



## Joint press release

# MATR® and NEVEON: Sustainable sleeping comfort at Boutique Hotel Stadthalle in Vienna

- MATR® equips Boutique Hotel Stadthalle with a sustainable, all-in-one mattress solution that offers maximum comfort and recyclability.
- The mattresses are made from NEVEON foam, using 30% sustainably certified, renewable raw materials and producing 70% fewer emissions.
- With the sustainable mattresses in its rooms, Boutique Hotel Stadthalle sets a new standard for eco-friendly guest comfort.

**Vienna, 20 January 2025.** The Viennese company for recyclable mattresses MATR® is breaking new ground by setting a new standard for sustainable guest comfort in the hospitality industry with its recyclable all-in-one mattress solutions. Boutique Hotel Stadthalle in Vienna, one of Austria's most eco-friendly hotels, has opted for MATR®'s innovative mattresses. By doing so, the hotel further strengthens its commitment to sustainability without compromising on quality and guest comfort. MATR® mattress cores are produced by Austrian foam expert NEVEON and are made from innovative foam that boasts an exceptionally low carbon footprint. A responsible MATR take-back system ensures sustainable and environmentally friendly disposal and highlights MATR's commitment to a greener future. The collaboration between MATR®, Boutique Hotel Stadthalle, and NEVEON demonstrates the potential of sustainability-driven partnerships within the industry. "At MATR®, we make sustainable solutions practical and attractive for hotels," says Verena Judmayer, CEO of MATR®. "This partnership is an important step in showing how mattresses can support hotels in the transition to a circular economy, supporting them to be viable in light of incoming EU regulations such as the EU Circular Action Plan."

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### **Commitment to Sustainable Hospitality**

Boutique Hotel Stadthalle's decision to adopt MATR®'s all-in-one mattress solutions is no coincidence, because it is one of the most sustainable hotels in Austria and the world's first SDG hotel. This means that since 2020, the hotel has been aligning itself with the United Nations' Sustainable Development Goals (SDGs), many of which have already been fulfilled by the hotel. "Sustainability has always been at the core of everything we do," explains Michaela Reitterer, owner of Boutique Hotel Stadthalle. The hotel relies on eco-friendly business strategies and integrates sustainable practices into daily operations. "Partnering with MATR® and NEVEON allows us to incorporate this philosophy into our guests' sleep experience, combining comfort with sustainability. "

### **Innovative Materials for Sustainable Sleep**

The MATR® mattress cores used in Boutique Hotel Stadthalle are produced by NEVEON, a leading foam specialist and member of the Greiner Group. These mattresses feature NEVEON's foam.hybrid eNdura, a sustainably engineered foam. The foam.hybrid eNdura not only excels in comfort and durability, but also boasts an unprecedentedly low carbon footprint and minimal use of materials. With approximately 70% fewer emissions released during the production process compared to conventional foam mattress cores with a comparable lifespan (as of December 2023, subject to change), the foam.hybrid eNdura core represents a major step forward. Additionally, the foam is made with 30% sustainably certified, renewable raw materials (mass balance raw materials) in line with REDcer<sup>2</sup> standards. As recycling is already considered during the production process, NEVEON relies on an adhesive-free connection of foam materials with different densities. This "design for recycling" approach enables a modular, recyclable design that consistently aligns with the circular economy principles of MATR®. "At NEVEON, our purpose is to enhance the quality of life with our products," says Erwin Gossenreiter, General Manager NEVEON Austria. "Our foam.hybrid eNdura is an excellent example of how we combine functionality and sustainability in a meaningful way. We are proud to be part of this partnership with our product." The current project for Boutique Hotel Stadthalle is not the first collaboration between MATR® and the Greiner Group, which includes the foam company NEVEON. Greiner has supported the business idea of MATR® founders Verena Judmayer and Michaela Stephen from the very beginning and has been involved with MATR® through its startup hub Greiner Innoventures for over two years. Just last year, Greiner Innoventures increased its stake in MATR®.

## Pictures



f.l.t.r: Michaela Reitterer, Owner Boutiquehotels Stadthalle; Verena Judmayer, CEO MATR®. Erwin Gossenreiter, General Manager NEVEON Austria  
Credit: Circularful GmbH

### About MATR®

MATR® is a multi-award-winning circular economy start-up from Austria that offers an innovative mattress-as-a-service solution for the hotel industry. It combines a high-quality mattress with a circular economy design and additional services such as a digital product passport, returns and recycling, and flexible financing options. The mission is to save hotels time, money, and CO2 while providing their guests with a first-class sleeping experience. MATR® was founded in 2022 by Verena Judmayer and Michaela Stephen. [www.matr.eco](http://www.matr.eco).

### About NEVEON

NEVEON is a leading, integrated company for flexible and composite polyurethane foams. Its core business is producing over 300 different standard and specialty foams and processing them into semi-finished or finished products for the comfort sector, the mobility sector and a wide range of specialist applications.

NEVEON is part of the Greiner Group, and its goal is to help enhance the quality of life around the world with its products. In the 2023 fiscal year, NEVEON generated a revenue of EUR 641 million and employed around 2,800 people at 55 locations in 14 countries. [www.neveon.com](http://www.neveon.com)

### About Boutique Hotel Stadthalle

Boutique Hotel Stadthalle is proud to be the world's first SDG-hotel, which has committed itself to the United Nations' Sustainable Development Goals since 2020. This family-run hotel, now in its second generation under the management of Michaela Reitterer offers 79 upcycled-style rooms. By not having air conditioning or minibars, it saves over 21 tons of CO2 annually. The hotel also uses a ground water heat pump, 130m<sup>2</sup> of solar panels on the roof for hot water, and 93m<sup>2</sup> of photovoltaic panels for electricity, supporting its sustainability efforts. Guests can enjoy a 100% organic breakfast with a wide selection of vegan and vegetarian options. Sustainability is reflected in every detail, from eco-friendly sleeping comfort to the peaceful green garden oasis in the heart of the city. [www.hotelstadthalle.at/](http://www.hotelstadthalle.at/)