

# Recycled bottles fill gold-standard cushion

A new seat cushion filled with Three dimensional spiral fibres From recycled polyester bottles has won a gold award from FIRA (Furniture Industry Research Association). The launch of the Duractech cushion comes after two years research, development and value engineering and is the first to gain the award – the ultimate mark of product excellence in the furniture industry. Duratech is the result of collaboration between foam converter Drury Adams, based in Lancashire, and Europe’s largest producer of polyester staple fibres Wellman International, of the Republic of Ireland.

The companies claim that, Unlike conventional saw tooth formation, the spiral fibres

Offer unrivalled flexibility and movement.

The cushion has been subject to extensive testing by FIRA. After recreating the effect of five years use by a 15-stone person, it was found to retain 95% loft retention and comfort.

The fibres include a polymer manufactured extensively from recycled polyester bottles.

Owing to the advanced composition of the materials used, the new cushion requires far less filling. Significant savings have also been made in the carbon emissions generated during fibre production at Wellman International, which has pioneered the use of recycled raw materials for the past 35 years.

Dave Rooney, at Wellman



Wellman International factory in the Republic of Ireland

International said “At a time when a product’s carbon footprint is as important as the quality and performance of the

End result, the new Duractech cushion has been developed specifically to meet the stringent requirements of the

Furniture industry. “By using fibres made from post-consumer polyester bottles, the new Duratech cushion benefits from tangible environmental credentials and extensive value-engineering that has not only surpassed the rigorous testing regime of FIRA”.

Stuart Adams of Drury Adams added : “We have successfully developed a product that offers the industry the highest level of quality and performance that, in turn, will generate more sales for the retailer and fewer returns from the customer.”

For more information contact :  
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