



Devon organic mattresses company wins contract for biggest hotel opening in New York in 2011

Naturalmat, based at Topsham in Devon are delighted to have won the contract to manufacture all 686 mattresses for YOTEL's exciting first city centre opening. YOTEL was created by Simon Woodroffe, founder of the YO! brand and latterly of Dragons Den fame, and turned into reality by CEO Gerard Greene. They currently have three airport locations at Heathrow, Gatwick & Schipol, but are expanding across the pond with what will be the largest new hotel opening in New York, just three blocks west of Times Square in 2011.

Naturalmat has always specialised in the seemingly niche market of organic and natural fibre mattresses manufactured by hand in the heart of Devon. Having predominantly served the nursery market to date, it seems that the demand for a fully green and eco mattress made entirely from sustainable raw materials is spreading rapidly beyond the nursery. Who better to show an interest in what people sleep on, than hoteliers? Their principle product is sleep. They are selling a good night's sleep to everyone that comes through their door, and if they want to compete for customers they have to ensure they provide a better night's sleep than the rest. Superb comfort that is long lasting and consistently good, must be a given in any good quality mattress, but it is the attention to extra details that set a naturalmat mattress apart.

Naturalmat are pioneers in natural fibre technology and have developed innovative new raw materials such as an organic lambs wool that is certified by the Soil Association, which is anti-dust mite, anti-bed bug and anti-moth through a natural treatment of essential oil extracts of lemon, eucalyptus and lavender. Another exciting ingredient is organic coir fibre, a derivative of the coconut husk. This sustainable material greatly enhances the ventilation and spring of the mattress and is another example of intelligent use of renewable natural resources. Other sumptuous materials found in a naturalmat are mohair, cashmere, horsetail hair, and natural cottons all from environmentally conscious sources and all biodegradable, that combine to create a truly green product made by a British company with a real sustainability gold card.

Waving the flag for British manufacturing and the West Country in particular, naturalmat are already in discussions with another hotel chain opening 3 new hotels in the UK next year. "Sustainability is a buzz word in this market at the moment and those products and businesses that can prove their eco credentials and have a genuinely sustainable business model are in high demand" says Director of naturalmat, Peter Tindall.

Notes to editors:

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About The Natural Mat Company:

The Natural Mat Company was founded in 2000 in Topsham in Devon, by Mark Tremlett and Peter Tindall, who as keen sailors both became frustrated with the poor quality of synthetic mattresses found on boats.

Mark and Peter decided to look for an alternative and found natural fibres to be a more superior substitute for boating. With their knowledge and expertise they quickly developed a business making mattresses for yachts and motor boats. With the arrival of Mark's first child, they quickly identified a need for a natural offering for babies.

With a mission to develop the perfect natural sleeping environment for babies and children, Mark and Peter set to work to create a range of pure natural fibre mattresses. After nine months, they were proud to launch the first range of natural baby mattresses.

The handmade range includes organic coir, natural latex and mohair mattresses from cribs through to children's beds. Each mattress provides parents with the peace of mind that babies will have a safe and restful night sleep on the highest quality natural fibres available today.

Led through demand from customers naturalmat have now launched a range of adult organic mattresses using their unique natural fibre technology and expertise.

naturalmat manufactures and distributes mattresses around the world from its base in Topsham, Devon. They can be ordered online at **www.naturalmat.co.uk** or by paying a visit to the London shop at *99 Talbot Road, London W11 2AT. Tel: 020 7985 0474*

About Natural Mattresses:

What is an 'Organic Mattress'?

People often ask us 'what is an organic mattress?' The simple answer is a mattress that is made using the best certified organic raw materials available. Why would you want one? Well there are loads of reasons - the sustainability of the raw materials, the welfare of the supply chain, the reduced carbon footprint, the reduced environmental impact, the durability

of natural materials, the healthier sleeping environment, the better ventilation, increased insulation, and darn good support and comfort, to name but a few! Look online at www.naturalmat.co.uk or call 0207 985 0474 for more information.