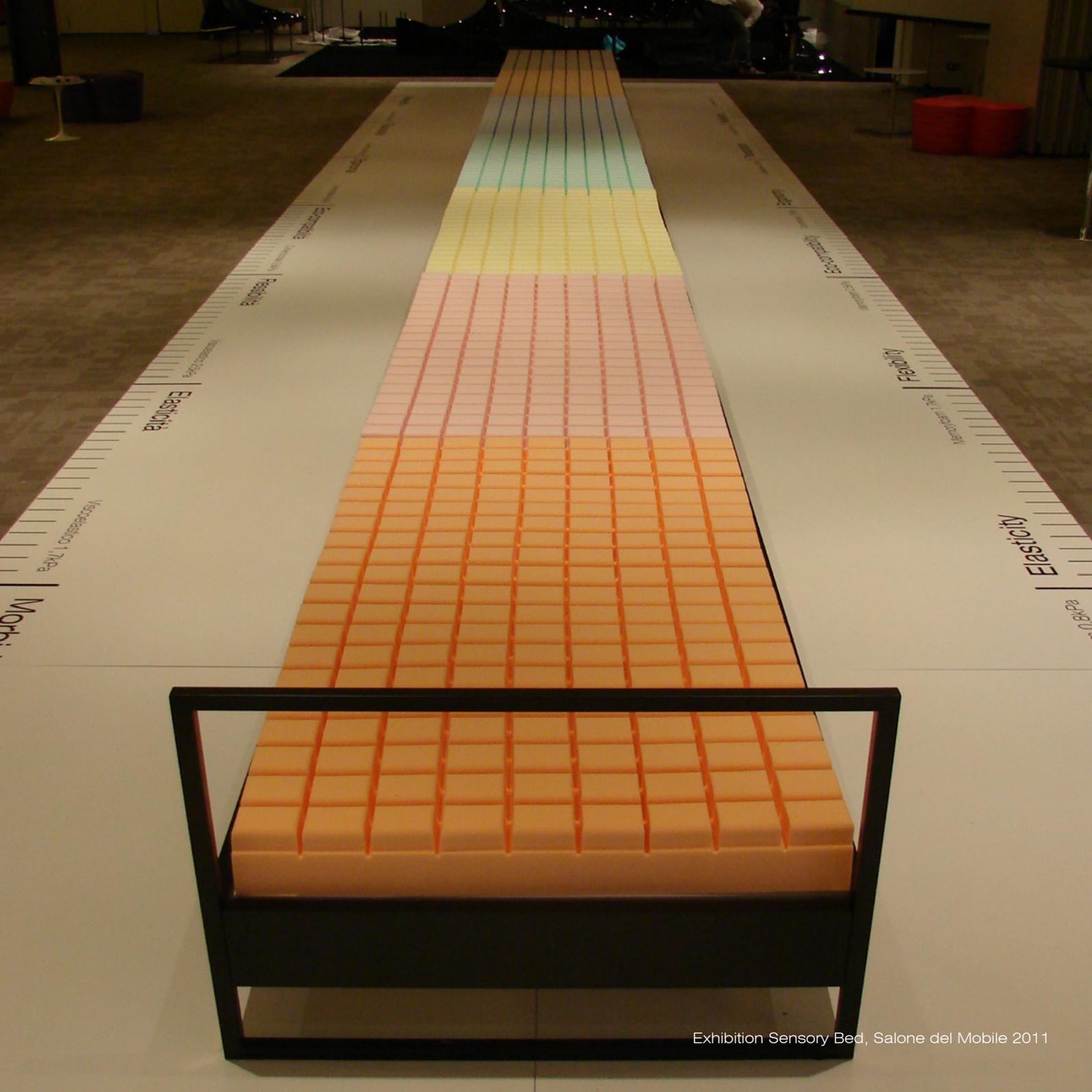


A close-up photograph of a person's foot stepping onto a mattress. The mattress features a grid of orange polyurethane foam cells. The person is wearing blue pants. The background is a white surface with the word 'Elasticity' written vertically.

polyurethane is quality

the multiple characteristics of
flexible polyurethane foam

**Basic Criteria For
Bedroom Organization**



Exhibition Sensory Bed, Salone del Mobile 2011

Introduction

In each issue, “Poliuretano is quality” presents one of the many characteristics of flexible polyurethane foam, a versatile material with many qualities that are enhanced in the various fields of application.

