



## ALL ABOUT LATEX GOLD

### What is Latex Gold rubber?

Latex rubber cushioning was invented in 1928. Using the Dunlop process, Latex Gold has been researched and processed in New Zealand from 1953 to 2012. It is now manufactured in Sri Lanka.

Latex Gold is made from 100% natural rubber extracted from the *Hevea brasiliensis* tree, a renewable resource grown in Sri Lanka. The natural milky juice of the rubber tree is processed to form soft, yet durable, material. The honeycomb consistency gives the rubber a true sponge-like quality which has yet to be equaled.

The latex rubber is extracted from the rubber tree through an environmentally 'soft' process. Rubber tree plantations are carefully maintained and renewed whenever required. Research has shown that as the demand for natural rubber has increased so has the reforestation of rubber plantations. This is preserving significant forest areas essential to the conservation of the earth's biosphere.

The latex flows from cuts in the bark of the trees and is collected in small cups from which it is regularly transferred to larger containers.

Latex Gold is 100% biodegradable, hygienic, hypo-allergenic, dust-free, contaminant-free, and non-toxic. Latex Gold is comprised of a network of millions of ultra micro-cellular structures distributed across the whole block. This is made possible using the latest micro-vent technologies, which further promotes natural breathing and longer product durability.

Latex Gold has been orthopaedically designed to promote optimal and superior lumbar support.

### How long will it last?

Direct ultra-violet light is often the cause of rubber perishing, but because the rubber is covered with a mattress fabric in all our applications, Latex Gold will not break down. Latex Gold has the capacity to withstand hard wear without collapsing or losing its shape.

### Does Latex Gold get damp?

On average, a sleeper loses one pint (400 milliliters) of water each night. Latex Gold does not absorb dampness from the atmosphere and because air circulates continuously through the rubber, moisture is dissipated.

### Does Latex Gold rubber get hot?

Latex Gold rubber is very porous and as the rubber is compressed and released, air is circulated around the material. The pin core construction promotes the flow of air through the mattress. The reputation that rubber has for being 'hot' has been in connection with impermeable surfaces such as groundsheets, airbeds, etc. as these are made up with an unbroken solid surface that does not breathe and as such, cannot be compared.

**100% natural, environmentally friendly, non-toxic**

Donan Marketing Corporation

Email: [info@snugsleep.com](mailto:info@snugsleep.com) • 977 West 1st Street, North Vancouver B.C. • Please call 604 980 0607 for an appointment.

**HEALTHIER**

100% pure and natural

**ENVIRONMENTAL**

Made from well managed, renewable resources

**DUST FREE**

Best for asthma and hay fever sufferers

**CELLED BREATHING**

Air flow helps prevent moisture build-up

**NON-ALLERGENIC**

Has natural anti-bacterial properties

**Does Latex Gold have harmful chemicals in it?**

Latex Gold is non-toxic and environmentally safe. Our production staff are not required to take any special precautions when handling the ingredients during the manufacture process.

**Why is it germ, moth and vermin resistant?**

Latex Gold is by nature aseptic and repels germs. It is also moth and vermin resistant. As a result, latex rubber is widely used in hospitals.

**Does Latex Gold give a healthier sleep?**

As well as its hygienic properties, Latex Gold is denser than synthetic rubber and it retains its shape and cushioning properties. The consistent resilience uniformly supports the sleeper while the softness provides overall comfort. Latex Gold is quick to recover its original shape and any motion disturbance caused by tossing and turning is absorbed rather than being transferred from one sleeping partner to another.

**Is Latex Gold healthier?**

Specially moulded to breathe more freely and contour to your body shape, Latex Gold supports your body uniformly, yet yields to the extra pressure and

shape of your hips and shoulders, providing correct 'spine in line' support. Natural latex has the highest natural bacteriostatic and antibacterial properties, unmatched by polyurethane or synthetic foam.

**Does it help asthma and hay fever sufferers?**

Sufferers from asthma and hay fever are often distressed by the presence of feathers, down or dust. Latex Gold is dustless and has nothing to disintegrate to form irritating particles in the air.

**Is Latex Gold expensive?**

Nothing is more expensive than a mattress that loses its original comfort in a short period of time or requires constant attention. Latex Gold is practically indestructible, and with correct usage, will last indefinitely and promote good health, all for a moderate initial cost. It therefore represents the highest value for money in the truest sense of the word.

**Has it been proven?**

Latex Gold is highly resilient and extremely durable, and has been manufactured for over 50 years. It is not uncommon to replace the cover of a mattress that is over 30 years old and find that the rubber is still in good condition.

**Latex Gold - a healthier sleep at last!**



Manufacturers of quality wool bedding products in Canada for 30 year.

[www.snugsleep.com](http://www.snugsleep.com)  
[www.latex-gold.com](http://www.latex-gold.com)

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