



vita talalay  SLEEP ON AIR

natural
vita talalay 

Savvy Rest[®]

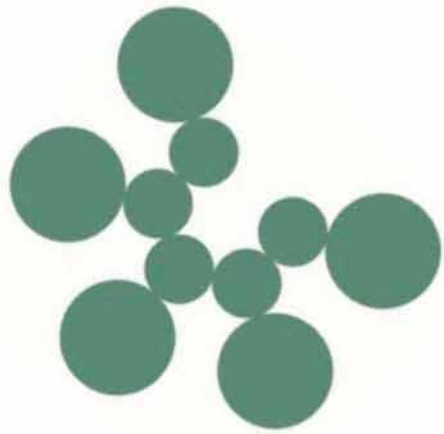
Premium, natural comfort
by Vita Talalay[®]

Ila Farshad – Manager Business Development

Radium Foam, producer of Vita Talalay[®]

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BY RADIUM FOAM





Presenting Vita Talalay®



HEALTHY



SOFTNESS



SUPPORTING



PURITY

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RESPONSIBLE

History Talalay

- Invented by Joseph Talalay in 1935
- Joseph Talalay developed the most open, round cell sleeping product in the world. Closing the paradox gap between cushioning softness and support.



History Radium

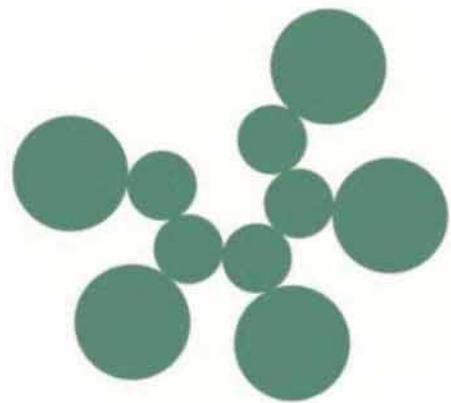
- Working with latex since 1932 in Maastricht, The Netherlands
- Started producing Talalay in 1961
- Most experienced Talalay producer; more than 50 years in business, we strive for quality without compromises
- The only global supplier in the world: delivering Vita Talalay to 35+ countries



Essence Vita Talalay®

- The essence of Vita Talalay® is in the unique consistent, open, round cellular structure
- The making of such is inherent to the product process invented by Joseph Talalay in the 1930s
- Vita Talalay has never been rivalled since
- Sleep on air: Only Vita Talalay® can provide support, softness and ventilation, all at the same time
- The material sells itself!





Benefits of Vita Talalay®



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Manufacturing process

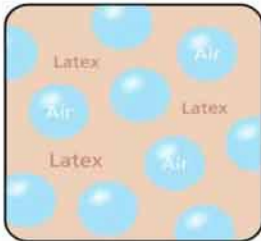
Mixing



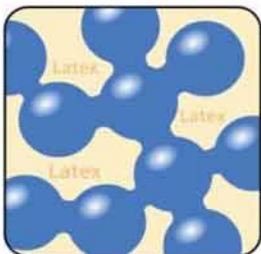
Filling



Vacuum

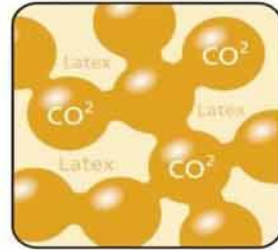


Freezing

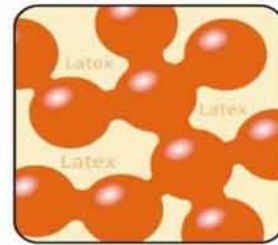


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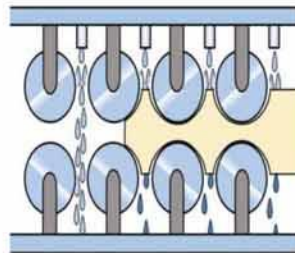
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Gelling



