

naturalmat®

raising the bar for the future
of sustainable sleep



2026 Impact Report

It has been heartening, over the past 27 years, to see the positive impact we have made. This is a moment to celebrate what we have achieved, so much of which is captured here in our fifth Impact Report.

As 2026 gets going in earnest, it's time to take stock of the 5-year goals we set ourselves in 2020 and more importantly, to set bolder ones for the years ahead. You can read how we've done, and where challenges remain, on pages 4 & 5. The fragility of the spinning blue marble we all inhabit is once again highlighted by a turbulent global backdrop that can often seem overwhelming. To us, that makes our commitment to keep improving not a choice, but an obligation.

We can only influence what we can control, but what we can control, we take seriously. Our Mattress for Life Initiative™, and now its new Bed for Life™ sibling, are a direct response to the scandalous waste of millions of mattresses and beds discarded every year across the UK.

We have always prioritised long-term benefit over short-term convenience: proactively sourcing the finest organic materials, working with ethical and sustainable suppliers, and championing British manufacturing since day one. We're genuinely heartened that more of you than ever are making the same calculation – buying products built to last, and made as responsibly as possible.

Longevity and circularity drive lower carbon impact. We've known that instinctively for nearly three decades, and the data now confirms it. Reassuringly, we've managed not only to reduce our carbon intensity in 2025, but our absolute carbon footprint too, which for a growing business is remarkable, and something we're extremely proud of.

As we continue to expand, we're also exploring ways to address the Scope 3 emissions we don't directly control, and there are some exciting opportunities in the pipeline this year. We remain the most sustainable mattress brand in the market, and are determined to keep driving this further wherever we can.

We are immensely grateful to everyone that makes this possible – our customers, our suppliers and our brilliant Naturalmat team. From sourcing our materials and handcrafting each mattress and bed, to serving our customers and delivering to your bedroom, their craft, care and commitment makes everything in this report possible.

We hope you'll join us as we strive towards a better, more sustainable future. There has never been a more important time to do so.



Peter Tindall and Mark Tremlett
Naturalmat founders



Letter from the founders

“The fragility of the spinning blue marble we all inhabit is once again highlighted by a turbulent global backdrop that can often seem overwhelming. To us, that makes our commitment to keep improving not a choice, but an obligation.”

highlights of the year



100% renewable electricity

We used 100% renewable electricity across all our sites, of which 40% comes from our solar panels.



2,490 beds and mattresses recycled

Since 2017 we've recycled 2,068 mattresses and 422 beds through our recycling services.



6,250kg of plastic saved

We've saved over 6,250kg of single-use plastic by delivering our mattresses and beds in reusable canvas bags.



174% more fabric offcuts reused

We have reused and reprocessed 174% more fabric offcuts compared to last year, a total of 824m since 2022



1,740kg of closed-loop wool

Last year we collected 1,740kg of wool offcuts from our workshop and recycled them into more wool pads for us to use.



479 mattresses donated

By working with industry leaders and charities, we've donated over 479 mattresses to vulnerable families since 2022.



18 healthy sleep workshops hosted

We've hosted monthly sound baths, sleep hypnosis workshops and sleep consultations to share the secrets to a good night's rest.



75% of key suppliers certified

75% of the key suppliers we work with for sourcing our raw materials hold a robust third-party certification.



246 hours of team training

Our team spent 246 hours in training and upskilling, including performance management, forklift training, copywriting and first aid.



51% reduction in carbon intensity

Last year, we reduced our emissions by 51% per £mn of turnover, and our absolute emissions by 6%.

our sustainability strategy

Our sustainability journey was never about playing catch up, it was about leading the sustainable mattress revolution.

We pioneered the UK's first 'natural mat' in 1999 without using any synthetics, plastics or chemical fire-retardants, and we've made every effort since to grow responsibly. In 2021 we initiated a sustainability review to look at all aspects of our business and local community, resulting in a Sustainability Strategy based around 5 key pillars with short and long term goals to keep us on track.

In this report, we've taken stock of the progress we've made as we come to the end of our first 5 year strategy. We're proud of everything we've achieved so far and excited to set new bold and ambitious targets in the year ahead.



