

MATR[®].

We make sleep matter for hotels.

www.matr.eco
MATR by Circularful GmbH
Vienna, Austria

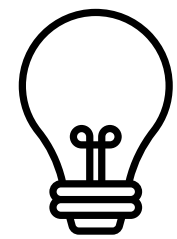
A close-up photograph of a piece of brown, textured paper. A jagged, irregular tear has been made in the paper, revealing a white surface underneath. On the white surface, the word "WHY?" is printed in a large, bold, black, sans-serif font. The paper around the tear is crumpled and shows some signs of wear and discoloration.

WHY?

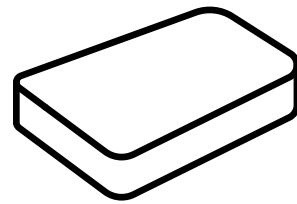
Normally mattresses go to waste.

MATЯ®

Conventional mattresses are used once ending up as waste after just a few years.



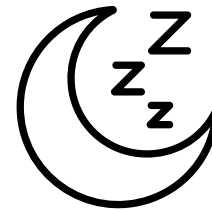
DESIGN



PRODUCTION



DELIVERY



USE



WASTE
DISPOSAL

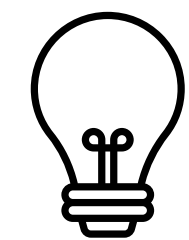


LINEAR ECONOMY

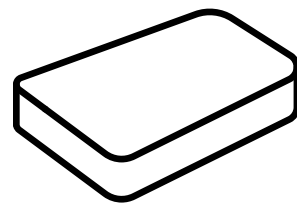
Normally mattresses go to waste.

MATЯ.®

Conventional mattresses are used once ending up as waste after just a few years.



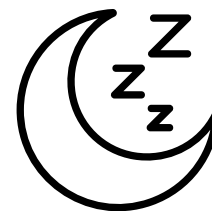
DESIGN



PRODUCTION



DELIVERY



USE




WASTE
DISPOSAL



LINEAR ECONOMY

30 mio
in Europe every year



20.000



MATEA[®]

