

# naturalmat®

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handcrafting healthy and sustainable  
sleep since 1999

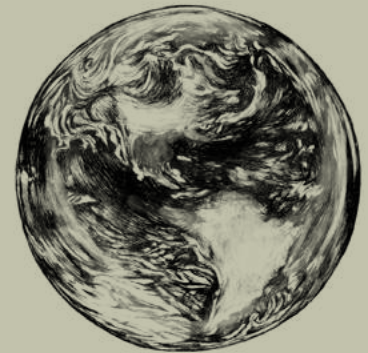
Certified



Corporation



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
SUSTAINABLE  
DEVELOPMENT  
2020



**2025 Impact Report**

Spring is in the air here in Devon and there's a real sense of excitement as we begin a new chapter at our Topsham HQ. Our brand-new workshop, office and showroom are finally ready, and we couldn't be prouder.

We firmly believe the demand for better, healthier and more sustainable sleep will only grow in the years ahead and the increased production space will allow us to handcraft more and more natural beds and mattresses. We are conscious that with growth comes an increased responsibility to operate as sustainably and ethically as possible and we hope the progress documented in this report shows that we are not resting on our laurels.

26 years ago, when the two of us set up Naturalmat, the idea of making a mattress from natural and organic materials was a pretty bonkers one, and we were an extremely lonely voice in the industry.

Now however, the world has moved on, and driven by consumer demand, others are slowly moving in our direction. Frankly, this is a relief. The environmental crisis continues to unfold around us and we need more businesses to champion a more sustainable approach.

Within our industry, millions of mattresses continue to go to landfill every year and the proliferation of low-quality products which can't be dismantled or recycled shows no sign of abating. We're proud to have led the way for years here with our Mattress for Life Initiative™ (learn more on p.7) and we'll shortly be extending this program to our beds as well.

Wool has been central to the Naturalmat story since we pioneered buying direct from farmgate back in 2008, and we've always known that choosing organic, rather than non-organic, has huge benefits to the animals, the farm ecosystem and its overall carbon footprint.

Up to now, proving this has been a challenge though, so this year we partnered with Farm Carbon Toolkit whose study shows that the carbon emissions of organic wool are 90% less than conventional. You can dig into the details on p.16.

It would be remiss of us not to thank our team across our workshop, head office and showrooms. Whether handcrafting mattresses, serving customers or everything in between, they are the reason we continue to make progress on both our business and sustainability goals and we are very grateful for their efforts.

This is our fourth Impact Report, created to share our progress so far as we work towards the 2025 goals of our Sustainability Strategy. Next year, we look forward to reporting on our initial 5-year strategy, taking stock and setting even more challenging goals for the years ahead. Thank you as always for your support, and we hope you'll join us as we strive towards a better, more sustainable future.




letter from the founders

“We hope you'll join us as we strive towards a better, more sustainable future”



# highlights of the year



## 90% lower carbon farming

We conducted a study with a farming consultancy which showed that our organic wool has 90% lower emissions compared to non-organic.



## 1,568 mattresses recycled

Since 2017 we've recycled 1,568 mattresses through our Mattress for Life Initiative™ and recycling service.



## 5,000kg of plastic saved

We've saved over 5,000kg of single-use plastic by delivering our mattresses and beds in reusable canvas bags.



## 27.8% reduced carbon footprint

Thanks to improved efficiency, we reduced our company wide carbon emissions by 27.8% per £mn of turnover.



## 2 circularity awards won

'Best Design & Interiors Circularity Initiative Award 2025' from Country & Town House and 'Circularity Award' at Decorex 2024.



## 20kg of litter picked

A handful of our Devon HQ team picked up 20kg of litter at a beach clean on Exmouth Beach.



## 1,120kg of closed-loop wool

Last year we collected 1,120kg of wool offcuts from our workshop and recycled them into more wool pads for us to use.



## 360 mattresses donated

We've worked with industry leaders and charities to donate over 360 mattresses to vulnerable individuals & families.



## 100% renewable energy

We used 100% renewable energy across all our sites, of which 25% came from our solar panels.



## 300m of fabric repurposed

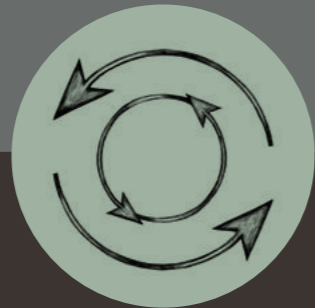
Our partnership with the Haines Collection has helped us rehome approx. 300m of our upholstery fabric offcuts.

# our sustainability strategy

Our sustainability journey was never about playing catch up, it was about leading the sustainable mattress revolution.

