



**ENDURA**  
Premium Foam

[www.endurafoam.com](http://www.endurafoam.com)

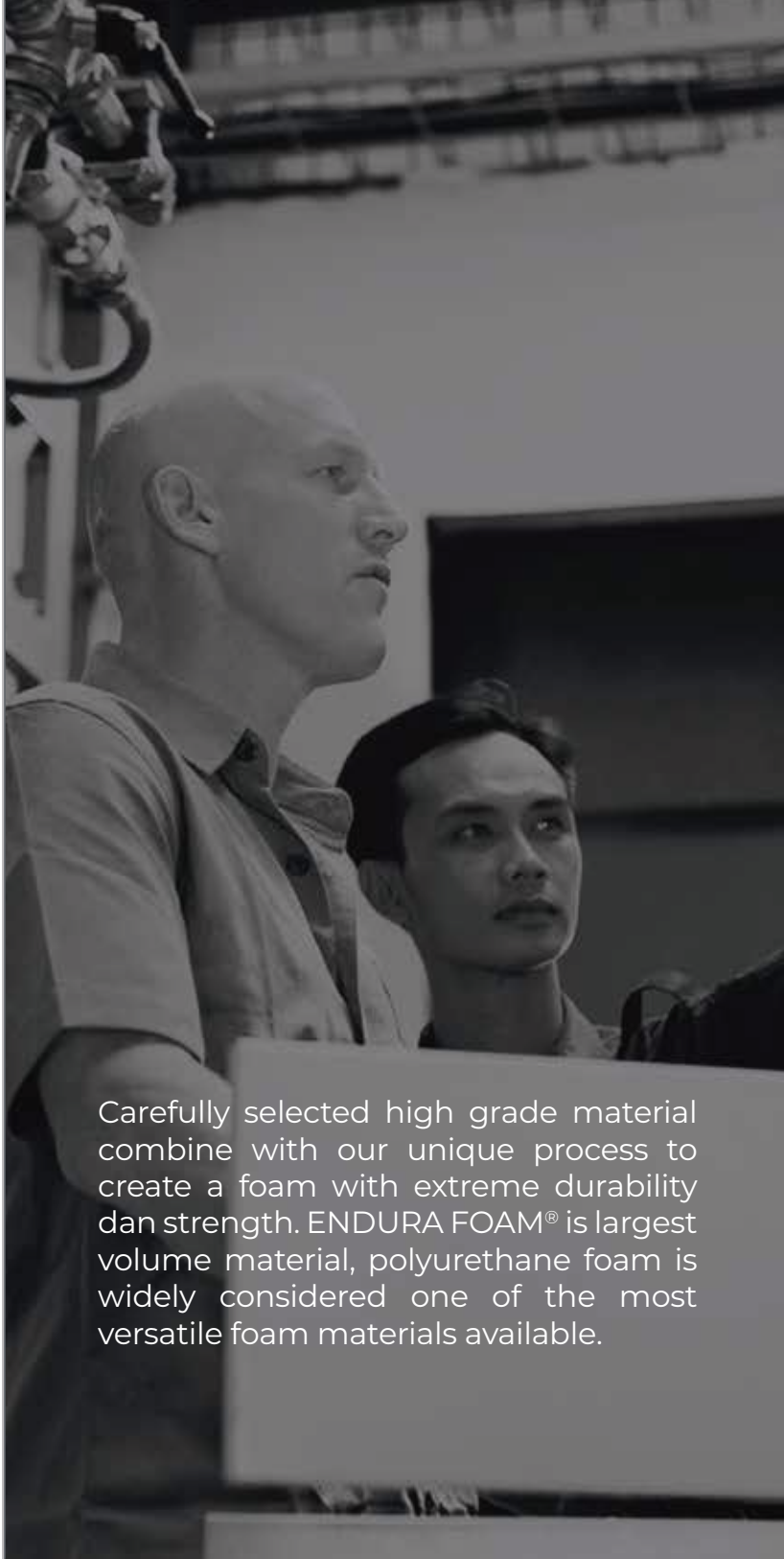
**22 years experience in  
supporting export  
furniture upholstery**

In 1997, Urecel's Born. ENDURA FOAM® is produced by the latest European Foam Machines. Produced by the latest Laaderberg® machine so the quality consistency is always maintained. With Urecel's long history of export furniture upholstery experience, ENDURA FOAM® has stood the test of time and will provide long-lasting comfort for years to come.



