



BY APPOINTMENT TO  
HER MAJESTY THE QUEEN  
BEDDING AND UPHOLSTERY  
MANUFACTURERS  
HYPNOS LIMITED ENGLAND

# HYPNOS®

THE MOST COMFORTABLE BEDS IN THE WORLD

## Comfort with Integrity™

**At Hypnos, we believe sleep shouldn't cost the Earth.**

**We craft environmentally sound, healthy and sustainable sleep, responsibly sourcing natural and sustainable materials that are certified and traceable, with our impact going beyond neutralising our carbon footprint, to actively helping to regenerate the planet.**

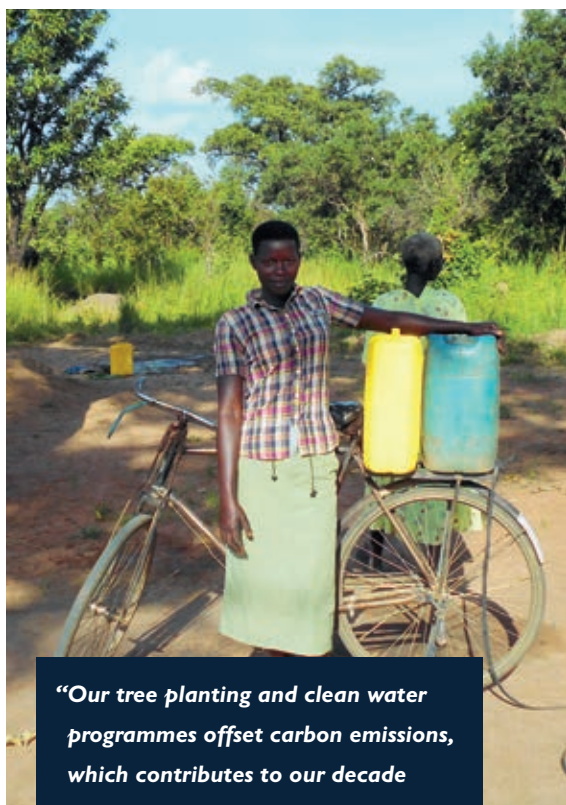


# Our purpose is to inspire everyone to sleep sustainably



**As a pioneer in sustainable and ethical bedmaking, our strategy has always been to make a positive environmental and social impact, investing in initiatives to combat climate change.**

**Our focus is to accelerate our transparency, integrity, and responsible innovation to deliver a nature-based approach to product design and a circular future, which goes beyond carbon neutrality, and ensures that the wellbeing of our consumers, communities and planet remain at the centre of our business.**



***“Our tree planting and clean water programmes offset carbon emissions, which contributes to our decade long Carbon Neutral Status.”***

Richard Naylor  
GROUP SUSTAINABLE  
DEVELOPMENT DIRECTOR



***“We have put sustainability at the centre of our vision and everything we do, it’s in our DNA. We create beautiful beds, sustainable sleep and comfort with integrity.”***

James Keen  
CEO

From our increased use of natural organic and plant-based fibres derived from regenerative farming practices, to our net-zero carbon offsetting programme and our community-based social responsibility programmes, our force for good ethos stretches far beyond decarbonisation and sustainable-design.

We leverage our partnerships with the Eden Project, Planet Mark and Chiltern Rangers to help with community-based projects, from working with local charities to reduce poverty and homelessness; delivering environmental education at local schools to assisting local conservation projects with tree planting and rewilding.

In partnership with

**eden project**



# Our purpose is to inspire everyone to sleep sustainably

Not only are we committed to protecting the planet and supporting the United Nations Sustainable Development Goals, but our Chief Executive Officer, James Keen, has also personally pledged Hypnos' support to HRH The Prince of Wales' Terra Carta recovery plan to put nature, people and planet first.



A decade of sustainability action, plus supporting culture, governance, and taskforce development, reinforced by the Board appointment of a Group Sustainable Development Director, were rewarded when we received the prestigious Queen's Award for Enterprise for Sustainable Development.

Indeed, over the last 10 years, we have undergone a comprehensive sustainability journey which led to Hypnos becoming the first carbon neutral bedmaker in the world. In fact, we are the only bed maker to have held the prestigious PAS 2060 Carbon Neutrality standard since 2011, having offset a total of 10,294 tonnes of CO<sub>2</sub>e, including 744 tonnes in 2020/21 alone, via a variety of Gold Standard certified climate projects including planting trees in both the UK and the Amazon Rainforest, as well as helping to repair boreholes to provide access to clean water for communities in Sierra Leone and Uganda.



*"Understanding and reducing the impact that your business has on the planet is absolutely essential and we know that Hypnos has been unrelenting in its pursuit of truly sustainable beds, delivering outstanding products for both its customers and the planet."*

Steve Malkin  
CEO AND FOUNDER OF THE PLANET MARK

After a decade of carbon neutrality and environmentally-friendly product design, Hypnos was also recognised with a prestigious 'The Planet Mark – Carbon Neutral Certification'.