1 closing the loop

We need to move to a mattress industry without waste. From the materials we choose to our upcycling and recycling services, we're stopping at nothing to close the loop.

2025 goal
Create a fully closed loop mattress service

2025 updates
We're proud to have developed the UK's first closed-loop service for mattresses and have extended it to beds too. Our Bed & Mattress for Life Initiatives™ give you three unique end-of-life options to avoid landfill - Refurbish, Recycle or Donate.




2 sustainable and regenerative sourcing

We'll be exploring regenerative farming principles, using more recycled materials and continuing to uphold human rights and high animal welfare in our supply chain.

2025 goal
Set up or support at least 3 regenerative projects with our suppliers

2025 updates
We successfully worked with local regenerative farming consultants to provide tailored advice for three of our organic wool farmers in 2023, helping them incorporate improved regenerative farming practices.




3 healthy sleep for all

By forming impactful charity partnerships to tackle bed poverty and sharing sleep advice with the world, we'll help make healthy sleep accessible to all.

2025 goal
Dedicate 5% of our production capacity to tackling bed poverty

2025 updates
We donated 479 mattresses and baby products worth £3,845 in the span of 4 years leading up to 2025. While this didn't hit the 5% production capacity target, we're proud of our contribution to various local & national charities supporting vulnerable families.

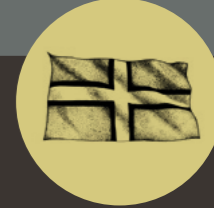


4 climate emergency

We face a climate and ecological emergency that requires urgent action. We're playing our part to cut emissions and protect and regenerate our planet's precious ecosystems.

2025 goal
Absolute zero scope 1 and 2 emissions (net zero Scope 3 by 2030)

2025 updates
We knew that bringing down our absolute footprint as a growing business would be a challenge, but we're proud to have reduced our emissions intensity by 50.6% from our baseline year! Our carbon cutting efforts also resulted in a 6% reduction in our absolute emissions for 2025.



5 supporting our Devon community

We want Naturalmat to be one of the best places to work in the UK and to support our local community in any way we can.

2025 goal
Gain a recognised award or certification for being a brilliant employer, such as the UK's 100 Best Companies to Work For

2025 updates
While we haven't won an award yet, we're working hard to set ourselves up for success. We hired a Head of People, rolled out a formal People Plan and improved our employee satisfaction scores to 90% in 2025.

closing the loop

We are committed to leading the revolution towards a bed industry without waste. From the materials we choose to our upcycling and recycling services, we're stopping at nothing to close the loop.

For over 25 years we've worked hard to cut waste at every step of our production process and make more from less.

With every bed and mattress made strictly to order, we never produce anything in excess, reducing waste at its very source.

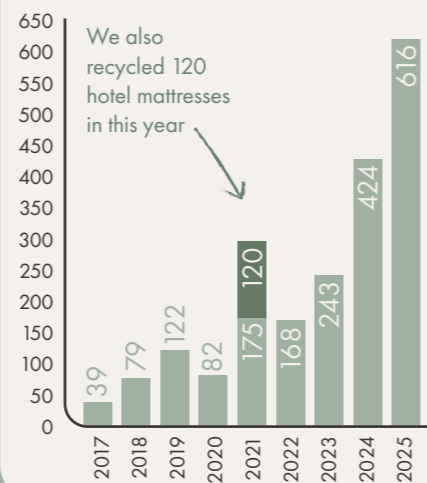
We also consider end-of-life options at the design stage, ensuring everything we make is consciously crafted for longevity and disassembly. So when a Naturalmat bed or mattress reaches the end of its long life, each component can be taken apart and either composted, recycled or reused, rather than being thrown away.

A Mattress for Life™

Back in 2021 we were faced with a heartbreaking reality: over 5 million mattresses end up in landfill every year in the UK. And with the overwhelming majority still made to be disposable and an industry hellbent on convenience, we knew we had to do something.

So we launched our Mattress for Life Initiative™, the first and only of its kind in the UK, giving our customers the option to Refurbish, Recycle or Donate their Naturalmat mattress when it reaches the end of its initial life. The end of disposable mattresses and the peak of our impact reducing powers.