LAADER BERG  
VALVE OF THE FUTURE

**We develop with  
innovation,  
products and  
services.**



Carefully selected high grade material combine with our unique process to create a foam with extreme durability dan strength. ENDURA FOAM® is largest volume material, polyurethane foam is widely considered one of the most versatile foam materials available.

# Why Endura Foam



## No Calcium Carbonate filler

ENDURA FOAM® is produced with only pure foam ingredients without mixing Calcium Carbonate filler.



## Consistent Size

Assuring from a precision dimensional and tolerance, ENDURA FOAM® has solutions in place.



## Anti Bacterial Foam

Has tested anti-microbial by Intertek. ENDURA FOAM® protected by in-built antimicrobial system against fungus & mildew.



## 5\* Years Warranty

Always ask for ENDURA FOAM® certification to ensure you are covered with Urecel's exclusive warranty program.



# ENDURA

Premium Foam

## **Extra comfort and more durable**

ENDURA FOAM® is a premium foam, which processed by only pure foam base materials without mixing it with Calcium Carbonate filler, it become more durable, not easily deflated and NO-artificial hardness.

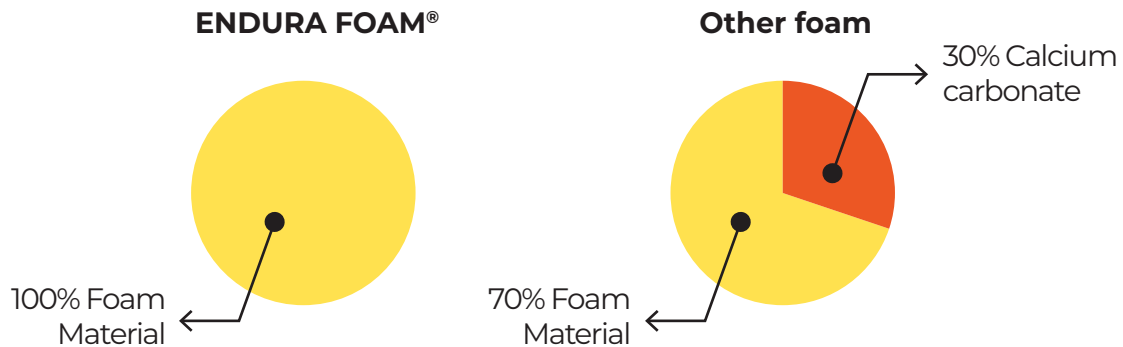
ENDURA FOAM® can be used in a wide range of comfort applications, including furniture cushioning and support, ottomans, mattress comfort layers, mattress toppers and many more.

# What is $\text{CaCO}_3$

$\text{CaCO}_3$  (Calcium Carbonate) filler is commonly used in the foam industry to increase its weight. Foam is sold by weight and other foam companies use it as this filler is much cheaper than pure foam ingredients. Using Calcium Carbonate will reduce its durability and cushioning ability faster.

ENDURA FOAM® is produced with only pure foam ingredients without mixing Calcium Carbonate filler, this makes our foam more durable and comfortable without any artificial hardness.

