

An Invitation to Flexible Polyurethane Foam Raw Materials, Equipment and Technology Suppliers

Become a CertiPUR-US® Sponsor. Support—and reap the benefits—of an important new industry initiative

Now you can be counted among the members of the flexible polyurethane foam (FPF) industry who are committed to supporting CertiPUR-US, a voluntary product analysis, evaluation and certification labeling program for flexible polyurethane foam. There are no testing requirements or affidavits for sponsorship—just a willingness to support the program at either the silver, gold or platinum level.

Imported products containing FPF have been flooding the U.S. market. Should the foam components in these products prove to be inferior or be suspected of containing restricted content the entire flexible polyurethane foam industry could be threatened. We need an efficient way to differentiate foam components that have had their “physicals” and achieved “good check-ups.” The CertiPUR-US examination and labeling program is just what the “doctor ordered.”

As a supplier to FPF manufacturers, you have an important role to play. Become a CertiPUR-US Sponsor, and help preserve the viability of our industry in today's global market.

We need your financial help to pursue the CertiPUR-US mission to:

- Educate foam fabricators, home furnishings manufacturers and key retailers;
- Reassure and give confidence to downstream customers about the safety and performance of FPF;
- Demonstrate environmental, health & safety (EH&S) stewardship; Support overall maintenance of the good reputation of FPF content
- Consolidate evolving environmental guidelines for foam content within the bedding and furniture industries to avoid the burden of numerous individual requirements.

“CertiPUR-US is designed to benefit the entire industry...”

As a Sponsor, you can promote the important role you play in the CertiPUR-US program by using your CertiPUR-US Sponsor Seal on your Web site and on selected brochures and product sheets—a mark that will soon mean added-value to furniture and bedding manufacturers, retailers and consumers.

For more information, and to become a CertiPUR-US Sponsor, please contact

Robert Luedeka, Executive Director
AFPF/CertiPUR-US
rluedeka@certipur.us
www.certipur.us

Learn more about CertiPUR-US at www.certipur.us

Become a CertiPUR-US Sponsor, at one of three levels. The annual cost and benefits are:

CertiPUR-US Platinum Sponsor \$10,000. minimum

- ✓ Your company name is featured on the CertiPUR-US Web site and in all CertiPUR-US program materials.
- ✓ Your company name is highlighted in signage at registration and recognized in the Opening Session of PFA's Spring and Fall General Business and Technical Meetings.
- ✓ Your company will be recognized at the Industry Receptions at PFA's Spring and Fall meetings.
- ✓ Your company will earn recognition at the Flexible Polyurethane Foam Industry's Hall of Fame presentation at the Spring PFA meeting and will also be featured online in association with the Hall of Fame at www.pfa.org.



CertiPUR-US Gold Sponsor \$5,000.

- ✓ Your company name is featured on the CertiPUR-US Web site and in CertiPUR-US program materials.
- ✓ Your company name is highlighted in signage at registration and recognized in the Opening Session of PFA's Spring and Fall General Business and Technical Meetings.



CertiPUR-US Silver Sponsor \$3,000.

- ✓ Your company name is featured on the CertiPUR-US Web site and in CertiPUR-US program materials.



Note: Sponsorships are accepted contingent upon approval by the AFPF Board of Directors.