2,068 mattresses recycled since 2017



422 beds and 50 headboards recycled since 2017



closing the loop

NEW!

A Bed for Life™

The successful launch of our pioneering Mattress for Life Initiative™ proved that furniture doesn't have to end up in landfill. So now, we've extended that same commitment to our beds, bases and headboards, giving every piece an equally sustainable route to rejuvenation. When your Naturalmat bed or mattress reaches the end of its initial lifespan, you have three unique options:

Refurbish

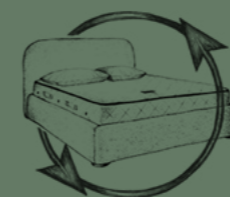
We will take your mattress or bed apart, replace any compressed fibres, and put a brand new cover or upholstery fabric on it. It'll be good as new for a fraction of the price of a new one.

Recycle

If you'd prefer not to refurbish your bed or mattress, we will recycle it for you through our partners TFR. You'll receive a 10% discount towards your next purchase as a thank you from us.

Donate

If your bed or mattress is in good condition, we will donate it through our charity partners, supporting our mission to alleviate sleep poverty.



ReNew™: NEW! giving fabrics a second life

Made with recycled upholstery offcuts from our own production process, ReNew™ is our signature, fully closed-loop fabric.

We know that every piece of fabric that enters our workshop has value, even our offcut waste. As part of our continued efforts to reprocess offcuts and give them a new lease of life, we've collaborated with textile recycling pioneer Dr John Parkinson at IINOUIIO ('It Is Not Over Until It Is Over'), to transform our upholstery offcuts into a brand new fabric.

The ReNew™ fabric is a one-of-a-kind circular project that takes our production offcuts that would otherwise be discarded, and turns them into new upholstery fabric for us to use. We've reprocessed 126 metres of our offcut fabric and combined it with wool & cashmere offcuts to turn it into

a beautiful, 100% recycled fabric of our own. This is not downcycling; it's a revival of materials, preserving their quality and enhancing their purpose.

We're proud to be the first furniture company in the UK to launch this type of closed-loop manufacturing, continuing to lead the way in sustainable design.



The Narrow Halstock Bed upholstered in our ReNew™ fabric.

How ReNew™ comes full circle:

1

Collect Saving our offcuts

From every upholstered bed, base and headboard we craft, cotton and linen fabric offcuts are carefully saved and baled together, ready to begin their journey towards renewal.



2

Transform Sorting, shredding, spinning

The bale is sorted by colour, shredded into fibres, and blended with pre-consumer wool and cashmere offcuts. This creates a beautiful neutral-toned yarn, naturally achieved without the use of dye.



3

Create From thread to fabric

Our bespoke yarn is threaded into looms to create a classic basket weave, producing a very soft, charmingly speckled upholstery fabric designed for comfort and longevity.



4

Return Back to Devon

ReNew™ fabric makes its way back to our Devon workshop, closing the loop by returning as a new upholstery material for our handcrafted beds, bed bases and headboards.



closing the loop

recovered collection

It's hugely important to us that the few Naturalmat beds and mattresses that are either returned by customers or used in our showrooms and photoshoots are found a new home where they can be enjoyed for years to come.

We're proud that our return rates of 2% are substantially lower than industry averages of approximately 5% for traditional retailers and over 20% for online sales. This is by design - our showroom 'Sleep Zones', expert retail staff and superior, handcrafted products play a significant role in achieving this.

The few mattresses that do come back to us as a result of our 45 day 'Sleep Promise', and beds that have been used for display, trade shows and photoshoots, are usually in near-pristine condition.

So we re-home these items by offering them at reduced prices through our Recovered Collection. We thoroughly inspect mattresses that come back to our workshop, replace any compressed fillings and re-cover them with brand new mattress ticking.

Through the Recovered Collection we've re-homed a total of:

95 mattresses
11 beds
12 toppers



Amelia re-upholstering a bed side rail.

waste not want not

Despite our best efforts, we inevitably end up with offcuts from the production process, but we've worked hard to incorporate principles of circularity into everything we do, constantly finding new ways to transform 'waste'.

