

A New Bed For A Changed Earth

The Need For Major Changes To The Bed Industry Is Urgent

VANCOUVER, BRITISH COLUMBIA,
CANADA, July 30, 2020

/EINPresswire.com/ -- After two and a half years of research, development, and testing, Vancouver based [Horizontal Sleep](#) is introducing a new, patented sleeping system, intentionally designed to exceed all other bed environmental and health standards. While almost beds are made with petroleum, polymers, plastics, chemicals, coils and carbon,

HORIZONTAL is completely different. The new bed/mattress is 99.8% biodegradable, made with replaceable parts, and designed to last a human lifetime. These changes, all in one product, are revolutionary.



Horizontal Button Bed in Lina 100% Italian Linen

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Design today has to consider all the stakeholders and deliver beautiful, safe, and long lasting solutions. Horizontal is a complete solution for sleeping well in the time of Climate Breakdown.”

Len Laycock

THE NEED FOR CHANGE IS URGENT

The Bed and Mattress Industry is a major source of toxic pollution caused by near total reliance on petroleum ingredients. In recent years, bed waste has exploded due to a combination of much shorter product replacement cycles and marketing gimmicks. The Bed Industry, through the Better Sleep Council, the plethora of bed-in-a-box concepts, and large mattress chains, now makes beds intended to last less time than ever before. Product warranties are shorter and product returns have

quadrupled. In the United States, nearly 10 billion pounds of mattress/bed waste is discarded every year. From 2010 to 2015 bed/mattress waste increased by 66% and it is accelerating. Western countries are now so overwhelmed, bed/mattress waste is surreptitiously exported worldwide by container to poor countries for dumping. The Bed Industry takes nearly no responsibility for the health and environmental catastrophe it has created. The scale, scope and impacts are revealed in [Why Casper Wave Makes Me Seasick](#).

Horizontal Sleep's breakthrough design is a decisive solution to the alarming increase in toxic mattress and bed waste. Horizontal proves toxic beds can be eliminated, and illnesses induced by environmental harm can be vastly reduced. Horizontal's positive impact will be felt well beyond the bedroom. Horizontal aims to significantly reduce or eliminate exposure to petrochemical based plastic products and the shadowy fire retardants that fill our homes and characterize our petroleum-soaked lifestyles.

HORIZONTAL REDEFINES WHAT IS ACCEPTABLE

By introducing [Four Biophilic Design Standards](#) to consumer product design, Horizontal redefines what is acceptable for human health and environmental safety in the bedroom. Horizontal Sleep's founder Len Laycock says, "Design today has to consider all the stakeholders and deliver beautiful, safe, and long lasting solutions. Horizontal is a complete solution for sleeping well in the time of Climate Breakdown.". Laycock explains that Horizontal innovates on four needed product attributes:

1. 99.8% BIODEGRADABLE

The presence of DNA in our materials confirms they are: 1) Created by biological processes, 2) Already a design approved by Nature, 3) Contain valuable nutrients for future life, 4) Safely biodegrade, and 5) Are not toxic petrochemicals.

2. REPLACEABLE PARTS

Horizontal aims to end consumer 'throwawayism'. Replaceable parts extend product longevity and anticipate future innovations. The Right to Repair supports the economic and environmental security of all people. The company's eco-engineering and natural material choices make planned obsolescence, obsolete!



The Horizontal Button Bed



Lina Linen Button Fitted Sheet

3. LASTS A LIFETIME

Would you throw away a bicycle because it had a flat tire? Of course not. With Climate Breakdown upon us, all consumer products must be re-thought and re-conceived to reduce carbon and last much longer. If consumption does not decrease, reducing carbon and methane emissions will be impossible. We have to live with less, and live with better. A well-made bed that can be maintained and restored all of your life means Horizontal may be the last bed you ever purchase.

4. ECO LUXURY

The Horizontal bed is so well made its comfort compares favourably to far more expensive beds like Duxiana, Hastens and Naturepedic. Unlike almost all beds, its design is minimalist, focused on optimal spine alignment and superior air flow up from below the bed. All materials are natural, carefully vetted for health, and there are no metal parts. New innovative bedding makes it easier and faster to make the bed, with unique fitted sheets that simply button in place, and stay in place. Horizontal is a complete sleeping system that lowers the entry price for eco-luxury, and by virtue of its longevity, actually costs less than lower priced beds over a lifetime of restful sleep.

ABOUT HORIZONTAL SLEEP LTD

Horizontal is a consumer product technology startup dedicated to reducing consumption and solving problems caused by Climate Breakdown, of which sleep is one. The well-being, health and environmental safety of humans, their happiness, the protection of wild life and wild spaces, the integrity of Earth's air, water and soil are all inter-dependent parts of one whole. In this 21st century, you cannot sustain any one of these without sustaining the others. Our business model considers all of these as our stakeholders.

Horizontal has developed special expertise in the fields of natural material solutions, industrial design, manufacturing, marketing and sleep. The company has nurtured a network of technical resources to support its goals, including a successful association with University of British Columbia Wood Sciences Faculty and an international network extending to Europe, Asia and the United States. Horizontal Sleep Ltd was founded by Len Laycock, former Marketing Director of IKEA, an entrepreneur, environmentalist and lover of good sleep.

For interviews contact: len@horizontal.eco and/or +1 604 657-9191 www.horizontal.eco/

Len Laycock
Horizontal Sleep Ltd
+1 604-657-9191
[email us here](#)

Visit us on social media:

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