We pioneered the UK's first 'natural mat' in 1999 without using any synthetics, plastics or chemical fire retardants, and we've made every effort since to grow responsibly. In 2021 we initiated a sustainability review to look at all aspects of our business and local community, resulting in a Sustainability Strategy based around 5 key pillars with short and long term goals to keep us on track.

We're now in the final year before we take stock of the progress we've made towards our 2025 goals, and we're determined to make it count.



## 1 closing the loop

We need to move to a mattress industry without waste. From the materials we choose to our upcycling and recycling services, we're stopping at nothing to close the loop.

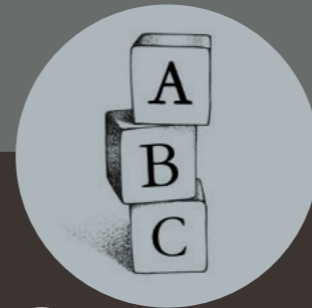
**2025 goal**  
Create a fully closed loop mattress service



## 2 sustainable and regenerative sourcing

We'll be exploring regenerative farming principles, using more recycled materials and continuing to uphold human rights and high animal welfare in our supply chain.

**2025 goal**  
Set up or support at least 3 regenerative projects with our suppliers



## 3 healthy sleep for all

By forming impactful charity partnerships to tackle bed poverty and sharing sleep advice with the world, we'll help make healthy sleep accessible to all.

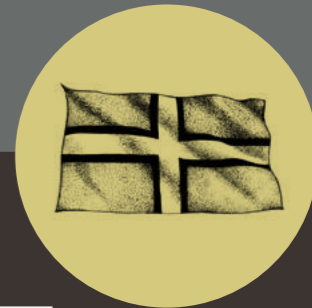
**2025 goal**  
Dedicate 5% of our production capacity to tackling bed poverty



## 4 climate emergency

We face a climate and ecological emergency that requires urgent action. We're playing our part to cut emissions and protect and regenerate our planet's precious ecosystems.

**2025 goal**  
Absolute zero scope 1 and 2 emissions (net zero Scope 3 by 2030)



## 5 supporting our Devon community

We want Naturalmat to be one of the best places to work in the UK and to support our local community in any way we can.

**2025 goal**  
Gain a recognised award or certification for being a brilliant employer, such as the UK's 100 Best Companies to Work For.



# closing the loop

With over 5 million mattresses ending up in landfill each year in the UK, we are determined to ensure that any mattress that we deal with, whether ours or not, should never have to suffer that fate.

For 20 years we've been working to cut waste at every step of our production process and make more from less.

With every mattress being made strictly to order, we never produce anything in excess, helping us reduce waste at its source.

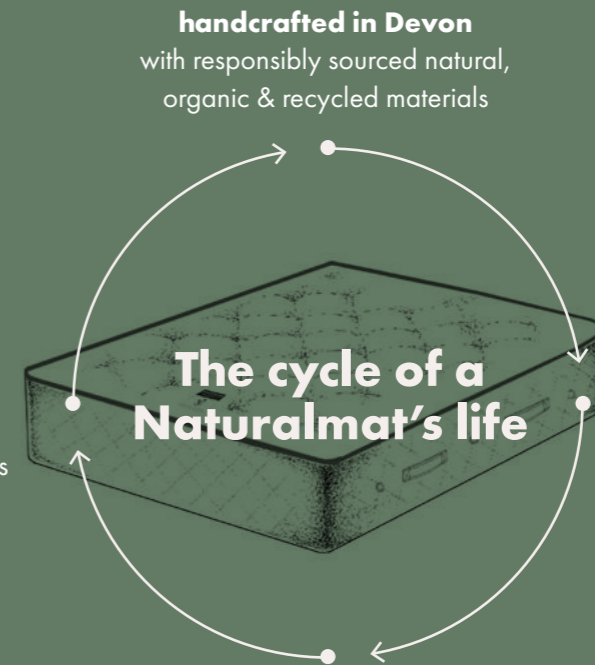
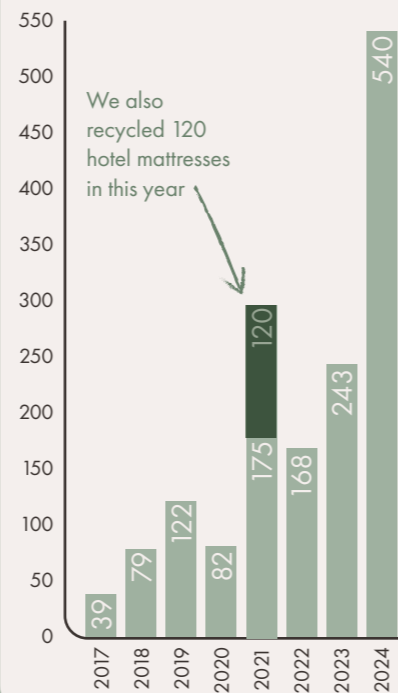
We've also considered the end of life options at the design stage, ensuring all our mattresses are consciously crafted for longevity and disassembly. So when a Naturalmat mattress reaches the end of its long life, each component can be taken apart and either composted, recycled or reused, rather than being thrown away.