An in-depth knowledge of the intrinsic qualities of polyurethane is a fundamental factor for designers and manufacturers who can take full advantage of the many possibilities it offers in terms of performance and add new applications to the many already present in the industry. For those working in the world of distribution, deepening the knowledge of the material contributes to a more complete communication and sales strategy for products made of polyurethane. Thanks to interdisciplinary collaboration with leading Research Centres, leading Universities and experts in the field, each issue is an in-depth written study accompanied by drawings and images.

Poliuretano-é represents an innovative and unique project of its kind, born in Italy 15 years ago by the will of some of the most important Italian companies in the production' sector of flexible polyurethane foam. Over the years to companies producers have also supported the project with a number of companies protagonists at international level in the production of additives and related raw materials to the production of flexible polyurethane. Poliuretano-é has carved out in recent years its own authoritativeness and a precise identity in the world of communication, production and design. Initially developed as a project oriented to improve the knowledge of the flexible polyurethane foam at the distribution operators, Poliuretano-é has progressively widened its range of action, involving in a way more and more companies producing industrial products in polyurethane, from furniture to packaging. Poliuretano-é promotes a wide range of initiatives for the dissemination of culture on the polyurethane material, which include the organization of exhibitions and themed presentations, conferences dedicated to deepen the different themes related to polyurethane, training meetings with retailers and the publication of research and documentation on the subject.

www.poliuretano-e.it

Polyurethane é is promoted by the following leading companies in the polyurethane sector flexible foam:

Promoters - Flexible polyurethane foam



www.cires.it



www.nir-spa.it



www.olmogiuseppespa.com



www.orsafoam.it



www.pelma.it



www.sip-srl.it

Supporters - Manufacturers of raw materials and additives



www.covestro.com



www.evonik.com



www.borsodchem-group.com



www.dow.com



www.huntsman.com



www.repi.com



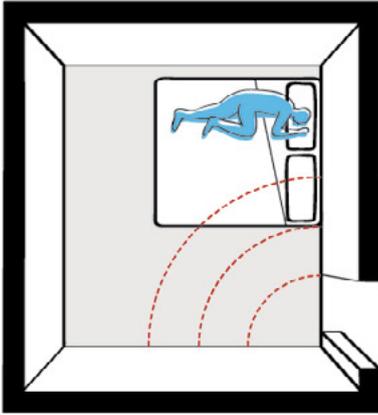
www.shell.com

Basic criteria for organising the bedroom

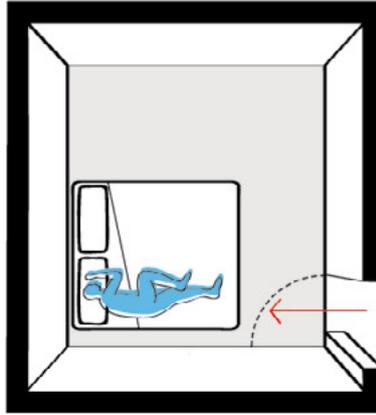
Dott. Pietro Lombardi - Ergonomica Arch - Roma

The correct organisation of the spaces dedicated to daily rest is extremely important in order to guarantee the psycho-physical well-being of the inhabitant. In fact, we spend about 50 to 60 hours a week resting in our bedroom (as opposed to the 30-40 hours we devote to work), while we sleep our bodies try to heal themselves from the stress and trauma of the day. Therefore, the correct positioning of the mattress and bed significantly influences the quality of rest. The following are a number of criteria and tips for the correct layout of the bedroom.

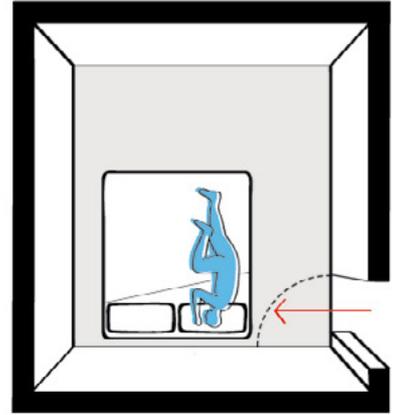
1. Firstly, it is important to avoid having one's feet directly in line with the entrance door when one sleeps, as numerous scientific studies have shown the possible onset of discomfort and fatigue when the subject is lying in a position facing the entrance door.
 2. Avoid sleeping with your head under the bedroom window. In this respect, there is a long tradition of analysis and research, ranging from conventional medicine to the Feng Shui tradition, which emphasises the risk of liver disorders for those who prolong their rest near a window.
 3. Caution should be exercised when positioning the bed at a 45-degree angle to the walls of the room, as this can cause disorientation in some people and lead to post-resting migraines.
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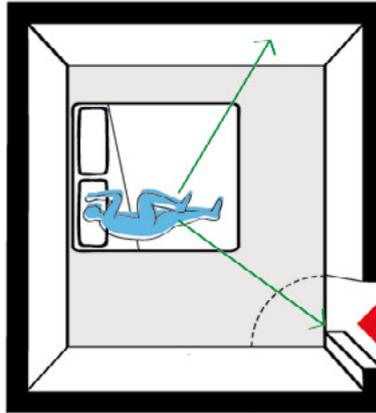
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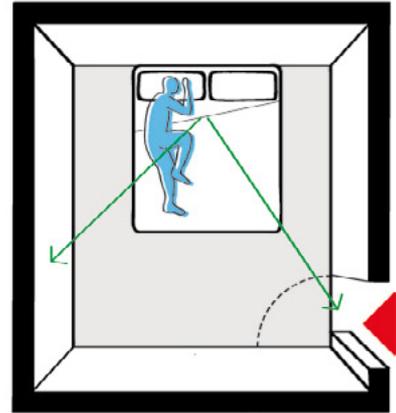
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✗