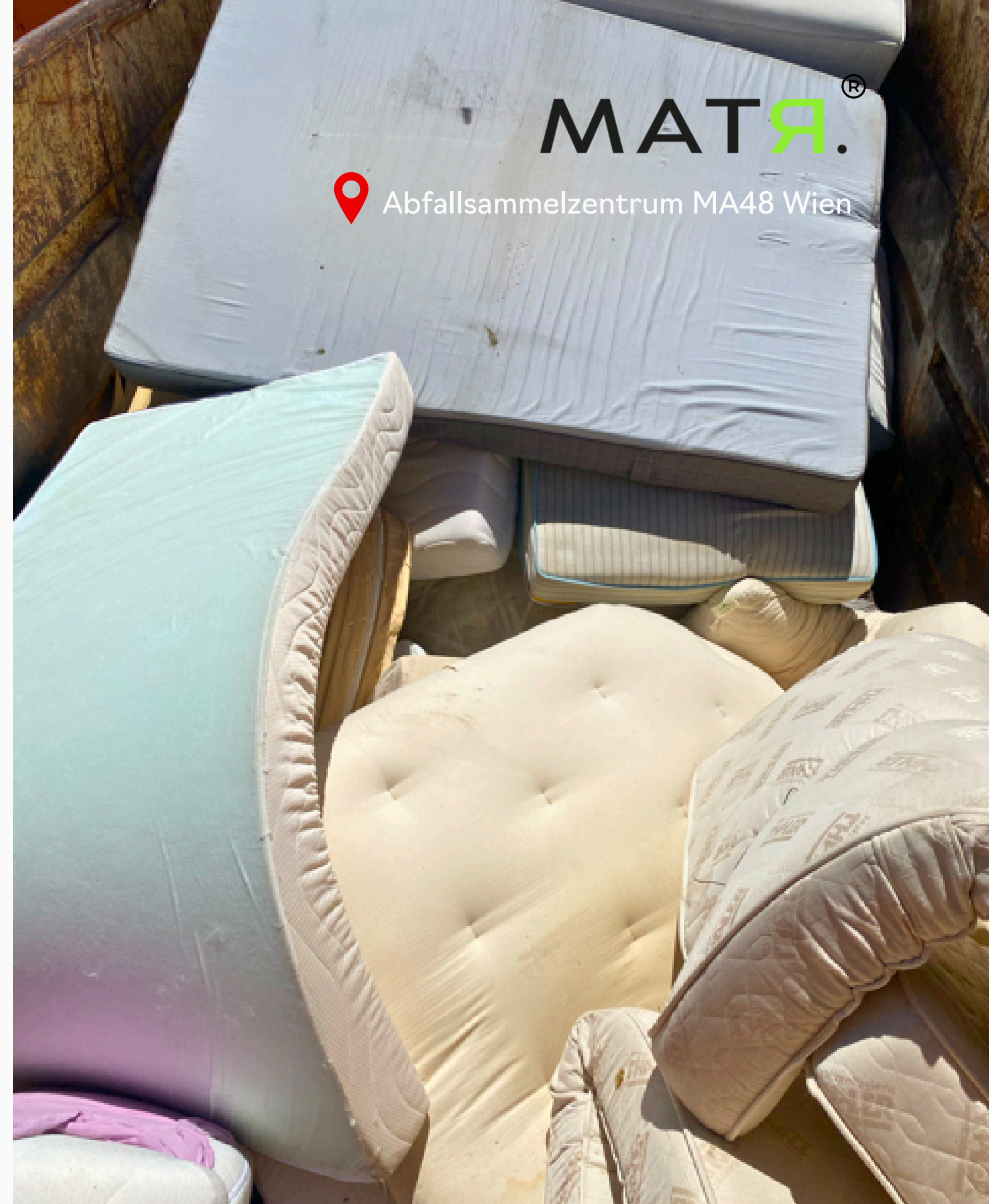
80-90%

of which could be recycled
and the materials reused
we need #circulareconomy

Why?

Mattresses are not designed to be used again

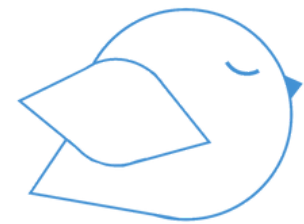
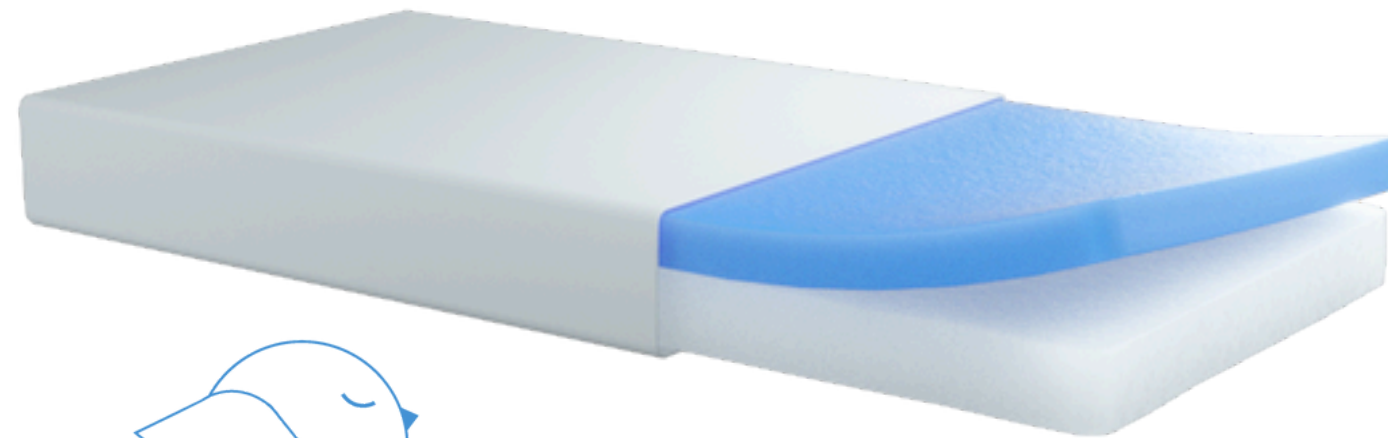
- 🚩 Use of mixed materials & non separable glue
- 🚩 No take-back and recycling process provided
- 🚩 No information on materials & components used



How?