## Mattress for Life™

With a proliferation of low quality, disposable mattresses backed with 100-day sleep guarantees, people are replacing their mattresses much more frequently than before, leading to a mattress landfill crisis.

At Naturalmat, we're doing things differently. Our Mattress for Life Initiative™ is the first and only of its kind in the UK, giving our customers the option to Refurbish, Recycle or Donate their Naturalmat mattress when it reaches the end of its initial life. The end of disposable mattresses and the peak of our impact reducing powers.

**1,568 mattresses recycled since 2017**



**material recovery**  
recovered materials from recycling are processed into new products within the mattress industry and beyond

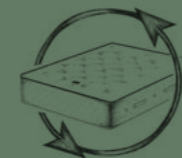
**handcrafted in Devon**  
with responsibly sourced natural, organic & recycled materials

**enjoyed for years**  
Naturalmat mattresses come with a 10-year guarantee

**Mattress for Life Initiative™**  
When your Naturalmat reaches the end of its lifespan, you will have 3 options::

### Refurbish

Your mattress is re-filled and re-covered to make it as good as new for around half the price of a new one. You'll receive a completely refreshed mattress that's kinder to the planet and will last for years to come.



### Recycle

If you'd prefer not to refurbish your mattress, we can recycle it for you through our partners TFR, who ensure that nothing ends up in landfill. You'll receive a 10% discount towards your next purchase as a thank you from us.



### Donate

If your mattress is in good condition we will send it to our partners who will clean it in the world's first mattress washing machine, and donate it through their network of charity partners.



closing the loop

# recovered collection

It's hugely important to us that the few Naturalmat beds and mattresses that are either used in our showrooms and photoshoots or returned by customers, are found a new home where they can be enjoyed for years to come.

We occasionally have beds or mattresses come back to our workshop because they were either the wrong size, wouldn't fit up a staircase or have served their purpose in showrooms, trade shows and photoshoots.

All of them tend to be in excellent condition when they are brought back to our Devon HQ, and stored safely until they're needed again.

The Recovered Collection is designed to re-home these items by offering them to our customers at a discount.

This helps us reduce unnecessary waste and provide a more affordable option for our customers.

Although this was initially launched as a mattress collection, owing to its popularity we extended it to include our beds and toppers as well.

The mattresses and toppers that come back to our workshop are thoroughly inspected before being re-covered and listed on the Recovered Collection.



Through the Recovered Collection we've rehomed a total of:

**48** mattresses  
**8** beds  
**6** toppers

## How we refresh our mattresses & toppers:



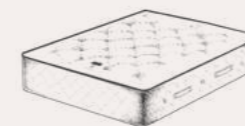
### Step 1

We bring the mattress or topper back to our Devon workshop to conduct a thorough quality check.



### Step 2

We remove the old cover on the mattress or topper and replace any compressed fillings if required.



### Step 3

We put a brand new quilted cover on, which is tape edged and tufted as normal.

Cass tufting a topper



closing the loop



# sustainable packaging

Single use packaging is terribly wasteful and notorious for ending up in environments where it damages our precious ecosystems. So we decided to get rid of it altogether by introducing a unique range of sustainable alternatives.

## The best packaging is none at all

We try and avoid packaging wherever possible, ensuring that we limit it to only what's necessary to keep the item secure in transit. Our new organic linen and hemp bed linen comes with a simple cotton ribbon and card label, sealed in a paper bag for delivery.



## Potato starch packaging

All our nursery mattresses are wrapped in a certified home-compostable potato starch packaging, a solution we pioneered back in 2006 when sustainable packaging was still a very new concept. We use water-based ink to print on it so it naturally biodegrades without leaving any chemical residues.



## Cotton bedding bags

Our pillows and duvets are packed in drawstring bags, handmade using undyed cotton and printed with a water based ink. This means our bags are reusable, biodegradable and can also be repurposed into laundry bags, storage bags or any other creative use you can conjure up!



## Reusable delivery bags

Our larger mattresses and beds need a strong, waterproof cover to keep them clean and dry on the journey from our workshop to your bedroom. We were dismayed at the large plastic bags that were the standard option, and decided we could do better.