Closing the loop for our mattress fillings

For as long as we can remember, we've been collecting all wool offcuts from our workshop and turning them back into wool mattress pads by working with our supplier, achieving a zero waste, circular system.

Last year we reprocessed and reused **1,740kg** of wool offcuts

Haines Collection partnership

Recycling is a valuable process, however it uses more resources and energy when compared to simply repurposing materials. Through our partnership with the Haines Collection we're able to offer our premium upholstery fabric offcuts to customers at a heavily reduced price so they can be reused, saving them from landfill. We've re-homed over 300m of fabric offcuts through this partnership alone.

We've reused and reprocessed over **824m** of offcut fabric through various initiatives



Jules Haines hosting a lampshade making workshop with our fabric offcuts at our London showroom.



Closing the loop

sustainable packaging

Single use packaging is terribly wasteful and notorious for ending up in environments where it damages our precious ecosystems. So we decided to get rid of it altogether by introducing a unique range of sustainable alternatives.

The best packaging is none at all

We steer clear of plastic and avoid using excess packaging wherever possible. Our bed linen, for example, is secured with a cotton ribbon, wrapped in FSC® certified tissue and shipped out in a paper bag or a sturdy cardboard box.



Potato starch packaging

All our nursery mattresses are wrapped in a certified home-compostable potato starch packaging, a solution we pioneered back in 2006 when sustainable packaging was still a very new concept. We use water-based ink to print on it so it naturally biodegrades without leaving any chemical residues.



Cotton bedding bags

Our pillows and duvets are packed in drawstring bags, handmade using undyed cotton and printed with a water-based ink. They are perfect for repurposing into laundry bags, storage bags or any other creative use you can conjure up!



Reusable delivery bags

Our larger mattresses and beds need a strong, waterproof cover to keep them clean and dry on the journey from our workshop to your bedroom. We were dismayed at the large plastic bags that were the standard option, and decided we could do better.

In March 2021, we invested in specially-made reusable mattress bags that we can use again and again. Since introducing them, we've saved thousands of kilos of single-use plastic. We now deliver all our retail mattresses, beds, bases and headboards in these waterproof reusable bags as standard.

Our reusable delivery bags have saved over

6,250kg
of single-use plastic



closing the loop

Paul loading our van with a mattress in our reusable delivery bag.

sustainable and regenerative sourcing

We take great care to source organic, renewable and hard-wearing materials that are healthier to sleep on, kinder to the planet and will stand the test of time.

Back in 1999, most mattresses were made using polyurethane foam and sprayed with toxic fire-retardant chemicals. These were hot to sleep on, needed constant replacing and were destructive to natural ecosystems at source and end-of-life.

So we chose a different path, using natural fibres that are breathable, inherently fire-retardant, and recyclable or compostable when taken apart - and that is the ethos we live by to this day.

Our organic coir and natural latex are sourced from tropical countries like Sri Lanka, where they are grown in native ecosystems, using local resources efficiently.

We are very strict on which suppliers we work with, and we ensure they uphold the highest ethical and environmental standards by choosing those with the most stringent third party certifications like GOTS, GOLS, Oeko Tex and FSC.

In fact, all the key materials used in our beds and mattresses hold a robust third-party certification. The only exception being our pocket springs, which are made with at least 25% and as much as 95% recycled steel content, significantly lowering their carbon impact.

We conduct routine supplier surveys and use our responsible sourcing strategy as a guiding light, setting high environmental and social standards for all our suppliers.



Visiting Tom & Polly at Coppice & Crown, who supply us with oak from a sustainably-managed woodland on the banks of the River Tamar in Devon.

One of our organic wool farmers, Olly Walker, herding his sheep at Essebeare Farm in North Devon.

Did you know?

In 2008, we pioneered buying our wool direct from local & certified organic farmers in the south west and have always paid them a premium of at least 30% over standard auction rates. This not only helps support the local economy, but reflects the value that organic farming brings to environmental ecosystems.



our materials



Organic Coir

Our springy coir sheets are made from coconut husks, a waste product of the coconut industry. We're the only mattress company using this sustainable fibre, sourced from one of the few certified organic coconut plantations in the world.