This is how we started...

From very first visualizations in 2021



SLEEPIFY

to visiting mattress
producers, collection centres
and recycling plants all over
Europe



This is how we continued...

МАТЯ®



with our first prototypes



and our first hotel test customers

Testing, failing, learning on repeat

MATЯ.®



sizing fuckup



prototype fuckup



recycling tests



refurbishing pilots

Step by step towards a circular product that customers want

MATЯ®





MATR®

Next-Level Sleep for Next-Level Hotels.

The mattress designed for hotels to cut costs, eliminate waste, and keep guests coming back.

LET'S MAKE SLEEP MATTER FOR YOUR HOTEL.



BOUTIQUEHOTEL

Stadthalle

WIEN

"We chose MATR® because the price-performance ratio really impressed me."

MICHAELA REITTERER, CEO
BOUTIQUE HOTEL STADTHALLE VIENNA



MATR.

Better Sleep. Happier Guests.

“

We felt truly at home here. The rooms are so beautifully furnished, and the beds are super comfortable.

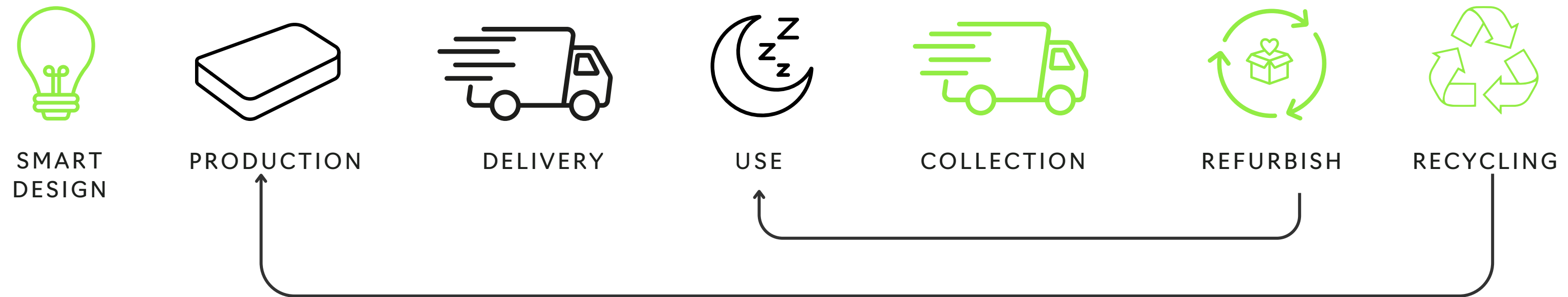
Guest Review, Oldschool Guesthouse





We do things the MATR[®] way.

MATR[®] does what traditional mattresses can't, combining innovation, quality and sustainability.



