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Rush Mattress Expands Product Offerings;

Introduces New All-Natural Latex Collection Covered in Organic Cotton at High Point

Company customizes every line based on needs of each retailer

HIGH POINT, NC, Oct 17, 2014 – Rush Mattress has expanded into “All-Natural” and “Organic” and will introduce at High Point its new collection, “SimplyNatural™”, the highest quality all-natural latex mattresses, encased with tested and certified organic cotton covers with certified organic cotton fill, (unlike many other purportedly ‘organic’ covers that we found are actually inlaid, or filled, with a blend, or the inlay is not organic). And we’ve added wool for a natural, chemical-free, FR solution,” announced former Sleepy’s executive Harry Goodman, president of [Rush Mattress](http://www.rushmattress.com).

According to Goodman, “There are many options in the latex marketplace, but all products are not the same. We determined that Latexco’s Naturalux offers us the highest quality, most all-natural eco product for our new collection, for both core and comfort layers. We covered it in absolutely gorgeous stretch knit organic cotton mattress covers, and added a zipper so nothing’s hidden, to develop a truly unmatched collection in terms of quality, design, comfort, support, and durability.”

Rush Mattress customizes every mattress line based on the needs of each retailer. Samples of the SimplyNatural™ Latex Mattress Collection are on display at the Rush Mattress showroom ([118 N. Wrenn St.](http://www.rushmattress.com)), although these are merely an example of what Rush Mattress can do. Firmness, height, and fabric design can be customized to the needs of any market. Featured on display are SimplyNatural™ 12-inch Plush with a luxurious, dye-free organic mattress cover, 10-inch Classic with a beautiful border design on the fabric, and 8-inch Firm, with buoyant and supportive comfort. Buyers and press are invited to see the new collection. [Click here](#) to schedule your visit.

According to Mike Rush, Goodman’s partner and Rush Mattress CMO, “This collection is really top-of-the-line. The latex is certified by both [Oeko-Tex Standard 100](#), which means it’s free of harmful substances, and [EuroLATEX ECO-Standard](#), which defines the maximum acceptable limits of substances considered toxic or harmful. These European standards are more stringent than U.S. guidelines. Also the German organization LGA awarded a score of minimum 99% out of 100% (being the maximum) for its dynamic load performance criteria on loss of height, loss of hardness and loss of elasticity, which means these mattresses are extraordinarily durable.”

Latex is naturally dust mite-resistant, anti-fungal, anti-microbial, very eco friendly, and biodegradable (after it’s enjoyed for a *very* long time).

Rush Mattress is a division of Vrush Industries, which was established in 2009. The privately held company operates its own state-of-the-art, enhanced production facilities to bring its popular line of ready-to-assemble (RTA) furniture products to the home furnishings and retail industries.

Rush Mattress is dedicated to high quality, great value and total flexibility. The High Point showroom is in the heart of the furniture district in downtown High Point, NC, located at 118 N. Wrenn St., and is open during Markets and by appointment year-round. More information is available at www.rushmattress.com and 336-886-7700.

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Backgrounder: SimplyNatural™ Materials

HIGH POINT, NC, Oct 17, 2014 – Rush Mattress announced at the High Point Market today that it has expanded into “All-Natural” and “Organic” and introduced its new collection, SimplyNatural™, the highest quality all-natural latex mattresses, encased with tested and certified organic cotton covers with certified organic cotton fill, with wool for a natural, chemical-free, FR solution.

Latex Background

Natural rubber Latex is gathered from the milk of the *Hevea Brasiliensis* rubber tree on carefully selected plantations near the equator. (Latex is not really “sap,” it’s more like milk or juice that lies right under the bark of the tree.) The trees are not harmed during tapping, and one’s body is not harmed during sleep from the chemicals found in many other foams.

No latex is truly “organic.” Natural? Yes. Free of harmful chemicals? Yes. But organic? No. In processing, all rubber tree milk is mixed with additives and natural soaps for coagulation. The latex rubber is washed many times in the final steps to remove the additives and natural soaps. By then it’s no longer “organic,” (despite claims made by others.) Rush Mattress’ is entirely safe All-Natural Latex. (In the marketplace there’s also synthetic latex and blended latex, but we prefer the Natural Latex.)

Latex is naturally dust mite-resistant, anti-fungal, anti-microbial, very eco friendly, and biodegradable (after it’s enjoyed for a *very* long time).

Rush Mattress’ latex from Latexco, one of the world’s leading producers of latex, is certified by [Oeko-Tex Standard 100](#), which means it’s free of harmful substances, and [EuroLATEX ECO-Standard](#), which defines the maximum acceptable limits of substances considered toxic or harmful. These European standards are more stringent than U.S. guidelines. Also the German organization LGA awarded a score of minimum 99% out of 100% (the maximum) for its dynamic load performance criteria on loss of height, loss of hardness and loss of elasticity, which means these mattresses are extraordinarily durable.

Cover Me *Organic*

Surrounding the SimplyNatural™ Latex Mattresses are beautiful Organic Cotton Mattress Covers. Unlike the other “organic” cotton covers, the fill in Rush Mattress’ Organic Cotton Covers is tested and certified *100% organic cotton — through and through*, and it’s made in the U.S.A.

Unless other so-called “organic” cotton mattress covers can show a certificate that their inlays, or fill, are organic, they are not. It is not sufficient if some certify the *outer* cotton as organic, and not their fill, and others don’t display any documentation and try to confuse the public with words such as “eco,” “green,” and “healthier.” We use some of those words too, but we use them honestly and in conjunction with all our certifications.

Rush Mattress stretch knit Organic Cotton Mattress Cover are lined with a layer of wool that serves as a natural FR solution. No chemical flame retardants are used or needed to meet safety regulations. And wool naturally enhances breathability and absorbs moisture.

Rush Mattresses are proudly made in the U.S.A.