Natural Latex

Our OEKO-TEX® certified latex is a breathable, non-toxic alternative to widely-used synthetic foams. It's made from a blend of natural latex with a touch of graphite so it can pass strict British fire regulations without using any chemicals.



Organic Wool

Renewable, inherently fire-retardant and an exceptional temperature regulator, our wool comes from certified organic farms following the highest animal welfare standards.



Photo: A look inside The Lambswool, our most popular natural fibre mattress.



FSC® Timber

Our beds are made using FSC® certified timber, which is the world's most rigorous forest certification system. The FSC® certification enforces sustainable forest management practices that protect native species of trees & wildlife.



Organic Cotton

Our mattress ticking is a signature blend of organic cotton & wool, which passes stringent British fire standards without using any chemicals. We finish it with an OEKO-TEX® approved geraniol-based treatment to ensure the mattress is free of bed bugs and mites.



Organic Linen

One of the oldest known fibres, linen sheets have long been passed down as heirlooms and can last up to three decades when they're well cared for. Our GOTS organic bed linen is made in a solar-powered workshop in Europe, without any harmful chemicals and dyes.



sustainable sourcing



Organic Hemp

Our GOTS organic hemp bed linen comes with remarkable sustainability credentials. Technically a weed, hemp grows tall, fast and in high density, needing little water and zero pesticides. It also absorbs more carbon per hectare than any other crop or forest.



Feather & Down

The feather and down in our bedding comes from the EDFA (European Down & Feather Association) supply chain, who ensure that it is ethically sourced in Europe as a by-product of the food industry, meaning no living animals are harmed.



82% recycled content

Recycled Denim

Denim offcuts from the textile industry are given a second lease of life. The offcuts are shredded, blended and matted into cushiony, hard-wearing pads - saving tonnes of textile waste from landfill and creating demand for recycled materials.

healthy sleep for all

Over a quarter of a million people in the UK are living in temporary accommodation, and more than 1 million children are sleeping on the floor or sharing a bed - causing devastating effects on their lives, health and future. Here's how we're fighting sleep poverty by working with our impact partners.

Exeter Community Initiatives

We've been working with local charity Exeter Community Initiatives, who are on a mission to support Devon-based families facing challenges & hardships. Through this partnership we donate mattresses to vulnerable families and individuals in our local communities, helping them with a new start by ensuring they can sleep well.



ECI's Family Resource Manager, Daisy, with our founder Peter.

The Little Village

We're proudly an official supporting partner of The Lullaby Trust, the UK's leading safer sleep charity. We are aligned with their mission to promote safe sleep for all babies, by raising awareness of the importance of a safe sleeping environment. As part of this, we've donated over 360 natural fibre Coco Mat mattresses and other baby products worth £1,865 to London-based baby bank, Little Village. The baby bank works to support families with babies & young children living in poverty across the capital, and will pass on our Coco Mats to those in need. We've also recently teamed up with interior designer Beata Heuman to donate even more mattresses to Little Village.

We've donated over

360

Coco Mats to Little Village, London



Our founder Mark delivering a nursery Coco Mat to the Little Village HQ in London.

NEW!

Furnishing Futures

Last year we set up a new partnership with Furnishing Futures, a charity dedicated to creating trauma-informed, safe spaces for women and children who have escaped domestic abuse.

Less than 2% of social housing comes furnished, which becomes a significant financial barrier to families that are starting anew. We're so pleased to be supporting Furnishing Futures in their mission to build healing homes for these families by donating our beds and mattresses.



healthy sleep for all



A bedroom designed by Studio Fortnum for a women's refuge centre as part of a Furnishing Futures project.

Photo credit: Rachel Ferriman

Naturalmat x Cotton Lives On™

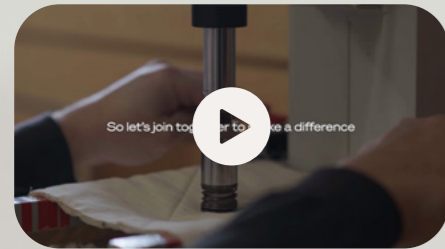
The Cotton Lives On™ Recycling Programme collects and recycles old cottons, turning them into something that quite literally, lives on.

