

The Secret to a Healthy Life

With Sleep as one of the key pillars for a healthy life, Vita Talalay® plays an essential role



MAASTRICHT, LIMBURG, NEDERLAND, October 5, 2016 /EINPresswire.com/ -- Radium Foam has developed a recipe for its [Natural Vita Talalay®](#) that has enhanced its wellbeing and environmental credentials. The recipe is safe for the environment as no harmful substances are in it. "[Cradle to Cradle®](#) asks us also to produce the material responsibly with renewable energy. We are now almost fully transitioned to green energy. Thus, we use "Climate positive" material! That means we do not even take out our own CO2, but actually clean up CO2 for others."

Cradle to Cradle Gold is a quality certificate related to the fact that a product is a healthy choice and not harmful. Cees Zielman, General Manager explains: "We think this is very important because it fits in with our vision to help our customers in their pursuit of a healthy lifestyle. We think that in addition to conscious eating, regular exercise and a good mood, good sleep is an important aspect of feeling healthier. These four aspects are inextricably linked to each other."

As we always did, we want to supply 100% pure, natural products that are also the safest for humans and the environment. The Cradle to Cradle™ method helps to continuously improve this. Therefore this endorsement fits perfectly with us. We see this as a real victory. "

Natural [Vita Talalay](#) latex, the most ventilating comfort material for premium mattresses, toppers and pillows, was for 100% chemically assessed and approved to a very extensive list of ingredients. This goes a lot further than the legislation asks. For this reason Radium Foam applied for another patent. "We gained several years of competitive advantage in the bedding industry. We are the healthiest material in the bedding market. "

The recipe is also safe for the environment as no harmful substances are in it. "Cradle to Cradle® asks us also to produce the material responsibly with renewable energy. We are now almost fully transitioned to green energy. Thus, we use "Energy Positive" material! That means we do not even take out our own CO2, but actually clean up CO2 for others. In other words, we deliver more oxygen than carbon dioxide."

There is also an impact on recycling. Currently practice has learned that 85% of the mattress is recycled. The recycling becomes better when it has been identified in the mattress how the materials used in the mattress look like. What the ingredient list is and whether they are good to go. If all substances in a mattress would have this it would give the mattress its own identification code. This fits in what is often called "the circular economy" in which you can reuse materials indefinitely. In Cradle to Cradle® terms called upcycling. That latex rubber, which normally comes from the tree is replaced by the latex of a recycled Talalay mattress. You should, for example, think of using it for rubber tires or walking mats.

Cradle to Cradle® resonates well all over the world. In certain parts of the world there is a lot of demand for products responsible and safe for the environment, while in other parts the human health aspect of the comfort material appeals. Natural Vita Talalay emits nothing harmful which helps you

rest assured when sleeping on it.

About Radium Foam

Radium Foam manufactures and distributes from Maastricht Vita Talalay® latex to more than 35 countries. The luxurious Talalay latex comfort material is in premium mattresses and pillows of a select group of bedding manufacturers and retailers. With Vita Talalay® one has a durable, breathable material that easily dissipates heat, moisture and bacteria. In addition, Natural Vita Talalay®, completely made of latex from the rubber tree is Cradle to Cradle™ Gold Certified and therefore officially a very healthy choice.

More information at: www.vitalalay.com

Note for editors

Cradle to Cradle™

Long ago a farmer lived off his land and his cattle. He re-used all the waste on the land he took it from. So there was no waste. Waste was compost and thereby food for a new circle. The circle was infinite. Cradle to Cradle® (sometimes called a circular economy, but here complying with rules of the Cradle to Cradle® Institute) helps in redesigning products so you do not have waste but a nutrient for something else. In order to do this, the product must be safe: free of toxic substances that can have an impact on the environment and health. In the Cradle to Cradle™ Gold level 100% of the composition of the material has been examined and found to be good and also measured extensively on harmful emissions. In addition to a material analysis Cradle to Cradle® also recycling, social responsibility, water management and responsible (green) energy. For more information: <http://epea.com/>

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