Vulcanizing



Washing



Post -
vulcanizing



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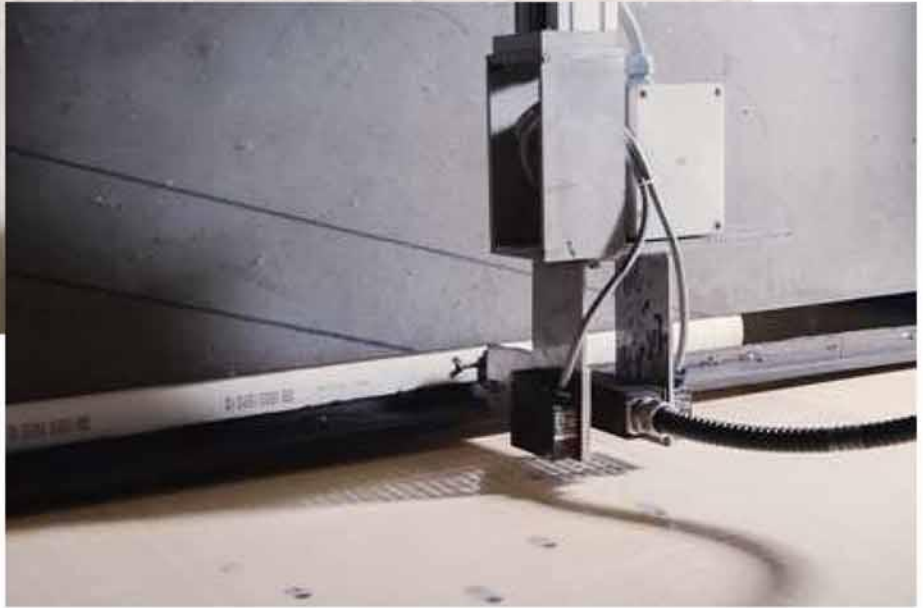
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Manufacturing process

Natural Vita Talalay ®

- Mix 100% Natural
- Filling moulds 30 – 60 %
- Vacuum
- Freezing
- Gelling
- Vulcanising
- Washing
- Post vulcanising
- Finishing

Dunlop Latex

- Mixing
- Filling moulds 100%
- **No Vacuum**
- **No Freezing**
- **No Gelling**
- Vulcanising
- Washing
- **No post vulcanising**
- Finishing



All latex is the same...

- ...but it is not!
- Compare it to flour: it can be used to bake a bread or a cake.
- Nothing will be alike: structure, feel, strength, density, taste, etc.



All latex is the same...

- The talalay process creates a ventilating, plush yet supportive and durable material!



Manufacturing process



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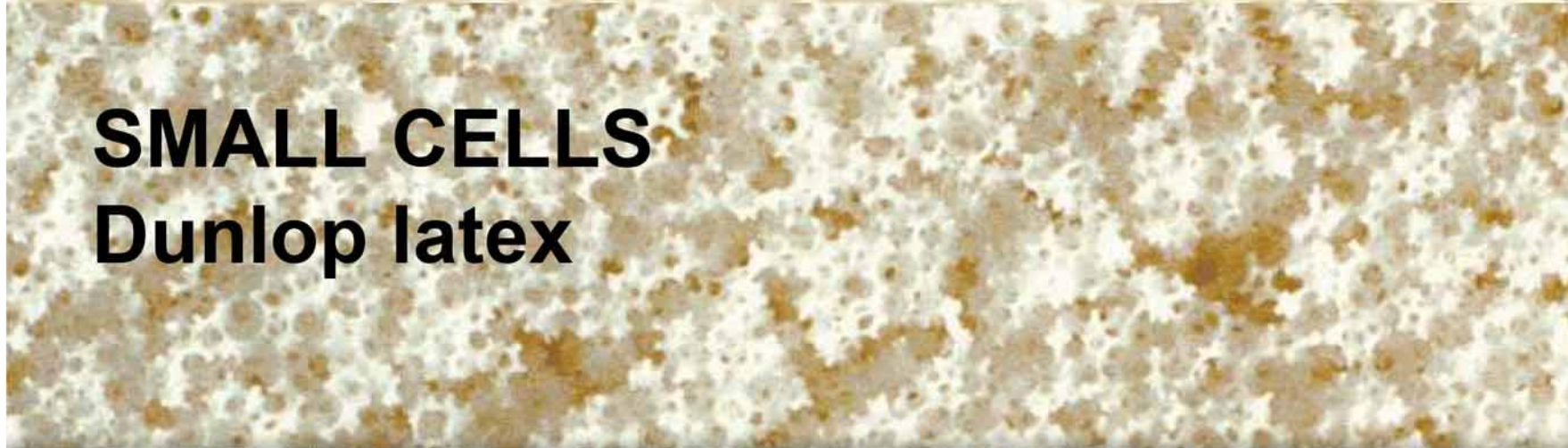