The programme works with a number of clothing brands, including Frugi, Charles Tyrwhitt and Hush, to collect used cotton clothes from consumers, as well as offcuts from the garment manufacturing process. The garments are then processed into wonderfully soft and fluffy recycled denim pads.

In 2021, we teamed up with them to develop a unique mattress that is filled with recycled cotton and denim from the programme.

The recycled denim pads are layered together with our signature organic wool, to make our exclusive Naturalmat x Cotton Lives On™ mattress.

These mattresses are then donated to various charities across the UK that are working to tackle sleep poverty such as Single Homeless Project, Refuweegee and Shelter.



Watch the Cotton Lives On film



the leading experts in natural sleep

Poor quality sleep can lead to a cascade of health problems such as heart disease and diabetes. This is why we actively work with sleep experts to help you get the good night's sleep you deserve.

Our ethos is that natural is always best. We meticulously source natural and organic fibres for our mattresses and bedding that are not only incredibly comfortable, but also breathable, helping keep you cool in summers and warm in winters.

Throughout the year we also run workshops and events such as a monthly Sound Bath event at our Knutsford Showroom, along with live Q&A sessions where we offer advice and guidance on sleep related issues.

The Sleep Hub

We've been on a mission to provide better, healthier sleep since 1999 and over that time, we've gained an abundance of knowledge through our network of sleep experts, health & wellbeing coaches and like-minded brands. So, we've decided to put it all in one place : The Sleep Hub.

Here we share simple, easy to implement advice on improving your quality of sleep, as well as support from our resident sleep expert Christabel Majendie through blogs and bookable consultations.

[Discover our Sleep Hub](#)



Sleep workshop with baby sleep experts, Nest, at our nursery showroom in Notting Hill.



healthy sleep for all

acting on the climate emergency

We're working hard to measure and reduce emissions across all scopes, going the extra mile to implement decarbonising solutions within our operations, our supply chain and beyond.

We've always sourced the finest materials from renewable and responsible sources, pioneered plastic-free packaging solutions since 2007 and run our operations on 100% renewable electricity since 2012.

Although our efforts to operate as sustainably as possible long predated our first carbon report in 2021, we've committed to achieving net zero by 2040 across all emission scopes to ensure responsible growth for the business and a healthy future for the planet.

Scope 1 & 2 emissions

We've already done most of the hard work to reduce our operational emissions to the bare minimum.

Today, 78% of the energy used in our workshop comes from our solar panels. We have doubled down on this commitment for our new workshop, completed in late 2024, by investing in air source heating rather than standard gas and ensuring alignment with sustainable building standards that provide natural light and ventilation without compromising on insulation.

We will also be installing additional solar panels on our new workshop to expand our renewable energy generation.

The remainder of our direct emissions come from gas heating in our leased showroom sites and our delivery vans. To reduce this, we're aiming to acquire our first electric delivery van for local deliveries within the next year.



We're powered by
100%
renewable electricity
across all our sites.

78%
of all the energy we used at
our Topsham HQ came from
the trusty solar panels on
the roof of our workshop.



climate emergency

our carbon footprint

It's been a real challenge reducing our overall emissions as a growing business, but we're proud to be consistently reducing our emissions for every bed and mattress we make, year on year.

Scope 3 emissions

While we have reasonable control over our direct operational emissions (Scope 1 and 2), Scope 3 emissions are harder to reduce – these are the indirect emissions generated across our wider supply chain, from the growing and processing of raw materials to manufacturing. Together, they account for nearly 80% of our total company carbon footprint.