The Planet Mark is a highly distinguished sustainability certification for businesses in the UK and internationally, recognising continuous improvements within a company across a wide range of areas including building strong employee engagement to create a sustainable culture.



Our 'lean and green' operational culture focuses on the minimisation of carbon emissions, energy and waste. We have eliminated factory waste to landfill, ensuring any waste goes to a recycling source. We have installed biomass heating and 100% renewable energy. We aim to reduce our carbon emission by 5% every year.

We are also the first bedmaker to have successfully achieved compliance with the ISO 14001:2015 Environmental Management System.

As a Sedex member we are committed to sourcing responsibly, and improving ethical standards and working conditions within our supply chain. We help our suppliers achieve good sustainability, health and safety practices too, partnering with them to deliver traceability and Net Zero.



# Sustainable, safe and low carbon product designs



**The future of sustainability at Hypnos naturally includes creating a carbon zero bed – a product that doesn't have a negative impact on the environment at the point of purchase.**

**With a clear focus on safe, low-carbon sustainable designs, all our mattresses are 100% foam-free and also 100% recyclable ensuring they never need to go to landfill. The best way to protect our environment and reverse any climate damage is to ensure we're creating products that use traceable materials which can enter a circular economy.**

We collaborate with farmers, environmental leaders and suppliers of certified and traceable materials to make the largest possible impact. An example of our work with farmers, and our desire to trace the origins of our materials, is illustrated by our Origins Collections, created in partnership with Red Tractor, the well-known assured farming and certified standards scheme.

In a first of its kind for the wool and bed industry, Hypnos works with Red Tractor's assured farms to source completely traceable British Wool.

We know our wool is from farmers who are committed to animal welfare and the health of their soil and land, with the farmers themselves getting paid a fair price.

Our cotton is also ethically sourced via our Better Cotton Initiative and CottonConnect Partnerships, providing more traceable and responsibly farmed materials, whilst helping to support cotton farmers, their communities and the environment.



*"We pay British farmers a fair price for their wool, knowing that they are committed to caring for the health of their animals and their soil."*





## Sustainable product and packaging designs

Whilst we prefer to use nature's materials first, we use eOlus™ sustainable fibre, that's made from recycled plastic bottles, sourced in compliance with the Global Recycled Standard. To date, by using these fibres inside some of our mattresses, we've recycled the equivalent of over 290,000,000 plastic bottles, and helped to prevent the pollution of our oceans and land.

What's more, the timber within our bed bases is from managed forests and sustainable sources that comply with the Forest Stewardship Council (FSC® licence code FSC-C110890) and The Programme for the Endorsement of Forest Certification (PEFC licence code PEFC/16-37-1392), guaranteeing full traceability.

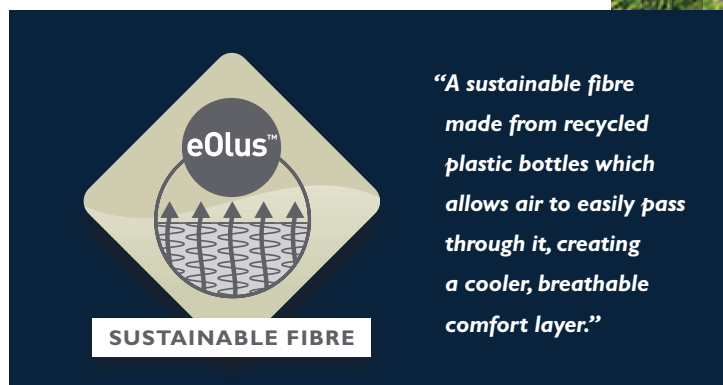
Hypnos has developed another industry first by creating a recyclable, eco-friendly packaging solution for its beds and mattresses. After 18 months of intensive research and development, the innovative packaging was designed using sustainable and renewable sources to help eliminate the use of harmful, fossil-based products.



*"At the heart of our carbon neutral packaging is sugar cane, a renewable and carbon dioxide depleting resource."*



The mark of responsible forestry



Hypnos made the decision not to patent or trademark this packaging. Instead we called on the furniture industry to ditch single-use polythene and make the transition to this 100 per cent recyclable product.

At the heart of the packaging is sugar cane, a renewable and carbon dioxide depleting resource. Sugar cane ethanol is combined with recycled plastic, helping those who use it to massively reduce their carbon footprint. The use of ethanol, a bi-product of sugar cane production and recycled plastics that form a green polyethylene, means the creation is carbon neutral and 100% recyclable.

We've also pioneered the development of a disposal and recycling service to takeback old beds, mattresses and packaging from hoteliers and retailers. This innovative service, which guarantees 100% landfill avoidance, involves the de-construction of old products, creating recycled raw materials for re-use in other industries.



*"We only use environmentally friendly, sustainable and recyclable materials of the highest quality."*





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## Comfort with Integrity™

**We intend to meet and where possible,  
exceed all relevant regulatory requirements.**

**Hypnos communicates regularly with staff  
and customers on matters of environmental  
policy, practices and progress to achieving  
its Environmental goals.**

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