✓



✓

✓ **FAVOREVOLI**
Favorable

✗ **SFAVOREVOLI**
Not Favorable

Diagram of the more or less favorable positions for the positioning of the bed with respect to the entry point.

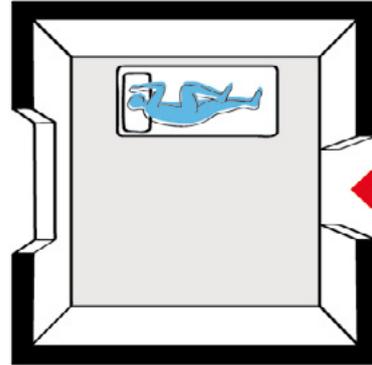
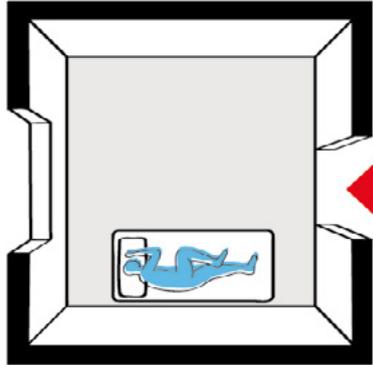
4. It is also advisable to place the mattress and pillow close to a headboard that avoids direct contact with the wall. This eliminates the possible transmission of moisture from the walls to the mattress and thus affects the mattress' performance. In addition, partition walls, especially in older buildings, also have insulation defects or problems and therefore become potential conduits for cold air in winter or hot air in summer: if this flow were to be discharged onto the mattress, there would be a risk of altering the microclimate, resulting in a feeling of "too cold" in winter and the opposite in summer.

Situazione tipo A

Typical situation A

Sia così in this way

che così in this way

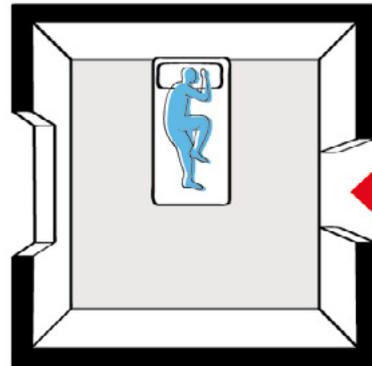
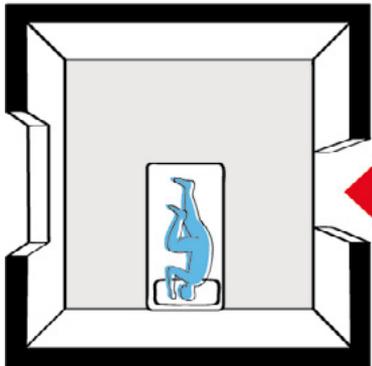


Situazione tipo B

Typical situation A

Sia così in this way

che così in this way





Sensory Bed

Quattordici metri di puro comfort

in un unico pezzo di poliuretano 6

made in Italy, design di P. P.

