

Press Release:

NEVEON and BRANTNER establish Austria's first mattress recycling company, LOOP-it

- **The foam producer and processor NEVEON and the circular economy company BRANTNER green solutions are launching Austria's first mattress recycling company, LOOP-it.**
- **The joint venture aims to establish mattress recycling in Austria and tap into new material flows by recycling end-of-life mattresses.**

Vienna/Krems, February 19, 2025. Every year, over one million used mattresses are disposed of in Austria. According to the report „Zirkuläre Matratzen“ (Circular Mattress Report) this results in the release of approximately 150,000 tons of CO₂ per year and the destruction of valuable raw materials. Around 25,000 tons of CO₂ are generated through incineration. The foam specialist NEVEON and BRANTNER green solutions, a circular economy company, aim to change this. To conserve natural resources and drive the transition toward circular material flows, the two companies have officially established the joint venture LOOP-it on February 14, 2025.

The joint venture will fill the existing gap in mattress recycling in Austria and help keep valuable raw materials in circulation while tapping into new material flows in the future. As a first step, LOOP-it, headquartered in Krems an der Donau / Austria, will collect, dismantle, and mechanically recycle used mattresses in cooperation with waste collection centers and other partners. The recovered raw materials will then be processed by NEVEON and other manufacturers into high-value (composite foam) products, such as carpet underlays or sound insulation elements.

“At NEVEON, we are fully aware of our corporate responsibility. Like our parent company, Greiner AG, we are committed to becoming a fully circular business. We see mattress recycling – and the founding of LOOP-it – as a key step toward a sustainable circular economy,” explains Jürgen Kleinrath, Managing Director of LOOP-it and CEO of NEVEON.

“Today’s waste is tomorrow’s resource. At BRANTNER green solutions, we aim to recover as many valuable materials as possible. With the introduction of mattress recycling, we are excited to take another major step toward an efficient, holistic circular economy in Austria,” emphasizes Jernej Hren, Managing Director of LOOP-it and Group Innovation Officer at BRANTNER green solutions.

Pioneers in Austria

With the founding of LOOP-it, NEVEON and BRANTNER green solutions are taking a pioneering role in Austria. Unlike in other countries, Austria’s recycling infrastructure is not yet supported by an Extended Producer Responsibility (EPR) scheme, making their initiative all the more significant. “We’re going the extra mile for the sake of future generations. Together with NEVEON, we have developed a sustainable solution to optimize this aspect of the circular economy in Austria as much as possible – starting now,” explains Josef Scheidl, Managing Director of BRANTNER green solutions. “At NEVEON, our goal is to improve quality of life through our products and services. This commitment is also what led us to establish the LOOP-it joint venture. By building a mattress recycling infrastructure in Austria – without financial support from an EPR scheme – we are taking a proactive step forward. We do this out of conviction because, like our partner BRANTNER green solutions, we firmly believe that transitioning from a linear economic system to a sustainable circular economy is essential for a livable future,” adds LOOP-it Managing Director and NEVEON CEO Jürgen Kleinrath.

Images



Jernej Hren, Managing Director of LOOP-it and Group Innovation Officer at BRANTNER green solutions;
 Jürgen Kleinrath, Managing Director of LOOP-it and CEO at NEVEON
 Credit: LOOP-it



Jernej Hren, Managing Director of LOOP-it and Group Innovation Officer at BRANTNER green solutions;
 Jürgen Kleinrath, Managing Director of LOOP-it and CEO at NEVEON
 Credit: LOOP-it

About LOOP-it

LOOP-it is Austria's first mattress recycling company. The joint venture between Austrian foam specialist NEVEON and circular economy company BRANTNER green solutions is headquartered in Krems an der Donau / Austria and is committed to conserving natural resources and promoting circular material flows sustainably. In cooperation with waste collection centers and other partners, LOOP-it accepts used mattresses, dismantles them, and mechanically recycles the materials. The recovered raw materials are then used to produce new products, such as carpet underlays or sound insulation elements, making a valuable contribution to a functioning circular economy. www.loop-it.at

About BRANTNER green solutions

BRANTNER green solutions wants to rethink waste disposal and has therefore dedicated itself completely to the circular economy. Today's waste will be tomorrow's resources: BRANTNER recycles and upcycles as many reusable materials as possible to allow them to be reused. The fact that BRANTNER green solutions maintains a constant exchange with its customers and partners and continuously improves its efficiency makes it a driver of innovation and a leading company in waste management. BRANTNER green solutions operates 12 sorting plants, one biogas plant, 13 disposal plants, and 11 composting plants in Europe, including Austria's most modern composting plant, "Erdenreich" in Gneixendorf (Lower Austria). BRANTNER now serves around 1,000 communities and more than 26,000 customers in Austria and abroad. BRANTNER green solutions is therefore an important local service provider and regional employer. www.brantner.com

About NEVEON

NEVEON is a leading integrated foam company for flexible and composite polyurethane foams. Its core business is the production of around 300 different standard and specialty foams and processing them to make semi-finished or finished products for your everyday comfort, the mobility sector and a wide range of specialist applications. NEVEON is a part of the Greiner Group, and its goal is to help enhance the quality of life around the world with its products. In fiscal 2023, NEVEON generated revenue of EUR 641 million and employed around 2,800 people at 55 locations in 14 countries. www.neveon.com