



GREENGUARD Certified Mattresses Nurturing Naturepedic® From Its Infancy



“The need for GREENGUARD Certification is overwhelming. This is only the beginning of what will turn into a huge service to the public.”

– Barry Cik, founder, Naturepedic

When Barry Cik launched Naturepedic®—a company specializing in the design and manufacturing of organic, non-toxic mattresses for infants and children—he knew how critical it was to reduce babies’ exposure to chemicals and other indoor air pollutants. That’s why he turned to the GREENGUARD Children & SchoolsSM Certification Program. By undergoing some of the most rigorous emissions testing in the world—and earning true, third-party certification for low chemical emissions—Cik ensured that his products improved the quality of the air that children breathe while they sleep.

The Problem

While shopping for a crib mattress for his first grandchild, Barry Cik was concerned by what he found: a marketplace overflowing with mattresses made with flame retardants, plastics, and other synthetic materials. As a veteran environmental engineer, Cik was well aware of the myriad of chemicals that these synthetic materials can emit, as well as the health risks associated with them. But no matter where he looked, he couldn't find a healthier, more sustainable alternative.

The Solution

In 2004, Cik set out to make a positive change: he and his two sons launched Naturepedic with the goal of improving indoor air quality and children's health.



Naturepedic was still a fledgling start-up company when Cik sought Indoor Air Quality Certification from the GREENGUARD Environmental Institute (GEI). Cik recognized the value of a credible, third-party certification for his products—not only from a marketing perspective, but also (and most important) from a health and safety perspective. He knew that by achieving a GREENGUARD Children & SchoolsSM Certification, Naturepedic could

prove its commitment to children's health, sustainability, and indoor air quality—a value proposition that instantly differentiated the company in a marketplace dominated by synthetic mattresses.

GEI believed in Naturepedic's mission to minimize children's exposure to chemicals, a large part of which focuses on improving indoor air quality. So the moment Cik initiated the

"Today, we just don't know what we are buying, and the only way to deal with that problem is to have an organization like GREENGUARD to verify a product's claims."

— Barry Cik, founder, Naturepedic

GREENGUARD Certification process, GEI pledged to help guide the company toward meeting its goals. After just a few months of rigorous testing, education, and unwavering support from GEI, Naturepedic earned the coveted GREENGUARD Children & Schools Certification. The achievement was a testament to both the company's and GEI's pledge to create healthier, more sustainable indoor environments for children.

The Results

Today, Naturepedic has successfully positioned itself as a leader in manufacturing all-natural, organic, sustainable mattresses and bedding for babies and children. Part of that success can be attributed to the company's use of the GREENGUARD Children & Schools Certified mark in its marketing collateral: the mark ensures that Naturepedic's products meet some of the most stringent indoor air quality standards in the world.

With a little nurturing (and, of course, a lot of science) from GEI, Naturepedic has grown tremendously in recent years. Its products are now sold in more than 300 retail stores across the U.S., as well as online at Target.com and BabiesRUs.com.

Moreover, a growing number of hospitals across the country have recognized the health value of using Naturepedic mattresses for their patients and have

begun furnishing their rooms with Naturepedic products. For example, infants undergoing treatment in the Neonatal Intensive Care Unit at the Cleveland Clinic Children's Hospital in Ohio now sleep on Naturepedic's GREENGUARD Children & Schools Certified mattresses—much to the delight of parents and hospital staff.

"What a pleasure it has been for the staff to use such products for the care of our youngest patients," says Dr. Robert Wiley, the hospital's physician-in-chief.

The Future

Of course, company growth and brand awareness aren't Naturepedic's only goals. Founder Barry Cik has made it his mission to continue raising public awareness about chemical exposure and the importance of indoor air quality—including GREENGUARD Certification.

"GREENGUARD Certification is the right message for the public and the right thing to do."