



## A BED YOU WON'T LOSE SLEEP OVER

**Auping is the largest** independent Dutch bed manufacturer. Our company has been in business since 1888, when Johannes Albertus Auping developed a mesh bed with a spring and ventilating base under the mattress.

Auping believes that our way of working should give meaning and is based on a honest and sustainable relationship with our Environment, People and the World at large.

Auping has made a commitment to achieve Cradle to Cradle Gold Certification by 2020. Our products can be recycled at the highest level, and we utilize renewable energy. In addition, we have optimal

working and social conditions for sustainable labor deployment of all stakeholders.

### ROYAL AUPING: SUSTAINABILITY POWERED BY CRADLE TO CRADLE

The products, processes and entire organization of Auping should become fully sustainable where "sustainability" is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Auping is pursuing a positive impact on the planet. To create growth opportunities, Auping will focus more explicitly on developing innovative

sustainable advantages at acceptable costs. In this Auping is taking an approach of optimization rather than minimization. Auping understands that the perspective of "people, planet and profit" will broaden the firm's position of leadership, allowing us to realise new and advanced success factors. In the concept of 'good design' of products, Auping moves beyond typical measures of quality, such as cost, performance or aesthetics, to integrate and apply additional objectives addressing the environment and social responsibility.

Auping implements the Cradle to Cradle Certification framework to move beyond the traditional goal of reducing the negative impacts of commerce ('eco-efficiency'), to a new paradigm of increasing its positive impacts ('eco-effectiveness').

### TIMELINE

**2010:** Auping communicates commitment to Sustainability and Environmental Responsibility with Cradle to Cradle 2020 vision.

**2012:** Auping is awarded the Cradle to Cradle Organisation Charter. Auping becomes the first bed manufacturer worldwide who receives the Cradle to Cradle Silver award for the Essential bed. The bed is also awarded with a Red Dot Design & IF award. Auping also certified several mattresses Cradle to Cradle Silver in 2012, as well as meshbases.

For the seventh year in succession, Royal Auping has been proclaimed the most reliable bed brand in the Netherlands. This emerged from the Reader's Digest readers' survey, 'Trusted Brands 2013'.

With almost 39,5%, Auping came out way ahead of number two, Ikea (16,1%). The evaluation focuses on such aspects as quality, the price/quality ratio and the extent to which the brand is aware of consumer requirements. Auping scored the best of the bed brands in most of these trust factors.

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