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Result of manufacturing process



And then you haven't even seen the the dense, not round, closed film memory foam!

See it for yourself?



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So it is round and open; so what?

- We lose 17oz/500ml of moisture a night
- Temperature is very important for a good night's sleep. It shouldn't be too cold or too warm
- 97% of the population agrees that ventilation is important for personal health
(<http://www.theradiatorfactory.com/>)
- An average mattress contains 2 mio dust mites
- We turn 30-40 times when we sleep, our muscles need this for recovery, improves blood circulation
- Turning should be made easy to relax the muscles and stay in a deeper sleep



Breathability

See: https://www.youtube.com/watch?v=DRDr0ItHQ_s

Vita Talalay is 4x more breathable than standard latex
Vita Talalay is 25x more breathable than a well-known memory foam



Dust mites

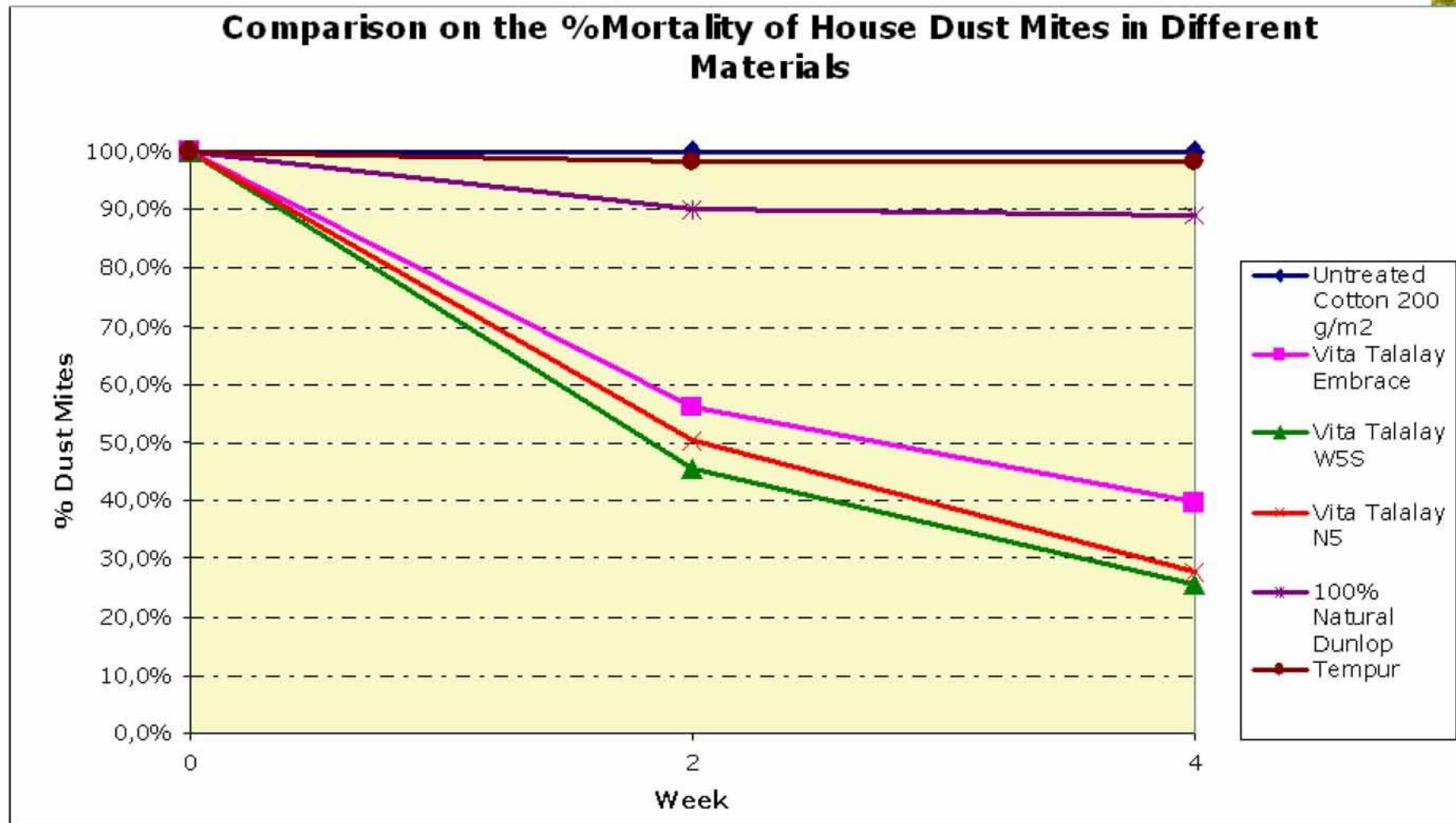


1. Does Talalay Latex have an effect on the mortality of house dust mites?

2. How does it compare with other materials?



Dust mites



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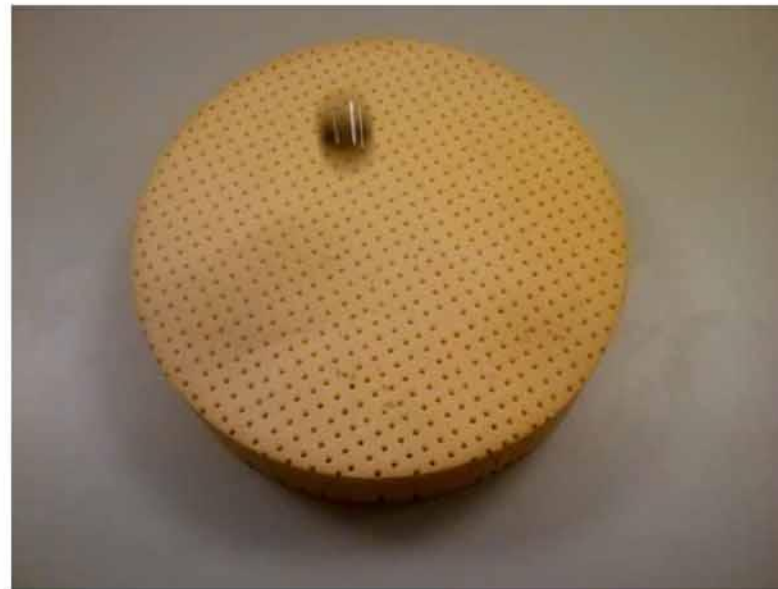