## Calcium Carbonate filler

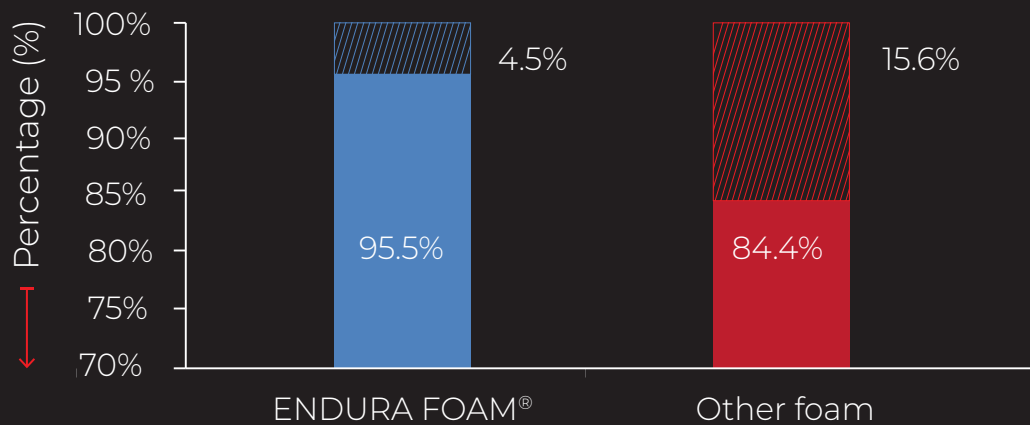


# Durability Test

ENDURA<sup>®</sup>  
F O A M

- Load : 750 Newton = 75kg (adult male load).
- Repetition presses : 150k times.

## Graphs Test Result



| Identification | Thickness Before test (mm) | thickness After test (mm) | Loss of thickness (%) |
|----------------|----------------------------|---------------------------|-----------------------|
| ■ Endura Foam  | 105                        | 100.26                    | 4.5                   |
| ■ Other Foam   | 105                        | 88.58                     | 15.6                  |



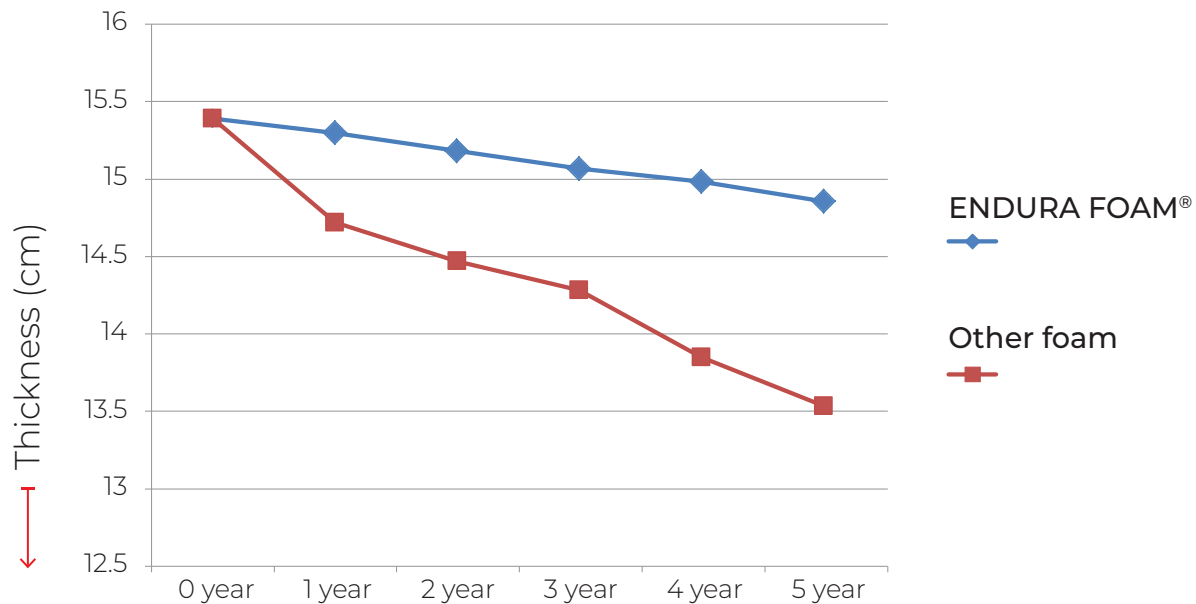
# Durability Test



**5\* Years  
Warranty**

## Test Procedure

Dimensions : 25 x 25 x 15 cm  
Compression Force : 750 N similar person's weight of 75 kg  
Cycles : 50000 cycles similar with 5 years duration  
Process test : Pound repeatedly with constant force using Durability Machine





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