**Our reusable delivery bags have saved over 5,000kg of single-use plastic**

In March 2021, we invested in specially made reusable mattress bags that we can use again and again. Since introducing them, we've saved thousands of kilos of single-use plastic. We now deliver all our retail mattresses, beds, bases and headboards in these waterproof reusable bags as standard.



Elliot and Bailey delivering a mattress in a reusable delivery bag.



closing the loop

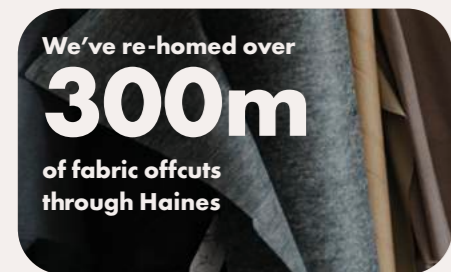


# waste not want not

From the fabric that covers our beds to the fillings inside our mattresses, we use responsibly sourced, long-lasting natural fibres. But despite our best efforts, we inevitably end up with offcuts from the production process. So we challenged ourselves to transform this 'waste' into a whole new opportunity.

## Haines Collection partnership

We teamed up with The Haines Collection to find a new home for our rolls of forgotten fabric offcuts. Haines has a carefully curated selection of premium fabrics from the textile industry which they offer to customers at heavily reduced prices, saving them from ending up in landfill. We also organise events such as lampshade making to use up our offcut fabrics.



## Closing the loop on our mattress fillings

For as long as we can remember, we've been collecting all our wool offcuts from the workshop and turning them back into wool mattress pads by working with our supplier, forming an endlessly recyclable loop.

We've now expanded this clever closed loop system to include mattress ticking and recycled denim offcuts as well. We bale these offcuts and send them back to our suppliers to be turned into, you guessed it, more fluffy mattress fillings.



Our baling machine with bales of offcut recycled denim, fabric and plastic packaging.



closing the loop

Jules Haines hosting a lampshade making workshop with our fabric offcuts at our London showroom.



# sustainable and regenerative sourcing

We pride ourselves on the attention to detail that goes into everything we make, and the great care we take to source the finest sustainable and natural materials

Like most great things, reducing our impact cannot be done in isolation. We're proud to work with our trusted, long standing supply chain who provide us with the wonderful organic, sustainable and renewable materials that go into everything we make.

From the certified organic wool and coir layered in our mattresses, to the FSC® certified timber used to craft our beds, we handpick materials to minimise our environmental footprint.

In fact, all our key raw materials hold a third-party verified sustainability certification, with the exception of our steel springs.

Our retail mattress springs are wrapped in pure cotton calico pockets and made with 25% recycled steel and our hotel mattresses are made with 95% recycled steel, both of which have a significantly lower carbon impact compared to virgin steel springs.

We evaluate our supply chain with a thorough sustainability survey every 2 years and use our responsible sourcing policy as a keystone for assessing new suppliers. We're committed to increasing recycled content, finding certified alternatives for some of our more niche materials and ensuring a high ethical standard for every worker (and animal) in our supply chain network.



Mark visiting our organic coir supplier in Sri Lanka.



## Organic wool

Wool is renewable, inherently fire-retardant and an exceptional temperature regulator. All our organic wool comes from certified farms to ensure we support the highest standards of animal welfare, conservation and soil management.



## Natural latex

Our OEKO-TEX® certified latex is a breathable, non-toxic alternative to widely used synthetic foams. It's made from a blend of natural latex with a touch of graphite so it can pass strict British fire regulations without using any chemicals.



## Organic coir

Our springy coir sheets are made from coconut husks, a waste product of the coconut industry. We're the only mattress company using this sustainable fibre, sourced from one of the few certified organic coconut plantations in the world.



## FSC® timber

All our beds are made using FSC® certified timber, which is the world's most rigorous forest certification system. The FSC® certification enforces sustainable forest management practices that protect native species of trees & wildlife.



## Organic hemp

Our GOTS organic hemp bed linen comes with remarkable sustainability credentials. Technically a weed, hemp grows tall, fast and in high density, needing little water and zero pesticides. It also absorbs more carbon per hectare than any other crop or forest.



## Cotton & Wool Herringbone

Our signature cotton-wool herringbone ticking passes stringent British fire standards without the use of any FR chemicals. We are the only manufacturer to use an OEKO-TEX® certified geraniol based treatment to ensure the mattress is free of bed bugs and dust mites.



sustainable sourcing



# organic wool farming

We're especially proud of our organic wool, which comes from sheep grazing the lush, green fields of the west country, local to our Devon workshop.