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Compared to the average: 70% reduction. Vita Talalay gives no ground for dust mite allergy.

The round open cell structure of Vita Talalay latex provides necessary ventilation inside the mattress. Warmth does not get trapped, moisture is able to dissipate.

Supportive yet plush



Vita Talalay bounces back, it is supportive and it gives your energy back

Standard latex not shown here, there is a difference, but not for such visible test, it is in the feel!



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So why combine soft and supportive?

- You need to be able to turn in bed, to relieve tension on tissue and muscles, this also helps blood circulation
- An average person turns 30-40 times times at night
- Difficult turning means you need to put in a lot of energy: it gets you out of your deep sleep
- Vita Talalay gives back your energy instead of absorbing it like memory foams, and makes it easier to move on the mattress
- Millions of small air pillows carry you and caress you



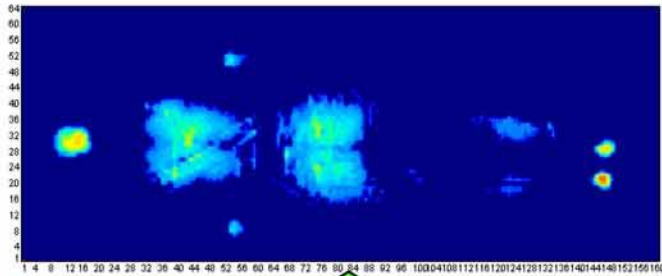
Urban myth: the NASA story

- Years of communication overload has given people the idea that memory foam is good for pressure relief
- Vita Talalay has 30% better pressure relief than a normal memory foam