However, we are committed to our goal of achieving net zero and are addressing this challenge by focusing our efforts on sustainable sourcing. We're swapping out uncertified natural fibres for organic and recycled content with a lower production footprint. For example, we've recently introduced a range of GOTS certified

hemp and linen bedding, with sustainability credentials far superior to cotton, and switched to a new spring supplier using up to 95% recycled steel, significantly reducing the production footprint of one of our most carbon-intensive materials. Sourcing regeneratively grown natural fibres contributes towards ecosystem resilience and ensures we can continue growing and using these materials for years to come without destroying the planet.

our emissions per £mn of turnover decreased by

50.6%
from our baseline year

We're proud to have achieved a 50.6% reduction in our emissions intensity and a 6% reduction in our absolute carbon footprint. This is largely due to switching to organic cotton for our mattress ticking and organic wool for upholstering our bases, and installing air-source electric heating in our new workshop.

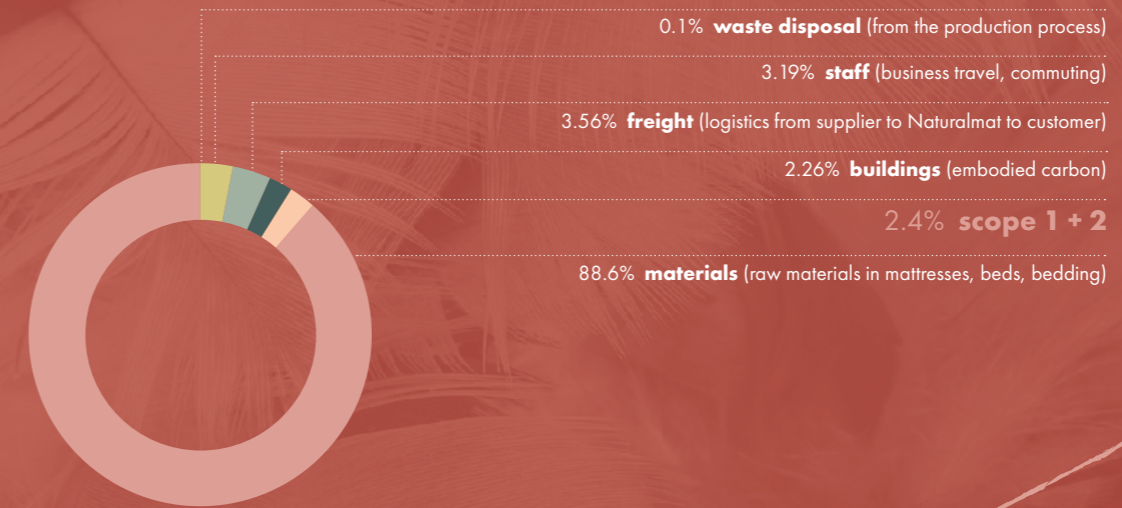


Tom cycling into work, rain or shine!

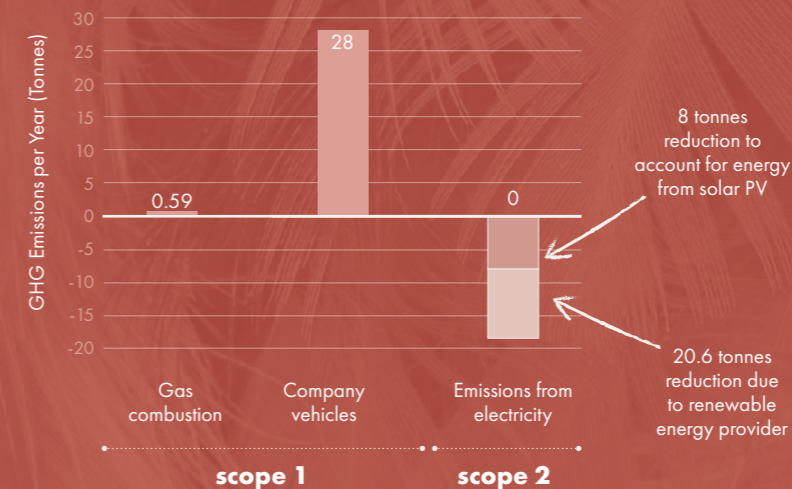


climate emergency

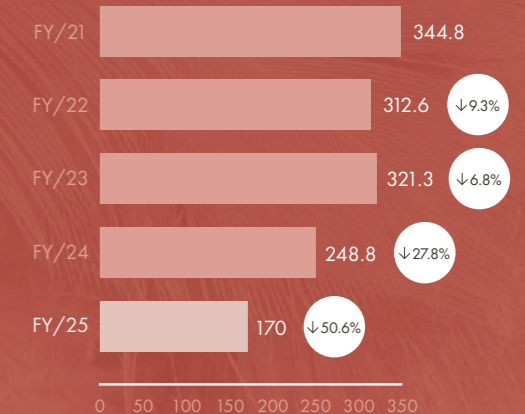
Total emissions
1,219 tonnes CO₂e per year