In 2008 we decided to buy all our organic wool from certified organic farms in the south west, to reduce the environmental impact & travel miles for one of our key raw materials. Buying it direct from farmers also gave us the opportunity to offer them a better price for their wool than market rates.

Last year, we paid our wool farmers a 40% premium per kg over standard auction prices. We believe this is essential to recognising and supporting the incredible value that organic farmers add to the health of our soils, and ultimately the planet.

## Farm Carbon Toolkit

While we've always known that using wool from organic farms has widespread environmental benefits, we had little information on the true carbon footprint of organic sheep farming.

For years we calculated our material emissions based on old models of conventional sheep farms, which didn't factor in the resource efficiency and sequestration capacity of organic farms.

So last year we worked with Farm Carbon Toolkit, an independent farmer-led enterprise, to measure the true impact of our local and organic wool.

The study was done on a sample set of organic sheep farms based in the south west and accounted for emissions from fuel use, water, feed and every other farm input. It also accounted for carbon sequestration through hedgerows, trees & soil management.

The average total farm emissions were then assigned to production of meat (63%) and wool (37%), based on FAO's (Food & Agriculture Organisation)\* recommended allocation method. The study revealed that organic wool has a 90% lower carbon footprint per kilo compared to conventional wool!



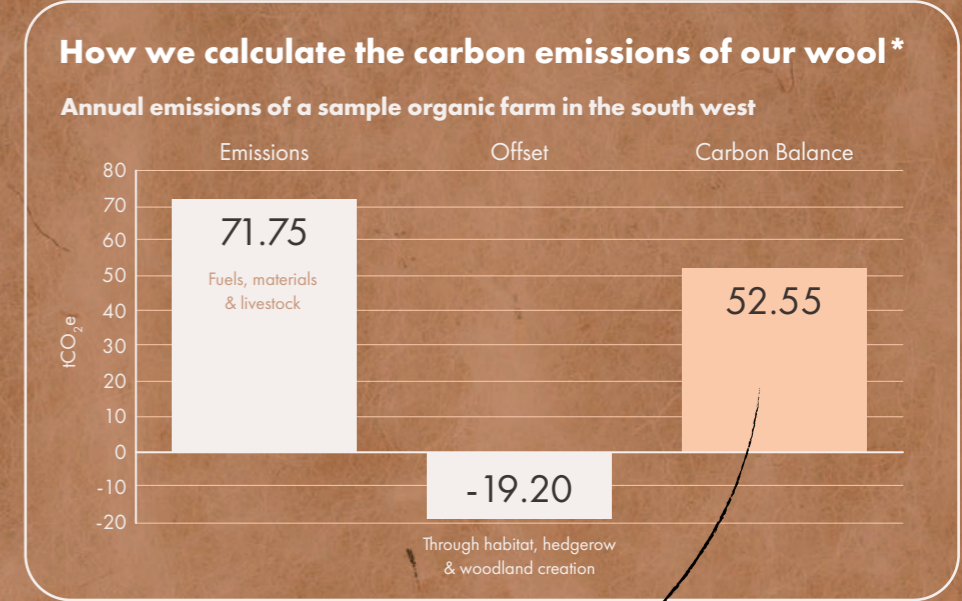
\*<https://openknowledge.fao.org/items/224c2ad3-fb9a-41f2-9aea-864f4ff009d2>

Organic wool produces

# 90%

lower emissions compared to conventional wool

24.89 tCO <sub>2</sub> e conventional wool
1.96 tCO <sub>2</sub> e local & organic wool



### Using Farm Carbon Toolkit's model farm scenario:

**173 ewes** producing  
**0.519t wool**  
**9.4t meat**

**52.55** Total farm level emissions  
 (9.4 + 0.519) tonnes of output = **5.29 tCO<sub>2</sub>e/tonnes of output**

FAO's recommended allocation of energy and resources for wool and meat.

**63% meat**      **37% wool**

**37% of 5.29 tCO<sub>2</sub>e/tonnes of output** = **1.96 tCO<sub>2</sub>e** per tonne of wool



\*The Carbon Footprint of Wool: [https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Naturalmat\\_wool\\_carbon\\_footprint\\_report.pdf?v=1741879794](https://cdn.shopify.com/s/files/1/0602/8211/0116/files/Naturalmat_wool_carbon_footprint_report.pdf?v=1741879794)



# healthy sleep for all

Over a quarter of a million people in the UK are living in temporary accommodation, and more than 1 million children are sleeping on the floor or sharing a bed - causing devastating effects on their lives, health and future. Here's how we're fighting sleep poverty by working with our impact partners.

