



## Gold Bond to Unveil First Certified Organic Futon/Mattress at Fall High Point Market

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Gold Bond will debut its first certified Organic Futon/Mattress Collection at the Fall High Point Market Oct. 17th to 22nd. Last April, the company successfully launched its Brilliance collection, the world's first all-natural rubber latex (NRL) 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 1980's," said Gold Bond President and CEO Bob Naboicheck. "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 only 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 where 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. Totally sustainable and eco-friendly, Vytex is the only NRL that originates from Rainforest Alliance Certified farms/forests and offers Forestry Stewardship Council (FSC) 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 retail price for the new Organic Futon/Mattress ranges from \$1,399-\$1,999 in full and \$1,599-\$2,399 in queen.

For more information, please visit [goldbondmattress.com](http://goldbondmattress.com).

About Gold Bond Mattress: Founded in 1899, Gold Bond is one of the nation's largest family-operated independent mattress, specialty sleep and futon manufacturers. The company is a leader in mattress manufacturing techniques and more than a century of experience bring product innovations, high manufacturing standards and executive leadership to the industry. Handcrafted in Connecticut with the majority of the raw material made in America, Gold Bond products incorporate the latest comfort technologies in their futons and mattresses, such as Talalay Latex, encased coils and visco-elastic memory foam. Gold Bond currently ships to 40 states and five countries, and its products are available at more than 500 retail showrooms.

Link: <http://bedroomretailers.com/industry/gold-bond-to-unveil-first-certified-organic-futonmattress-at-fall-high-point-market/>