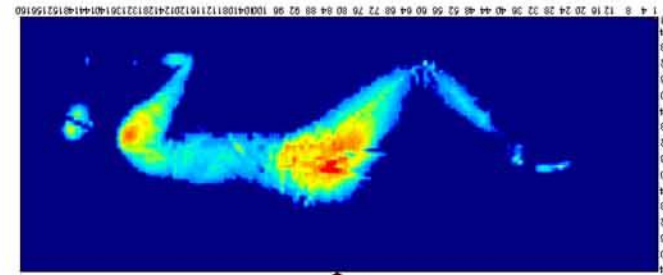
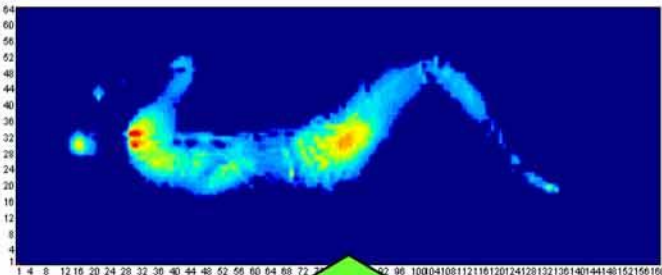
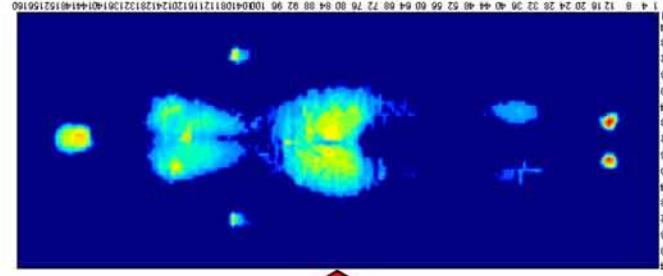