## FRC's mattress washing machine

We've partnered with the FRC Group who have invented the world's first mattress washing machine, called Mattilda! We send them used mattresses in good condition that are brought back to our workshop through our Mattress for Life Initiative™ or mattress recycling service. These are then cleaned and donated to people in need in the local area.



## Lullaby Trust x Little Village

We're proudly an official supporting partner of The Lullaby Trust, the UK's leading safer sleep charity. We are aligned with their mission of raising awareness of the importance of a safe sleeping environment for babies. Through this partnership we've donated over 200 natural fibre Coco Mats to London based baby bank, Little Village. The baby bank supports families living in poverty across the capital, and will pass on our Coco Mats to those in need.

We've donated over

# 200

Coco Mats to Little Village, London



Our founder Mark delivering a nursery Coco Mat to the Little Village HQ in London.

## Exeter Community Initiatives

We're working with a local charity, Exeter Community Initiatives, who are on a mission to support Devon based families facing challenges & hardships. Through this partnership we're able to donate mattresses to vulnerable families in our local communities, helping them get a good night's rest.

"We've been supporting this young parent who is struggling emotionally and financially, having recently left an abusive relationship. We are ever so grateful to the lovely people at Naturalmat for providing this mum and baby with new mattresses, for their new home and new start."

### Daisy Binnie

Family Resource Project Manager, Exeter Community Initiatives

ECI's Family Resource Manager, Daisy, with our founder Peter.



healthy sleep for all

## Naturalmat x Cotton Lives On™

The Cotton Lives On™ Recycling Programme collects and recycles old cottons, turning them into something that quite literally, lives on.

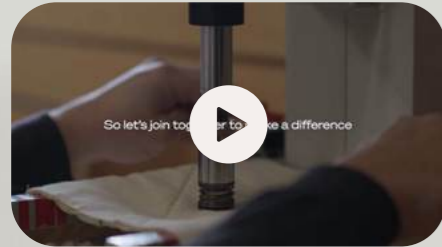
The programme works with a number of clothing brands, including Frugi, Charles Tyrwhitt and Hush, to collect used cotton clothes from consumers, as well as offcuts from the garment manufacturing process. The garments are then processed into wonderfully soft and fluffy recycled cotton pads.

In 2021, we teamed up with them to develop a unique mattress that is filled with recycled cotton and denim from the programme.

The recycled denim pads are layered together with our signature organic wool, to make our exclusive Naturalmat x Cotton Lives On™ mattress.

These mattresses are then donated to various charities across the UK that are working to tackle sleep poverty such as Single Homeless Project, Refuweegee and Shelter.

**91** mattresses donated since 2022



Watch the Cotton Lives On film



# the leading experts in natural sleep

Poor quality sleep can lead to a cascade of health problems such as heart disease and diabetes. This is why we actively work with sleep experts to help you get the good night's sleep you deserve.

Our ethos is that natural is always best. We meticulously source natural and organic fibres for our mattresses and bedding that are not only incredibly comfortable, but also breathable, helping keep you cool in summers and warm in winters.

Throughout the year we also run workshops and events such as a monthly Sound Bath event at our Knutsford Showroom, along with live Q&A sessions where we offer advice and guidance on sleep related issues.

## The Sleep Hub

We've been on a mission to provide better, healthier sleep since 1999 and along the journey, we've gained an abundance of knowledge through our network of sleep experts, health & wellbeing coaches and like-minded brands. So, we've decided to put it all in one place : The Sleep Hub.

Here we share simple, easy to implement advice on improving your quality of sleep, as well as support from our resident sleep expert Christabel Majendie through blogs and bookable consultations.

[Discover our Sleep Hub](#)



We've started running monthly sound bath events at our Knutsford Showroom.



healthy sleep for all



# acting on the climate emergency

We're working hard to measure and reduce emissions across all scopes, going the extra mile to implement decarbonising solutions within our operations, our supply chain and beyond.

We've always sourced the finest materials from renewable and responsible sources, pioneered plastic-free packaging solutions since 2007 and run our operations on 100% renewable energy since 2012.

Although our efforts to operate as sustainably as possible long predated our first carbon report in 2021, we committed to achieving net zero by 2030 across all emission scopes to ensure responsible growth for the business and a healthy future for the planet.

## Scope 1 & 2 emissions

We've already done most of the hard work to reduce our operational emissions to the bare minimum.

Our 37kW solar panels still power 75% of our energy needs at our Topsham HQ and with the opening of our new workshop we plan to increase our solar power generation with additional panels. The remainder of the electricity we use comes from a 100% renewable energy supplier for all our sites.



Our new Devon HQ, workshop & showroom opened in 2024.

