



[www.softlanding.com.au](http://www.softlanding.com.au)

## **MEDIA RELEASE**

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### *Building The Circular Economy for National Recycling Week*

Despite floods and other disruptions, it's been a bumper year for Soft Landing operations Australia-wide, said General Manager Chris Richards today, "and National Recycling Week is a great opportunity for us to share the wins with the whole community."

Overall, the social enterprise diverted 8,800 tonnes of waste from landfill in 2021/22 and recycled half a million mattresses.

Soft Landing also began diversifying its operations. Recycling the steel, foam and timber from end-of-life bedding units is the mainstay of its 6 sites, but WA operations also began building recycling streams in white goods, timber furniture, bed bases and pallets, e-Waste, and carpet underlay pulled up from building sites.

"The carpet underlay was a waste stream that previously went 100% to landfill and now goes nearly 100% straight back to carpet underlay manufacturers," Mr Richards explained.

"The bigger picture is that with everything we recycle, Soft Landing is helping to build a circular economy for all Australians. The 3.2 million mattresses that have come through our sites since 2011 will become hundreds of tonnes of steel products, thousands of meters of carpet underlay, and potentially hundreds of beds for social housing and charitable organisations.

"That's real heavy lifting. I feel very positive about how much the circular economy will contribute to Australia in future," Mr Richards said.

#### **FOR MEDIA ENQUIRIES CONTACT**

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*Creating local jobs that care for the planet*

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Soft Landing is a national social enterprise that collects and recycles mattresses to keep waste out of landfill and create jobs for people experiencing barriers to work. For every 35 mattresses that we collect and recycle each day, we create a job for someone who really needs one.

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