



CPSC
California Product
Stewardship Council

 **Mattress Recycling Council**®

CASE STUDY: VitriCycle

FROM OLD MATTRESSES TO NEW MATERIALS



VITRICYCLE

VitriCycle is an emerging materials technology company that upcycles post-consumer polyurethane foam into high-value synthetic leather-like sheets and recycled-content polymer pellets, creating a scalable pathway for circular textiles and soft plastics.

Using a patent-pending, solvent-free process, VitriCycle reactivates thermoset PU foam, one of the most persistent waste streams, into durable, flexible materials with 50-100% recycled content that can run on existing manufacturing equipment.

PRODUCTS OVERVIEW



KindHide™

A synthetic leather-like sheet material made from post-consumer polyurethane foam, designed for cut-and-sew applications in textiles and soft goods. KindHide™ is compatible with **embossing, coating, printing, and lamination**, and can be used as a drop-in replacement for conventional PU or PVC leather in bags, footwear uppers, trims, upholstery, and small leather goods.

This innovation was supported in part by [Mattress Recycling Council](https://www.mattressrecyclingcouncil.org).



info@calpsc.org



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VitriCycle® Pellets

Soft recycled-content polymer pellets produced from post-consumer polyurethane foam and suitable for molding or extrusion into flexible plastic components. VitriCycle® pellets can replace certain virgin TPUs and materials in applications such as **zipper pulls, buckles, sliders, cord locks, logo parts, and other soft molded components**, supporting manufacturing across apparel, accessories, automotives, and electronics.



KindPrint

A print- and coating-ready recycled-content sheet that functions as a substrate for surface-finished textile and synthetic leather applications. KindPrint is engineered for **painting, printing, coating, embossing, and composite lamination**, enabling brands to apply custom aesthetics and performance layers while retaining high recycled content and compatibility with existing finishing and manufacturing equipment.

VITRICYCLE'S CALIFORNIA-SOURCED, POST-CONSUMER, RECYCLED CONTENT MATERIALS ARE SUITABLE FOR:

- **ACCESSORIES**
- **EQUIPMENTS**
- **FOOTWEAR**
- **INTERIORS**
- **APPAREL**
- **HARDWARE**
- **BRANDING**
- **AND MORE!**

VitriCycle encourages product developers and designers to request samples, explore custom formulations, and test materials in upcoming product cycles.

visit www.vitriycle.com for more



info@calpsc.org



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MATTRESS STEWARDSHIP FUELS INNOVATIVE RECYCLED PRODUCTS

MATTRESS RECYCLING COUNCIL

The Mattress Recycling Council (MRC) serves as the program operator for California's mattress recycling program, delivering the systems and investments that keep the program performing and improving over time. On behalf of mattress producers, MRC actively manages statewide implementation and drives progress toward increasingly ambitious recovery and recycling goals. Beyond collection logistics, MRC builds the recycling ecosystem itself, onboarding and supporting processors, investing in market development, and strengthening end markets, so the program can adapt, grow, and meet continually rising performance targets.

To learn more about MRC-driven innovations visit: mattressrecyclingcouncil.org/research



MRC'S 10-YEAR IMPACT

- **\$1M devoted** to research
- **35 projects** to develop new markets
- **Up to \$125k** in investment per project

SUPPORT MATTRESS STEWARDSHIP

Producers should engage early with MRC to help identify and support strong end markets for their products at end-of-life.

Recyclers and manufacturers should collaborate to strengthen markets for recycled feedstock.

Designers and creatives should purchase innovative materials, such as those from VitriCycle, and translate them into desirable products