## The challenges

The remainder of our direct emissions comes from gas heaters and delivery vans, both of which are a work in progress.

We've installed electrically operated air source heating for our new workshop, along with roof light panels that supply an abundance of natural light without compromising on insulation. We continue to plan our delivery routes as efficiently as possible, and we've invested in software to help us ensure that we send our vans with full loads to make the most of each roundtrip.

However, switching to electric vans has been a bigger challenge, given their limited battery capacity which makes them impractical for long distance deliveries. While we wait for improved technology and charging infrastructure, we are considering investing in an EV for local deliveries and carbon sequestration projects.

**75%**  
of the electricity used at our Devon HQ last year came from our solar panels



climate emergency



# our carbon footprint

It's been a real challenge reducing our overall emissions as a growing business, but we're proud to be consistently reducing our emissions for every bed and mattress we make, year on year.

## Scope 3 emissions

While we have reasonable control over our direct operational emissions (Scope 1 + 2), Scope 3 includes direct and indirect emissions further down our supply chain, making them harder to reduce and mitigate. We've established that the growing, processing and manufacturing of materials makes up over 70% of our overall carbon footprint, and we're committed to focusing our efforts on sustainable material sourcing to reduce this impact.

We're actively prioritising suppliers that not only hold third party certification such as GOTS and Oeko Tex, but are also driving internal changes to improve their manufacturing processes and efficiency.

This includes installing solar panels and using more renewable energy, increasing recycled content, recycling offcuts back into the production process to reduce waste, and rainwater harvesting.

We've updated our calculation methodology which has, in part, contributed to a reduction in our material emissions. However, there's still work to be done to reduce our company wide absolute emissions.

our emissions per £mn of turnover decreased by

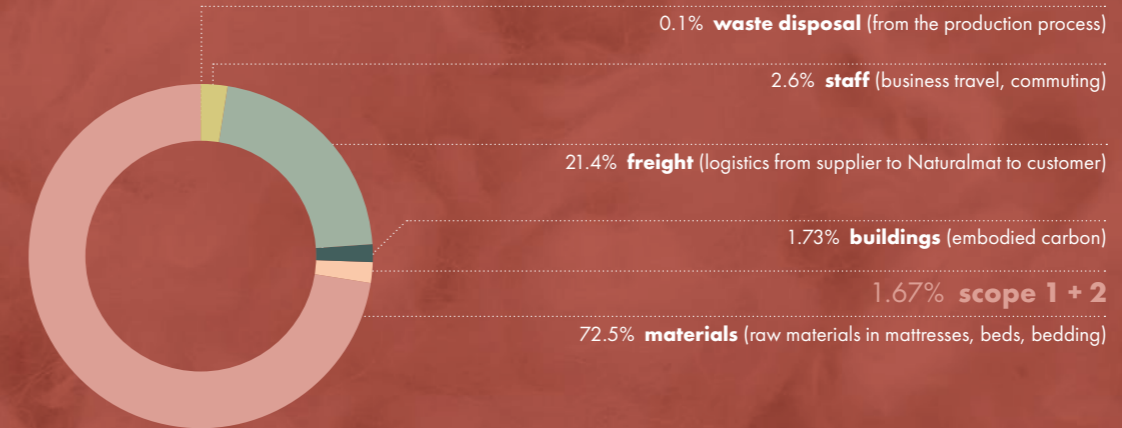
**27.8%**  
from our baseline year

Although we've grown, we've also witnessed a 71% reduction in average emissions per team member (from our baseline year) commuting to work, which is likely a result of flexible / hybrid working policies, an increased uptake for the cycle to work scheme and more of our team members car sharing.



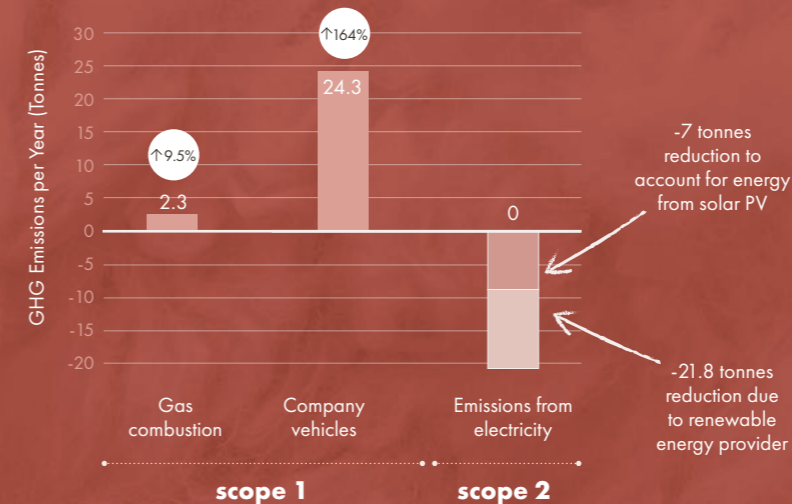
Roman cycling in to work on a (cold, but) sunny day!