Pressure relief

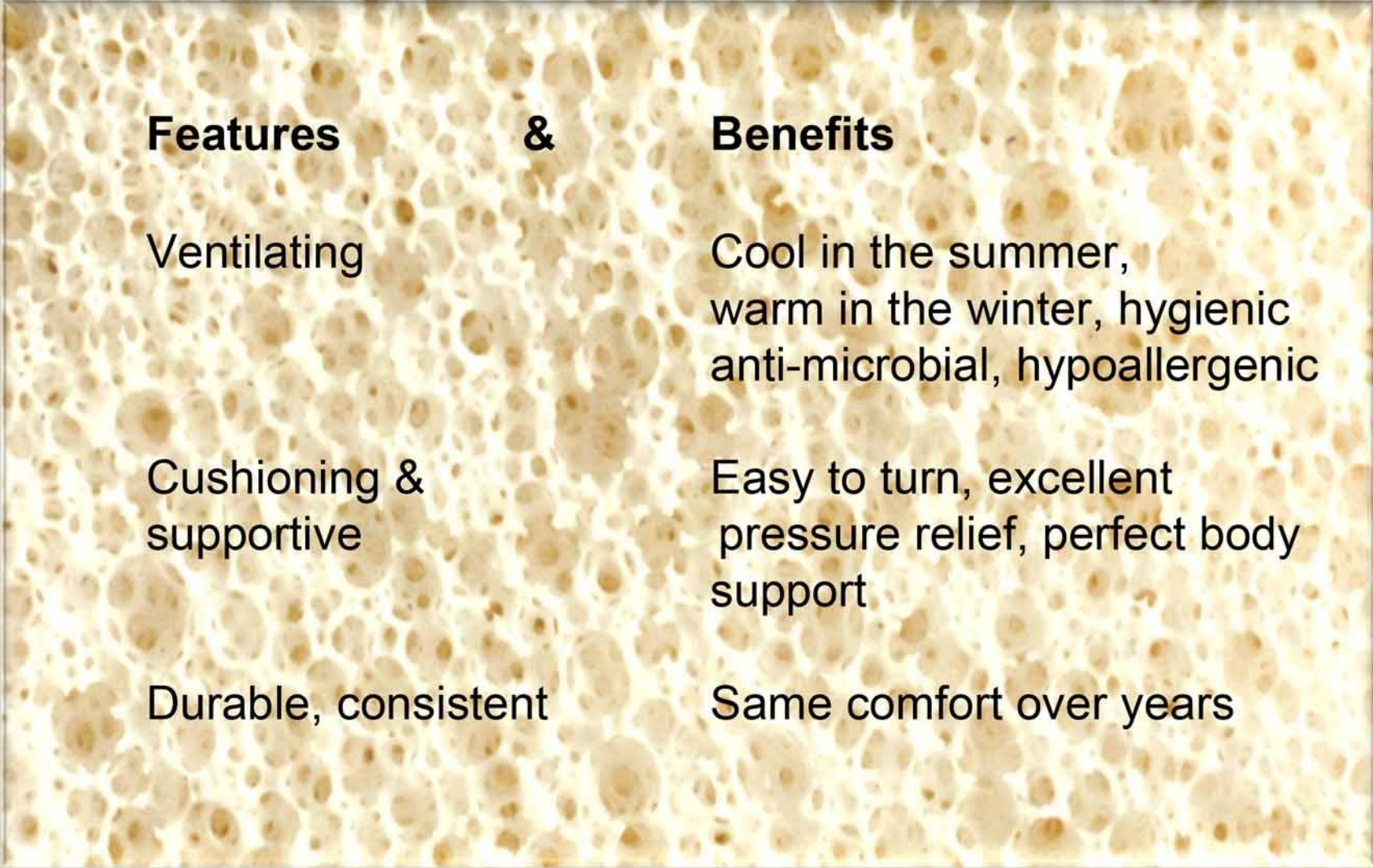
Embrace



Visco foam

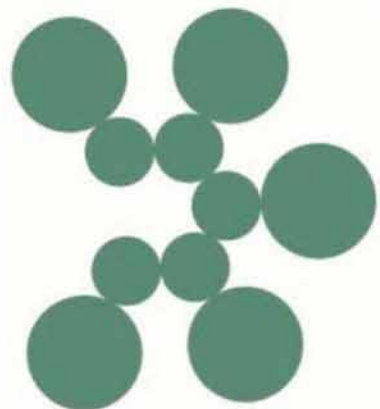


Concluding



Features	&	Benefits
Ventilating		Cool in the summer, warm in the winter, hygienic anti-microbial, hypoallergenic
Cushioning & supportive		Easy to turn, excellent pressure relief, perfect body support
Durable, consistent		Same comfort over years





Natural Vita Talalay®



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A large(r) group of consumers

- Long for authenticity, things that they can trust/build upon.
- Want to live a healthy, conscious life. That makes them feel good and they also want to show that they do.
- Do not want to burden the environment, make responsible choices



Natural Vita Talalay

- Natural means healthy.
 - Healthy = no harmful offgassing; no petrochemicals used; sustainable
 - Healthy = good posture; no tossing and turning, but effortless turning; no pressure points



- Made from 100% Natural latex
- From the hevea brasiliensis tree
- Without any artificial additives
 - No odourizers, no fillers
- No harmful offgassing
- Washing of all products
- Zero petrochemicals!



Test parameter:

Relation between natural rubber (NR) and synthetic rubber (SBR)

Test method:

Analytics: | IR/ATR.

Test result:

Sample-no.: | A001 Radium Foam, Vita Talalay, N 7, Art.-Nr. 0001217079

Polymer content	[weight/%]
NR, with reference to the polymer content ^{1) 2)}	100
SBR, with reference to the polymer content	0





- Unbeaten luxurious feel
- Consistency in quality
- No compromises, pure
- Proven healthy content by Oekotex Class 1 and Cradle to Cradle



Organic?