✓ High quality, durable
& competitively priced

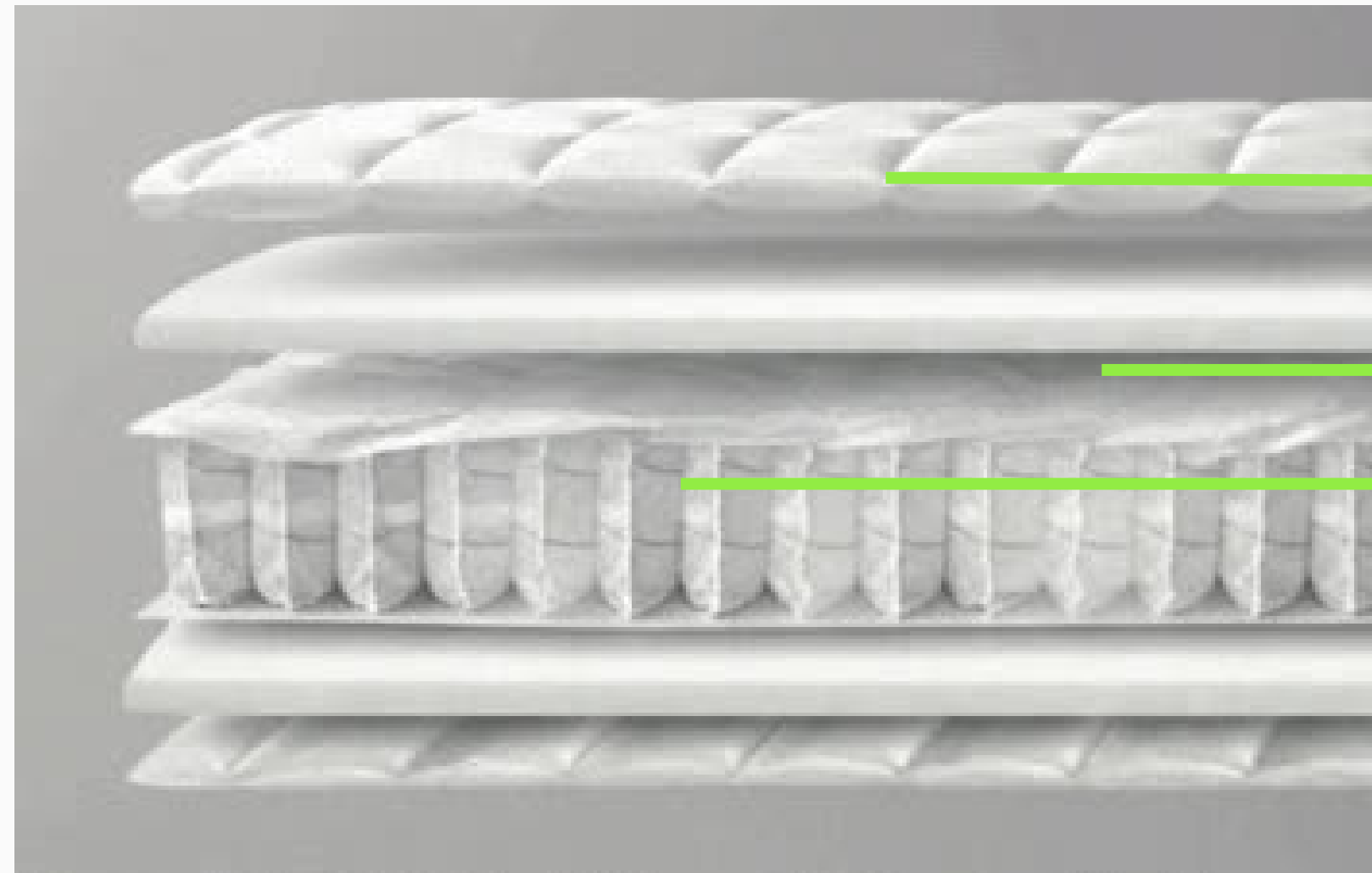
✓ On-site cleaning, take-
back & recycling service

✓ No waste, full
resource efficiency

The MATR[®] Approach.

MATR[®].

Premium comfort combined with innovation and sustainability - according to EU Eco-Design guidelines



Made in Europe with EU suppliers

Quilted cover made of 100% recyclable polyester (removable & washable)

100% recyclable polyester comfort layer

Steel pocket springs made of steel & polyester

- with 30% recycled material used already today
- with patented polyester-based click-on/click-off adhesive
- easily separable and 100% recyclable

