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## Gold Bond gets 'amazing' retail response for Organic Futon Mattress

BY DAVID PERRY

HARTFORD, Conn. — Independent mattress manufacturer Gold Bond has gotten a good retail response to its first certified Organic Futon Mattress collection, which features a new type of natural rubber latex.

The line was well received at the October market in High Point and should do well on retail floors, company officials said.

"Retailer response for the Organic Futon Mattress was amazing," said Bob Naboichek, Gold Bond's president. "We got a positive reaction from both the retailers looking for something green and our futon retailers. In fact, there is so much interest in it we are completing all our burn tests now and hope to have it available before the New Year."

Earlier this year, Gold Bond successfully launched its Brilliance collection, which it bills as the world's first all-natural rubber latex mattress free of allergy-causing latex proteins and non-rubber particles featuring Vytex NRL.

"Gold Bond is a market leader and has been at the forefront of the futon trend since the 1980s," said Naboichek. "We took our time developing this product because we wanted to make sure it had the right combination of high-quality organic cotton, wool, natural latex and comfort feels."

Constructed entirely from materials sourced in the United States, the new, three-SKU Organic Futon/Mattress collection was developed to meet consumer and retailer demand for an organically sustainable futon offering. Designed to work in either a futon frame or a platform bed, each mattress is made with organic cotton and needle-punched wool that meets current fire-retardant codes. The new line-up is available in five-, six- and seven-inch profiles with the six- and seven-inch models featuring two and three-inches of Vytex, respectively.

Vytex NRL is the only NRL in which the proteins and non-rubbers have been physically removed from the raw material, maintaining the positive physical attributes and sustainable properties of NRL, with little to none of the allergy- and odor-causing proteins of other non-rubbers, officials said.

Vytex is the only NRL that originates from Rainforest Alliance Certified farms and forests and offers Forestry Stewardship Council Chain-of-Custody certification that traces the path of products from forests through the supply chain, verifying that FSC-certified material is identified or kept separated from non-certified material throughout the chain, the company said.

The retail prices for the new Organic Futon Mattresses ranges from \$1,399 to \$1,999 in full to \$1,599 to \$2,399 in queen.