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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.