High quality
Mono-materials



Modular Design
for refurbishing



Digital Product
Passport

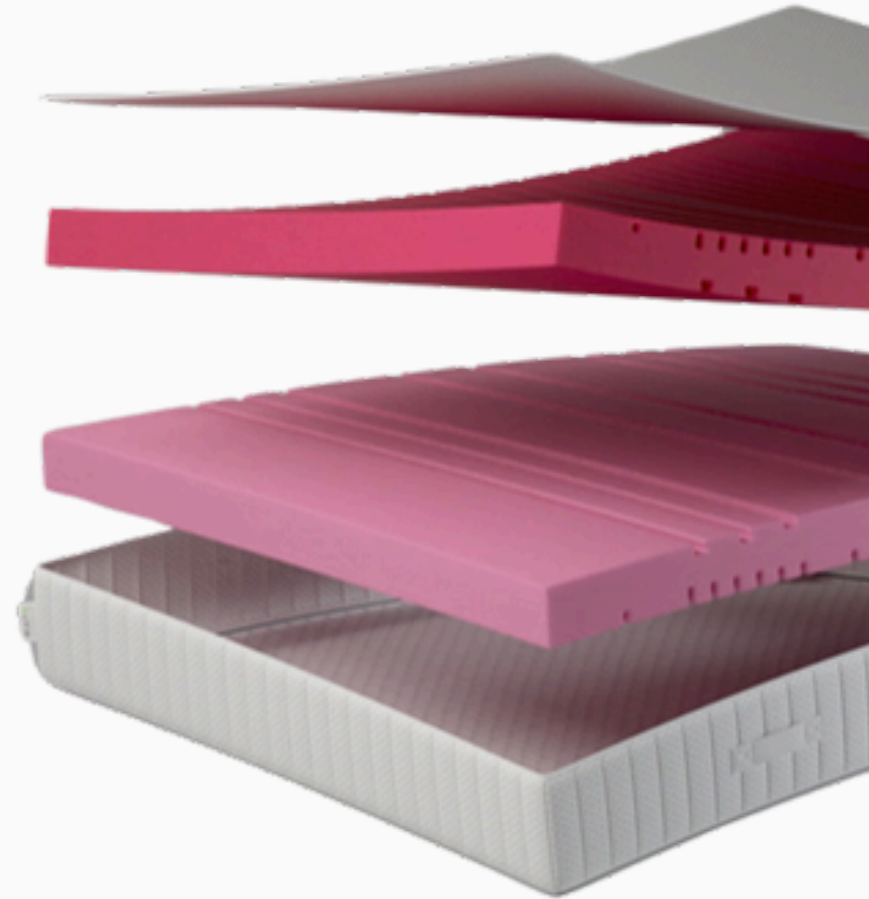


Recyclable at
highest value

Our Mattress Models.

MATR® FOAM

Reversible mattress (H2 + H3 comfort) | CO2 optimised foam | Available heights: 19.5cm, 23cm | Allergy friendly | Removable + washable cover



MATR® TOPPER

Premium foam topper (various comfort levels available) | Height: 5 cm | CO2 optimised foam | Allergy friendly | Removable + washable cover



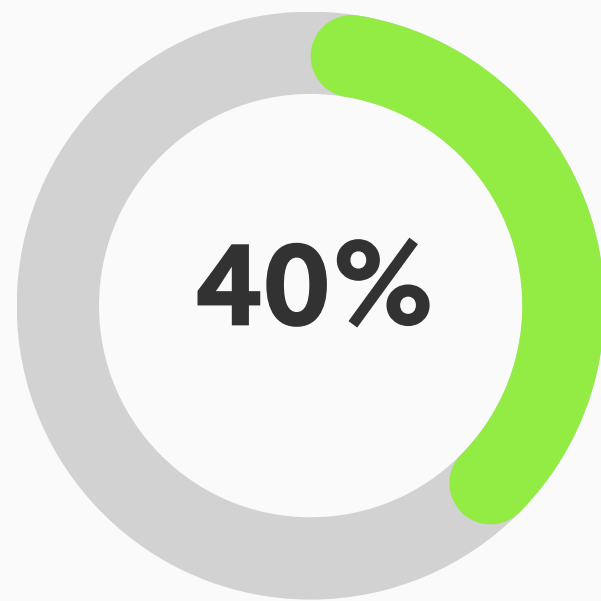
MATR® SPRING

Fully recyclable mattress | Steel pocket springs and premium polyester comfort layers | Height: 30cm | seasonal flipping possible | Allergy friendly

