



COMFORT FOR THE WORLD®

Thursday, August 7, 2025

Sinomax® USA Wins 2025 Sustainability Leadership Award from Business Intelligence Group

Houston, TX – Sinomax® USA announced today that it has been named a winner in the 2025 Sustainability Awards, presented by the Business Intelligence Group. The organization was recognized in the **Sustainability Leadership Award (Organization)** category for its outstanding work in advancing environmental and social impact while delivering measurable business results.

The Sustainability Awards honor the companies, products, projects, and individuals proving that purpose-driven strategy can fuel growth. Winners are selected by a panel of business-leader judges who evaluate performance, innovation, and quantifiable outcomes across environmental, social, and governance (ESG) pillars.

“Sustainability has moved from aspiration to expectation,” said Russ Fordyce, Chief Recognition Officer of the Business Intelligence Group. “The 2025 Sustainability Awards celebrate those who embed ESG at the core of their operations—turning climate action, circular design, and community impact into real competitive advantage. We’re proud to recognize Sinomax USA for showing what’s possible when profit and planet share the same roadmap.”

Sinomax USA was honored for **achieving a 2.7% CO₂e reduction in 2024, introducing bio-based polyols and USDA-certified cooling gels, eliminating 70% of propane fuel use through an electric forklift program, reducing flammable chemical waste, optimizing packaging for recyclability and volume reduction, and implementing sustainable freight partnerships** – all while maintaining large-scale production capabilities that deliver affordable, high-quality memory foam products to millions of customers.

Additional sustainability milestones that contributed to the win include:

- **Quarterly energy audits** under a formal Energy Management System, identifying opportunities to lower electricity use and idle-time energy draw.
- **Waste reduction initiatives** at the Nashville facility, cutting landfill-bound materials by 33% and reducing trash pickups by 67% in one year.
- **Transition to durable metal pallets**, significantly reducing wood pallet waste.
- **Hydroelectric energy purchasing and CO₂-upcycling polyol research** slated for 2025-2026, demonstrating Sinomax’s commitment to long-term climate action leadership.

“We’re thrilled to receive this award for Sustainability,” said Frank Chen, CEO of Sinomax USA. “This recognition validates our team’s hard work and commitment to delivering sustainable solutions throughout our manufacturing and supply chain.”

To learn more about the Sustainability Awards, visit <https://www.bintelligence.com/awards/sustainability-awards>.

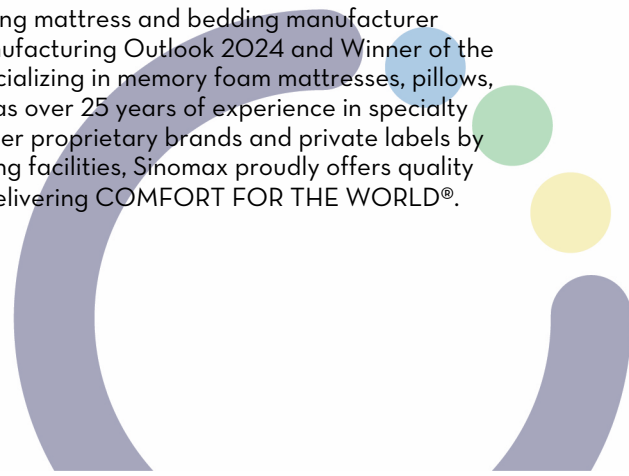
About Sinomax USA, Inc.

Sinomax USA, Inc., a division of Sinomax group, is an award-winning mattress and bedding manufacturer recently named Top Foam Technology Solutions Provider by Manufacturing Outlook 2024 and Winner of the 2025 Business Intelligence Group BIG Awards for Business. Specializing in memory foam mattresses, pillows, and mattress toppers, the company was founded in 2000 and has over 25 years of experience in specialty foam pouring with products sold in more than 10,000 stores under proprietary brands and private labels by the world’s largest retailers. With seven world-class manufacturing facilities, Sinomax proudly offers quality products based on cutting-edge innovation and prides itself on delivering COMFORT FOR THE WORLD®.

SINOMAX USA, INC.

3151 Briarpark Drive, Suite 1220
Houston, Texas 77042

713.706.3888
www.sinomax-usa.com





COMFORT FOR THE WORLD®

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike many [industry award programs](#), these competitions are judged by seasoned business executives with real-world experience. The organization's proprietary scoring system measures performance across multiple business domains and rewards companies whose achievements are significant and measurable.

For more, please visit our website at www.sinomax-usa.com or follow us on social media:

- LinkedIn: www.linkedin.com/company/sinomax-usa
- Facebook: www.facebook.com/Sinomax-USA
- YouTube: www.youtube.com/user/sinomaxusa
- Instagram: www.instagram.com/sinomax_usa

SINOMAX USA, INC.

3151 Briarpark Drive, Suite 1220
Houston, Texas 77042

713.706.3888
www.sinomax-usa.com