Scope 1+2 carbon emissions
28.63 tonnes CO₂e per year



Emissions reduction across scopes 1, 2 & 3
tonnes CO₂e / £mn turnover



All increase and decrease percentages are calculated from our baseline year of 2020-2021. GHG emissions have been calculated for our financial year 2024-25.

supporting our Devon community

We have been providing skilled, well-paid jobs for over 25 years in our local economy, and we take pride in supporting our wonderful Devon community.

We believe that it is people, not machines, that make a superior, long lasting mattress. Since 1999, all our mattresses and beds have been handcrafted by our skilled Devon based team in our Topsham workshop, using the finest natural and organic fibres.

Today, 49 of our 64 (76%) team members have been recruited from our local Devon communities. This includes a wide range of roles, from traditional mattress-making & upholstery to office roles, all based at our Devon HQ, providing plenty of opportunities to learn from each other.

Devon B Local

Last year our Sustainability Manager, Ish, was invited to become one of the co-chairs of the Devon B Local, a regional community founded in partnership with B Lab UK and led by volunteers from Devon B Corps.

We're proud to be involved in organising events and collaborative learning opportunities for local businesses, helping them maximise the positive impact they can have.



A summer lunch n' learn event at Riverford Kitchen in Buckfastleigh, where we discussed the ambitious new B Corp standards, followed by a farm tour.

..is at the heart of what we do.

Team perks

Our annual survey gives us the opportunity to really listen to our team and we're so pleased with the 2025 results reporting 90% enjoy working at Naturalmat and 80% believe we offer good team perks. We know there's room for improvement and the team feedback has inspired the introduction of several (very popular) perks.

Our team enjoys a monthly organic fruit & veg box from Riverford, hybrid / flexible working patterns, access to Perkbox discounts or BUPA cashplan, a summer and christmas party, increased holiday allowance for long service, a formalised menopause policy, 5 extra days of paid sick leave and a free Naturalmat mattress after their first year!



Pancake day with the team in our new HQ canteen.



People Strategy

Our Head of People & Culture leads our People Plan, spearheading action to help us become one of the UK's 'best employers'. As part of this we hold regular feedback forums with team reps covering workplace improvement topics such as wellbeing and conduct annual culture surveys. These have been crucial to understanding what is important to our team and how we can best support everyone.

We're proud to have successfully trained two apprentices to achieve Sewing Machinist and Mattress Maker qualifications and remain committed to recruiting more.



the year ahead

Our 2026 priorities



closing the loop

Monitor waste on a product level, explore ways to reuse and repurpose offcuts we can't reduce, look into composting options and cut down on any unnecessary packaging.



sustainable and regenerative sourcing

Work with our suppliers to introduce more recycled content, upgrade existing materials to certified organic fibres and develop a materials sourcing guide which includes human rights considerations further down the supply chain.



healthy sleep for all

Run more healthy sleep events across all our showrooms to help people sleep better and push to donate more beds and mattresses through our impact partners.



climate emergency

Focus on reducing emissions associated with material sourcing, invest in an electric van for local deliveries and explore carbon sequestration projects to invest in.



supporting our Devon community

Continue supporting local suppliers and businesses, organise local volunteering and use our People Strategy and annual survey results as a guide to becoming one of the UK's best employers.



We hope you'll join us in taking bold steps towards a healthier, more sustainable future.

If there's anything in this report you would like to discuss or think you can help us with, please contact our Sustainability Manager, Ish at impact@naturalmat.co.uk

naturalmat[®]

organic mattresses and beds

made by hand in Devon



Follow our progress on Instagram @naturalmatuk