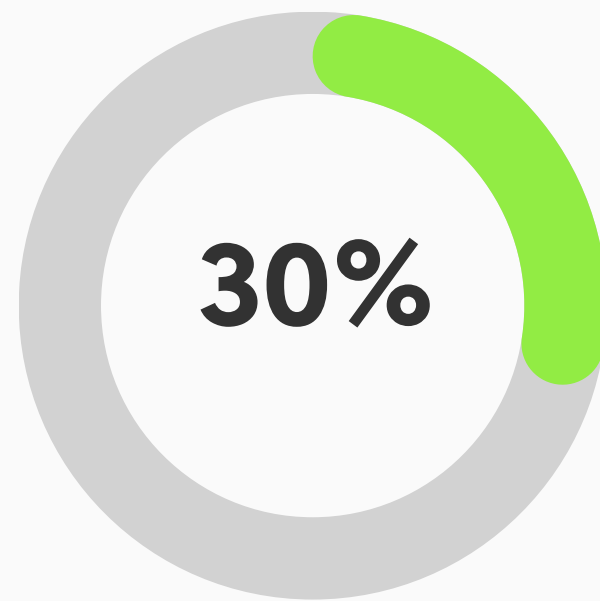




Scaling Sustainable Change: Less CO₂ + More Circular Materials



less CO₂ per mattress on average



recycled content used at least in new mattress production



people reached via circular economy awareness efforts

SDG'S WE ADDRESS:



Proof, Not Promises.

Our mattress complies with the certifications required for use in the European hotel industry, ensuring safety, quality, and regulatory alignment.



**STANDARD
100**



DIN EN 1957:2013 & DIN EN 1725:2023



+ Coming soon: MATR will become the first EU taxonomy compliant mattress in partnership with Greensign Hotels

MATЯ.®

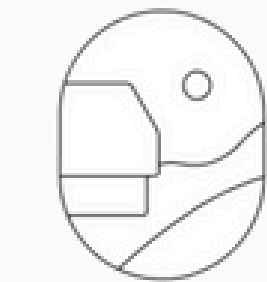
**We have proven
demand, deliver
revenue & are building
key partnerships**

42 paying hotel customers

Sales in Austria & **Germany**

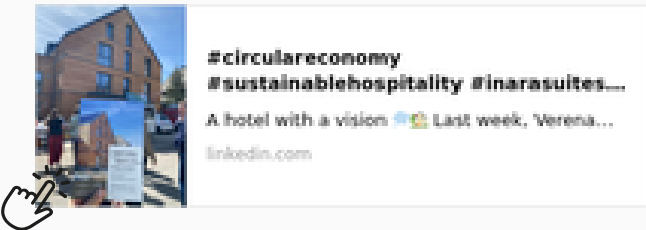
First (test) projects with **hotel chains**

Partnership with **Greensign hotels**

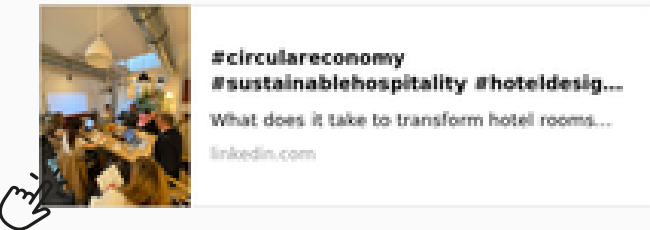


Nothing beats cooperation.

MATR x Inara Suites



MATR x Rittweger & Team



MATR x Life & Style Magazin



MATR x Greensign



MATR x Chamber



MATR x CSR Guide



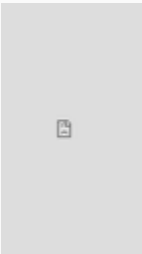
MATR x Glacier



MATR x Slush



MATR x Peek Up Berlin



MATR x ÖMA



Inara Suites: Ein Hotel als Vorreiter der Kreis...

15. MÄRZ 2025



EU-Ökodesign-Kriterien und Hotels: Mehr als nur



Gemeinsame Pressemitteilung MATЯ® und NEVEON: N...



3 Wege, wie das Boutiquehotel Stadthalle mit Sc...



Upcycling für Hotels: Inspiration von fundus

Our Wins & Wake-Up Calls



Sustainability / Circularity is an 'add- on' to your sales story

Hotels decide on price & quality first - good value for money wins



Product development takes much longer than you think

We have many failures and learnings from the last 3 years. Patience is everything.



Credibility beats hype - pilots speak louder than words

We tested with customers as soon as possible, and we still do today

Together, let's make sleep matter.

CONTACT ME.

Verena Judmayer

Co-Founder and Co-CEO

verena@matr.eco | +43 (0)664 533 9081

www.matr.eco

LET'S
MEET!



www.matr.eco

MATR by Circularful GmbH

Vienna, Austria

МАТЯ®

We make sleep matter for hotels.