Makes no sense: Often Dunlop has a Certified Organic rating which leads us to believe means that no chemicals have been used in production. This is not the case. All Dunlop uses a chemical foamer during production.

Talalay does not use this chemical foamer because it is vacuumed instead.

What does a consumer really ask for when wanting something that is certified organic?

They want a healthy, sustainable product that is as pure and natural as possible.

How does Vita Talalay define healthy, sustainable, and natural?



How does Vita Talalay define healthy?

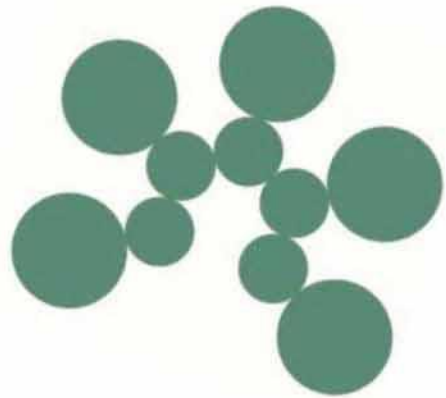
- Breathable (hygiene!), soft yet supportive (better sleep)
- Product is free of additives
- We do not use a chemical foamer!
- Thoroughly washed with pure water – no residues
- Consistent quality to blend from a number of plantations – performance requires not to be dependant on a single plantation
- Unlike other some other manufacturers every core is automatically ILD tested to make sure there are no firm inconsistencies
- Vita Talalay breathes; dissipates humidity and body heat resulting in a more hygienic sleep
- Vita Talalay offers a unique dynamic of superior support while at the same time providing maximum pressure relief
- Vita Talalay latex actively helps to control the dust mite population in the sleep environment supporting healthy breathing
- Only Vita Talalay is antimicrobial and hypoallergenic
- Vita Talalay is certified by internationally recognized German/ Swiss organizations like Oeko Tex and Cradle-to-cradle which test for harmful substances, health and safety and sustainability



Vita talalay (vs other talalay)

- Filler free – no compromising the structural integrity of our latex to make a cheaper product at the expense of durability
- No re-odorants to mask bad smells – instead we thoroughly wash every single product we make
- Certified by OekoTex 100 – class 1 – safe for direct contact with baby skin
- Consistent firmness – we ILD test every single core and don't just assume it will come out as planned
- More certifications from credible organizations certifying chemical safety and sustainability
- We do not call our blend natural. In our view something natural is really only natural! Our 100% Natural Vita Talalay is truly made with 100% natural latex – no synthetics





Cradle to Cradle™ Silver Certified



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You kinda know what is in your food



But what is in your house?



For a good explanation

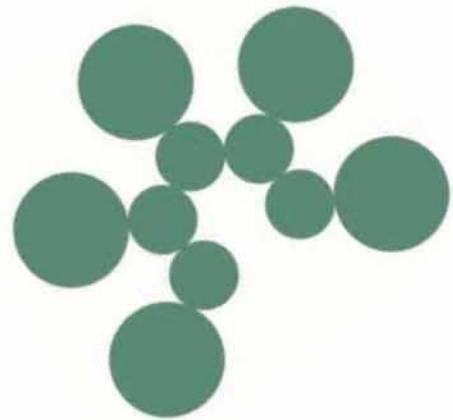
- Remember the example of the farmer that in the old days never had waste: he drank the milk from the cows and the crop from the land, the manure was used as fertilizer, and again started a new cycle
- Until mass production came that did not design products for cradle to cradle purposes
- C2C products do this once again
- Being designed to be used eternally it should not contain toxins that harm environment and health
- Natural Vita Talalay is reformulated to be free of any questionable harmful material



Radium's commitment

- Natural Talalay is Cradle to Cradle™ Silver Certified by EPEA/ C2CP Innovation Inst.
- Materials, materials reutilization, energy, water and social responsibility are all assessed
- Commitments on future improvement were made
- The product could be upcycled into a virgin rubber again; renewable!





Summary



So how does it feel like?

- It is the best bedding material in the market!
 - Breathability: sleep climate, hygiene, allergy
 - Soft/supportive: sleep posture, pressure relief, makes turning easy, no partner disturbance



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