www.poloitalia.it

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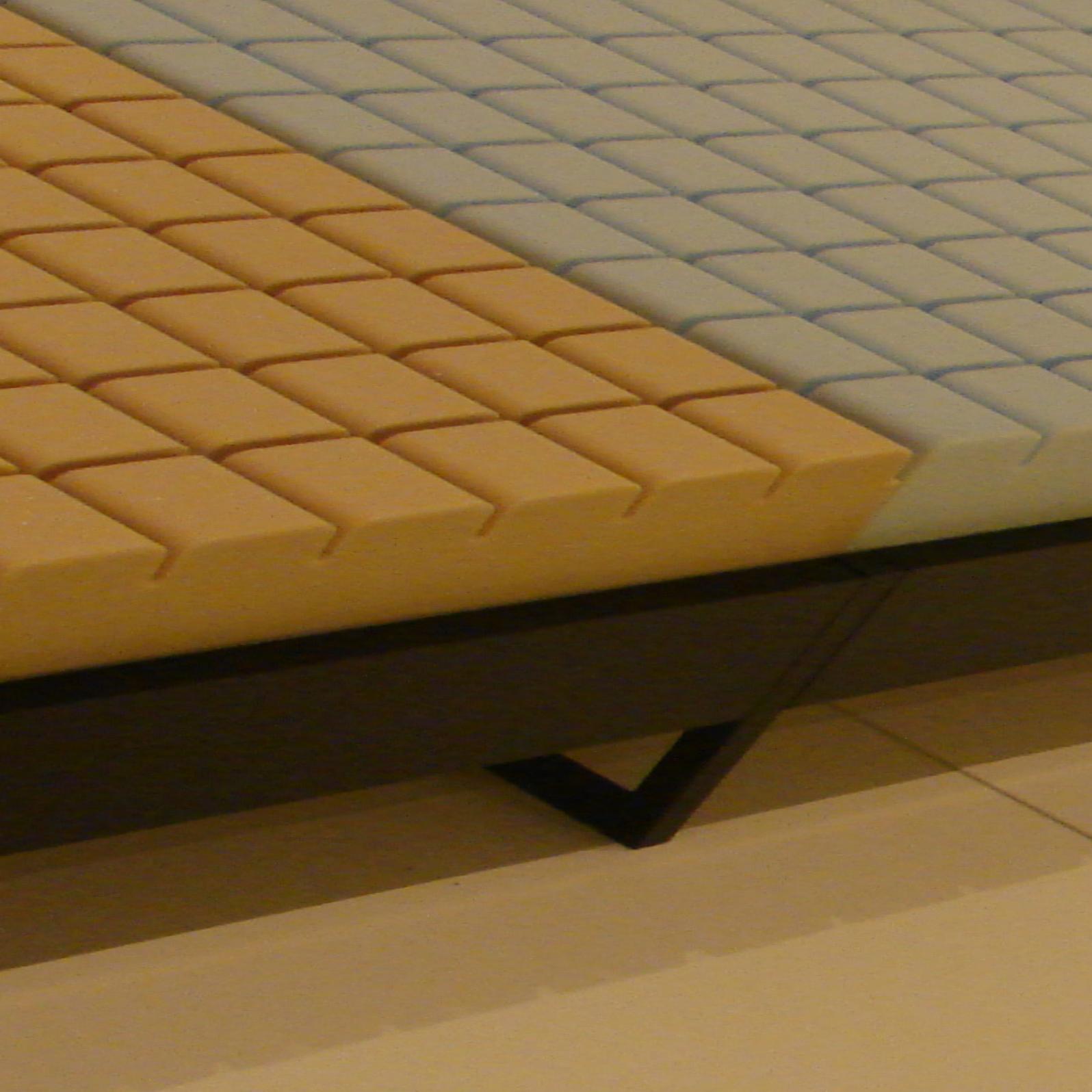
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Economy

Conventional 4.5kPa

Transpiration





poliuretano è

a project promoted by

Promoters

The logo for CIRES, featuring the word "CIRES" in a bold, black, sans-serif font.The logo for NORDITALIA resine, with "NORDITALIA" in blue and "resine" in a smaller black font below it.The logo for ORSA foam, with "ORSA" in blue and "foam" in a smaller black font below it.The logo for PELMA, with "PELMA" in green and a small green square to the left of the letter "P".The logo for SIP Sud Italia Poliuretani, with "SIP" in bold black, "Sud Italia" in smaller black, and "Poliuretani" in bold black below.

Supporters

The logo for EVONIK, with "EVONIK" in blue and "POWER TO CREATE" in smaller black text below it.The logo for BorsodChem, with "BorsodChem" in blue, "Chemistry for generations" in smaller black, and "WANHUA 万华" in blue below.The logo for DOW, with the word "DOW" in white inside a red diamond shape.The logo for HUNTSMAN, with "HUNTSMAN" in blue and "Enriching lives through innovation" in smaller black text below it.The logo for REPI, with the letters "REPI" in a stylized, outlined black font.