**Total emissions**  
1,592 tonnes CO<sub>2</sub>e per year



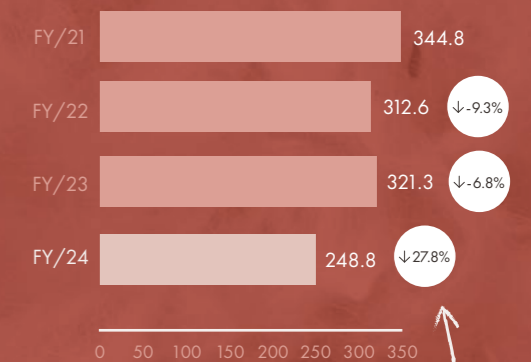
## Scope 1+2 carbon emissions

26.6 tonnes CO<sub>2</sub>e per year ↑135%



## Emissions reduction across scopes 1, 2 & 3

tonnes CO<sub>2</sub>e / £mn turnover



Reduction due to a change in emission factor for organic wool. See pg. 17

All increase and decrease percentages are calculated from our baseline year of 2020-2021. GHG emissions have been calculated for our financial year 2023-24.





# supporting our Devon community

We have been providing skilled, well-paid jobs for over 25 years in our local economy, and we take pride in supporting our wonderful Devon community.

We believe that it is people, not machines, that make a superior, long lasting mattress. Since 1999, all our mattresses and beds have been handcrafted by our skilled Devon based team in our Topsham workshop, using the finest natural and organic fibres.

Today, 44 of our 58 (75%) team members have been recruited from our local Devon communities. This includes a wide range of roles, from traditional mattress-making & upholstery to office-based jobs, all based at our Devon HQ, providing plenty of opportunities to learn from each other.

We've taken great care to create a comfortable and rewarding work environment, where team members are able to safely communicate their concerns to management.

Investing in and supporting our team is hugely important to us, and we offer a variety of courses to help them upskill, such as forklift training and marketing. We value the apprenticeship programme for young professionals in our Devon community and hope to onboard new apprentices in the coming years.



A handful of our Devon team volunteered at the Million Mile Beach Clean in Exmouth and collected over 20kg of litter.

# ..is at the heart of what we do.

## Team perks

Our annual team survey gives us the opportunity to really listen to our team and improve their experience of working at Naturalmat.

Over the years this has inspired the introduction of several team perks, including, but not limited to, a monthly organic fruit & veg box from Riverford, the Perkbox discount programme, increased holiday for multiple years of service and our personal favourite – a free Naturalmat mattress after your first year at the company! Team feedback also contributed to our recent increase in base annual leave from 20 to 25 days + bank holidays.



Our marketing manager Chilli with her Riverford fruit & veg box.



## People Strategy

Looking after our team has always been a priority at Naturalmat - which is why we drafted our first comprehensive People Strategy in 2023. Since then, we've been running team feedback sessions every 6 weeks, and Rebecca, our Head of People & Culture, has been spearheading action to help us achieve our goal to become one of the best employers in the UK.

As a direct result of working with our teams, we've improved internal communication channels, reinforced our open door policy, designed our new workshop canteen with free hot drink provisions and cooking facilities and introduced an EAP service with free, confidential 24/7 counselling support.





# the year ahead

## Our 2025 priorities



### closing the loop

Prioritise reusing or repurposing offcuts, explore composting options, reprocess fabric offcuts into new yarn and launch the Bed for Life Initiative™.



### sustainable and regenerative sourcing

Work with our suppliers to introduce more recycled content and upgrade existing materials to certified organic fibres.



### healthy sleep for all

Run more healthy sleep events in our showrooms to help people sleep better and push to donate more mattresses through additional charity partnerships.



### climate emergency

Focus on reducing emissions associated with material sourcing and gas use, and explore carbon sequestration projects to invest in.



### supporting our Devon community

Continue supporting local suppliers and businesses, and use our People Strategy as a guide to becoming one of the UK's best employers.



We hope you'll join us in taking bold steps towards a healthier, more sustainable future.

If there's anything in this report you would like to discuss or think you can help us with, please contact our Sustainability Manager, Ish at [impact@naturalmat.co.uk](mailto:impact@naturalmat.co.uk)



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organic mattresses and beds

made by hand in Devon

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FOR ENTERPRISE:  
SUSTAINABLE  
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