

Gold Bond plans line using Vytex natural rubber latex

BY DAVID PERRY

HARTFORD, Conn. — Mattress manufacturer Gold Bond said it has formed a strategic alliance with Nature's Home Solutions to produce what it says is the first all-natural rubber latex mattress using Vystar Corp.'s new Vytex material, which is free of allergy-causing latex proteins and non-rubber particles.

This will be the first use of Vytex in bedding, Gold Bond said. It will introduce the collection at the April High Point Market.

Nature's Home Solutions, the exclusive U.S. distributor of Vytex NRL (natural rubber latex) foam, is a new distribution company devoted to bringing to market innovative, sustainably sourced, eco-friendly materials and technologies for use in the home furnishings and other markets, the company said.

Company officials said retailers have reported an increased demand for natural products that reduce chemicals in homes. They said Vytex was developed as an alternative material to petroleum-based synthetics and traditional, natural rubber latex and is used in consumer and medical products including adhesives, balloons, and surgical and exam gloves.

"I am incredibly excited and honored that our company has been chosen to be the first bedding manufacturer to introduce this product," said Gold Bond President Robert Naboichek. "Latex is a fast-growing category and the innovation in the Vytex product is just stunning. We believe it will be a major part of our portfolio in the near term. This is a great opportunity for us and we are thrilled to play a large role in an industry first."

Added Tom Eisenberg, president of Nature's Home So-

lutions: "Gold Bond has been an innovator in the bedding industry for decades and it is so exciting to see them embrace Vytex so they can continue to lead the industry by delivering bedding options to consumers that are sustainable, natural and healthier for both consumers and the environment."

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