



INSPIRATION

PureSleep

Where comfort meets conscience

PureSleep brings together advanced material innovation and a strong commitment to environmental responsibility. This empowers you to deliver next generation sleep experiences to your customers and can contribute to reducing the product's carbon footprint compared to conventional fossil-based materials, based on Product Carbon Footprint (PCF) calculations.





PureSleep

Where comfort meets conscience

Today's bedding industry is at a turning point. Regulatory frameworks such as CSRD and sustainability reporting are raising expectations for transparency and climate action. At the same time, consumers seek products that offer both comfort and environmental responsibility.

Material innovation is now essential not only for compliance but also for true differentiation. PureSleep is your alternative in this transformation. It offers a broad portfolio that helps you meet evolving standards and stand out in a competitive market.

The sustainability imperative in bedding

PureSleep represents the next generation of comfort solutions, where luxurious sleep and sustainability go hand in hand.

In this catalogue, we want to show you the PureSleep assortment; including a range of finished pillow solutions and a range of mattress foams made with the biomass balance approach or mechanical recycling.

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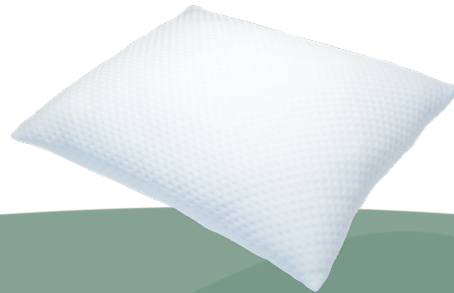
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PureSleep pillows

PureCloud

Experience cloud-like softness and refreshing airflow with PureCloud. PureCloud is made with granulated memory foam, adjustable so users can tailor the firmness and personalise the comfort. Its breathable design ensures a cool, restful night and is perfect for premium bedding collections.

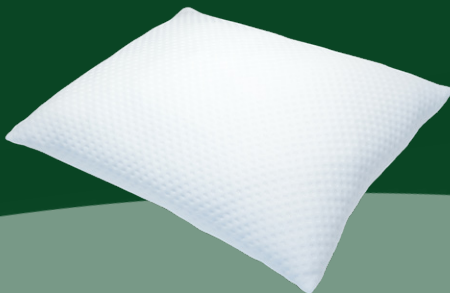
- › Granulated pillow
- › Viscoelastic foam
- › Tencel or cooling cover
- › Made with the biomass balance approach



PureRest

PureRest adapts to every sleep style, providing ergonomic support and gentle pressure relief. PureRest is made with granulated memory foam and a memory foam layer. Regardless of your customers' needs and sleeping position, PureRest ensures optimal alignment and comfort throughout the night.

- › Granulated pillow with extra layer
 - › Viscoelastic foam
 - › Tencel or cooling cover
- › Made with the biomass balance approach



PureCurve

For those seeking targeted support, PureCurve offers a moulded, zoned design that cradles the neck and shoulders. The shape delivers optimal pressure relief and alignment, making it ideal for well-being-focused assortments.

- › Contour pillow
- › Viscoelastic or high-resilience foam
- › Tencel or cooling cover
- › Made with the biomass balance approach



PureSleep raw materials

PureSleep is BPI's range of comfort products and raw materials for the bedding industry, including pillows and foam for mattresses. With PureSleep we want to bring together our commitment to sustainability and an advanced material innovation. This way, you are able to choose next generation biomass balance or mechanically recycled raw materials. The materials deliver both high quality and can contribute to a lower carbon footprint compared to conventional fossil-based raw materials, based on PCF calculations.

TempraFlex® Biomass Balance

- › Soft memory foam designed for premium comfort applications
- › Ideal for pillows and other comfort products
- › Made with the biomass balance approach
- › OEKO-TEX® STANDARD 100 certification pending
- › Available in multiple densities and hardnesses

PurSoft® Biomass Balance

- › Soft, elastic, and breathable moulded polyurethane foam
- › Ideal for pillows and other comfort products
- › Made with the biomass balance approach
- › OEKO-TEX® STANDARD 100 certified
- › 100% sustainable content

PureBio

- › High-resilience polyurethane foam
- › Made with the biomass balance approach
- › Durable and ideal for mattresses, toppers and pillows
- › OEKO-TEX® STANDARD 100 certified
- › Nordic Swan Ecolabel: PureBio is a declared item in the Supply Chain Declaration Portal (SCDP) for Furniture and Fitments, gen. 5.
- › PureBio is available in three qualities: PureBio Soft, PureBio Medium, and PureBio Firm.

Setex®

Post-Consumer:

- › Bonded foam made of discarded mattresses
- › Flexible, durable and ideal for mattress cores and other comfort layers
- › Diverts waste from landfill and incineration, supporting ESG goals

Post-Industrial:

- › Bonded foam made of post-industrial trim waste
- › Flexible, durable and ideal for mattress cores and other comfort layers
- › OEKO-TEX® STANDARD 100 certified

[Contact us](#)

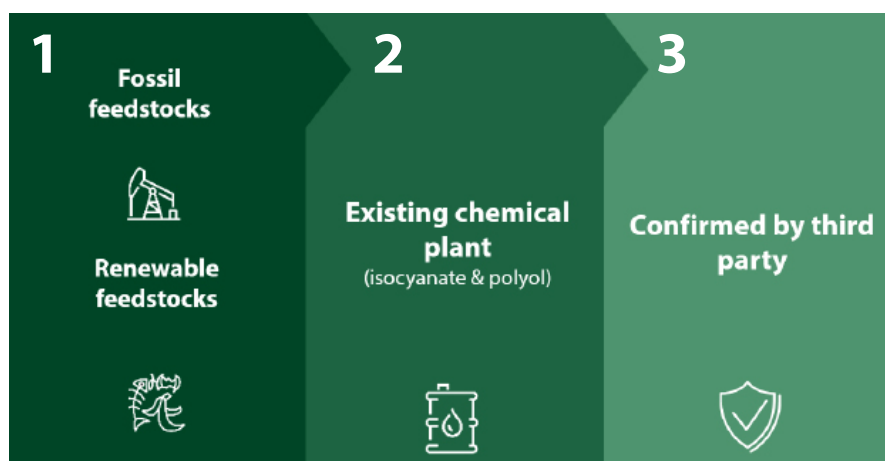
The biomass balance approach

The biomass balance approach (BMB) replaces fossil-based feedstocks with renewable alternatives at the start of the production process.

How does it work?

1. Input stage: Renewable feedstocks (e.g., bio-naphtha, biomethane) are introduced alongside fossil materials.
2. Production stage: Both types are processed together in existing facilities.
3. Bookkeeping stage: An independent third-party confirms that our supplier has replaced the required quantities of fossil fuels with renewable feedstocks for your solutions. This ensures that your product is contributing to saving fossil resources.

This method allows us to offer sustainable solutions without changing production assets, making it scalable and cost-effective.



Benefits of the approach

- **Decoupled from fossil feedstock:**
Reduces reliance on non-renewable inputs.
- **Product Carbon Footprint calculations** indicate up to 74 % lower carbon footprint compared to conventional fossil-based polyurethane systems, based on cradle-to-gate assessment. *Results depend on product formulation and assumptions. Environmental claim based on PCF calculations aligned with ISO 14040/44/67 principles. More information: [PureSleep pillows - Product carbon footprint - Bramming Plast-Industri A/S](#)*
- **No performance loss:**
Maintains the same quality and specifications as fossil-based products.

Want to learn more?

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