

Purista™ Treatment Study (Foams)

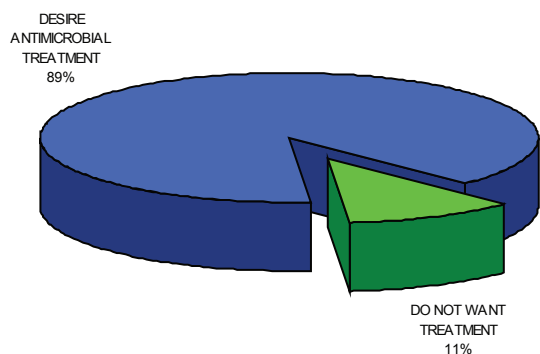
Research conducted by:
Research Inc.
Alpharetta, Georgia

Arch Biocides, a business unit of Arch Chemicals, Inc., has introduced its Purista™ treatment into the mattress and bedding market. Third-party qualitative and quantitative research findings indicate that there is opportunity for an antimicrobial treatment in this market. As a result, Arch has established support for this initiative among foamers and mattress/pillow manufacturers.

This document presents a brief excerpt of findings from an online research study designed to characterize the public's interest in purchasing products that offer the Purista™ treatment.

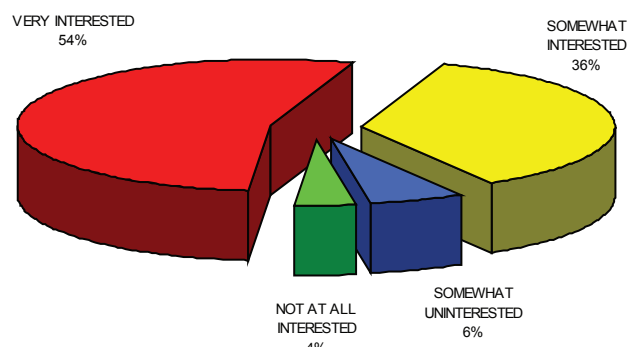
Reaction to the Antimicrobial Feature

Consumers were told that an antimicrobial is a substance that controls the growth of micro-organisms, including bacteria and fungi. They were then asked if this was a feature that they would like in their mattresses. Findings reveal that the overwhelming majority (89%) of consumers are interested in this feature.



Treated vs. Untreated Purchase Intent

Findings reveal that the overwhelming majority (90%) of consumers claim to be very or somewhat interested in obtaining a mattress that offers the Purista™ treatment versus an untreated mattress, if they are priced the same.



Willingness to Pay a Premium

Recent and future mattress purchasers were asked how likely they would be to purchase a mattress that offered the Purista™ treatment if they had to pay a 20% or 10% premium. Positively, nearly three-fourths (71%) of mattress purchasers claim that they would pay 20% more to have their mattress treated with the Purista™ treatment. Eighty-four percent claim they would be willing to pay an additional 10% for a Purista™ treated mattress.

