



HB 61 - Environment - Statewide Green Business Certification Program – Establishment

January 12, 2021 - SUPPORT

Naturepedic Organic Mattresses, the largest organic mattress company in the United States, with retail locations across the country, strongly supports [House Bill 61](#). This bill charges the Maryland Department of the Environment with creating a statewide program that mirrors and conforms with the Montgomery County Green Business Certification Program (GBC).

Naturepedic's Rockville gallery received its Green Business Certification in Montgomery County in April, 2019. We are proud that our company was the first company in the County to receive GBC certification on the basis of being certified to the stringent Global Organic Textile Standard (GOTS), one of the nine standards that make up the GBC certification. GOTS includes both environmental and social provisions for post-harvest to retail shelf management, addressing all the processing stages (ginning, spinning, knitting, weaving, dyeing and manufacturing) of 70-100 percent organic fiber-containing products and prohibiting the use of toxic inputs. Naturepedic uses organic cotton, organic latex and organic wool, and our high quality mattresses are made without the use of any toxic inputs, even glues.

We appreciate that the Montgomery County program, upon which this legislation is based, is a flexible "umbrella" program which recognizes that there is no need to reinvent the wheel when there are already stringent standards to which companies can become certified. GOTS was folded in to the GBC in 2018, after it was vetted by the county's Department of Environmental Protection and determined to be a highly robust standard.

The Montgomery County model avoids the duplication of other programs and is more expansive than other state programs as well. For example, the Montgomery County program is the first and only green business certification program to have adopted a global standard (GOTS), thus setting a stringent standard for apparel and home textile businesses to reach when making sustainability claims and also avoiding "greenwashing" concerns.

Maryland's adoption of the County's standard will likely have a ripple effect beyond Maryland as other states could adopt the model. What makes it that much more interesting for other states is that the third-party standard – GOTS, for example – provides the verification and is paid by the business pursuing certification. This alleviates the time and cost otherwise needed for the state to verify claims.

Naturepedic chose to pursue the GBC to put the County's "stamp of approval" on our [retail](#) store so as to demonstrate to the public that we abide by strict sustainability standards. We hosted a popular event attended by councilmembers and representatives of several area organizations to celebrate our GBC approval, which resulted in considerable social media opportunities that raised the visibility of both the GBC and the gallery. This kind of media opportunity is another benefit of the program, and the listing of our store in the [County's Green Business Directory](#) enables interested consumers to learn about us.

For the above reasons Naturepedic Organic Mattresses supports House Bill 61 and respectfully urges a favorable report.