurants and Cafés (HOTREC). By establishing a platform for collaboration, knowledge exchange and coordinated action, the partners aim to enhance mattress collection and recycling, support harmonised Extended Producer Responsibility schemes on mattresses, and raise awareness on the value of the materials in mattresses for Europe's circular economy.

For mattress producers, promoting the sustainability of the sector is a key priority. **Frederik Lauwaert**, Director General, EBIA, said: "*EBIA and its members are committed to advancing a more sustainable and circular European bedding industry through innovation, eco-design and greater resource efficiency. Working together with other associations across the mattress value chain through Sleep Circular enables us to combine expertise and develop practical solutions to challenges that can only be addressed through strong cross-sector collaboration*."

Flexible polyurethane foam is a key component of mattresses. **Michel Baumgartner**, Secretary General of EUROPUR underlined the need for innovation and collaboration in developing circular solutions for mattress materials: "*EUROPUR and its members are firmly committed to driving a fully circular lifecycle for polyurethane foam in mattresses through continuous innovation, eco-design, and advanced recycling technologies. Working with other*

trade associations in the mattress supply chain within Sleep Circular facilitates cooperation in a field where multi-disciplinary ecosystems are strongly needed."

At their end-of-life, mattresses are bulky waste, requiring specific collection and recycling infrastructure. **Paolo Campanella**, Secretary General, FEAD, commented: "*FEAD is committed to building the collection, sorting and recycling infrastructure needed to make mattress circularity a reality across Europe. Through Sleep Circular, we are proud to bring the waste management sector together with the whole value chain, turning one of Europe's most overlooked waste streams into a genuine circular economy success story.*"

For hotels and other accommodation providers, mattresses are an essential part of the guest experience. **Marie Audren**, Director General, HOTREC, stressed the importance of involving major commercial mattress users in the circular transition: "*Hotels and other accommodation providers are significant users of mattresses and therefore have a clear role in advancing their circularity. Sleep Circular creates a valuable platform to connect the hospitality sector with the wider mattress value chain, share practical experience and help shape solutions that improve collection, reuse and recycling across Europe*."

The partner associations officially launched the Sleep Circular Platform on 24 November 2026 during an online public event "**Towards Mattress Circularity in Europe: The Sleep Circular Initiative**".

By connecting European and national stakeholders, the partnership will work to identify common priorities, exchange solutions and support the development of effective systems that keep valuable materials in circulation. Sleep Circular invites stakeholders across Europe to engage in this collective effort and contribute to building a more circular future for mattresses.

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ABOUT SLEEP CIRCULAR

Sleep Circular is the European value chain partnership bringing together mattress manufacturers, material suppliers, recyclers, waste management organisations, hospitality representatives and other stakeholders committed to improving mattress circularity.
https://sleepcircular.eu/

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