



**MANUFACTURER OF RETICULATED POLYURETHANE FLEXIBLE FOAMS**

**“RETICULOUSLY GOOD FOAM”**



# ENGINEERED FOAM. BUILT TO PERFORM.

Midwest Foam Corp. is taking foam to the next-level and we invite you to come with us.

## WHO WE ARE

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- Customer focused foam manufacturer you can rely on
- Known for reliability, responsive service, and consistent quality
- Built to support real production needs

## WHAT SETS OUR FOAM APART

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- Polyurethane reticulated foam with superior comfort and breathability
- Durable performance designed for long term use
- Engineered, not commodity foam



## HOW WE DO IT

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- In house foam pouring and reticulation
- Precision cutting and bonding
- Fiber wrapping and finishing
- Full process control for repeatable results

## WHERE AND HOW WE WORK

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- Based in Milwaukee, Wisconsin
- Custom foam solutions for cushions, upholstery systems, seating, and technical components
- Built to fit, perform, and last in real world applications

# NOT ALL FAST-DRY FOAMS FEEL THE SAME

It happens after the spec sheet.

A customer sits down. They don't ask about airflow or drainage. They decide how it feels.  
Most fast-dry foams are engineered to move water.

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**INTRODUCING:**  **CloudDRY™**

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**CLOUDDRY IS ENGINEERED FOR THE MOMENT SOMEONE SITS.  
IT DRAINS QUICKLY. BUT MORE IMPORTANTLY, IT FEELS BETTER.**

- Softer, more inviting surface feel
  - support without stiffness
- comfort customers notice immediately
- fast-dry performance fully retained

**Dry fast is expected. Exceptional feel is remembered.**

# FOAM MANUFACTURING WITH TOTAL PROCESS CONTROL



## **Built in house for consistency and performance.**

We produce our own polyurethane polyether foam using a continuous pour JFlex system. This gives us direct control over quality, consistency, density, firmness, and cell structure. Foam is available in natural white or charcoal, with custom colors available upon request.

## **STANDARD SPECIFICATIONS**

- Reticulated foam bun size of 81" x 52" x 22"

## **PRODUCTION CAPABILITY**

- Small batch development pours
- Mid volume and full truckload production
- Consistent quality across all order sizes

## **WHY THIS MATTERS**

- Ability to dial in foam performance for specific applications
- Ideal for upholstery, seating, and textile products
- Flexibility and responsiveness large manufacturers often cannot match

# ENGINEERED TO DRAIN. DESIGNED TO FEEL BETTER.

Engineered for airflow, drainage, and durability.

## HOW IT WORKS

- Thermally reticulated to create a true open cell structure
- Cell membranes removed while preserving skeletal integrity
- Uniform, consistent porosity throughout the foam

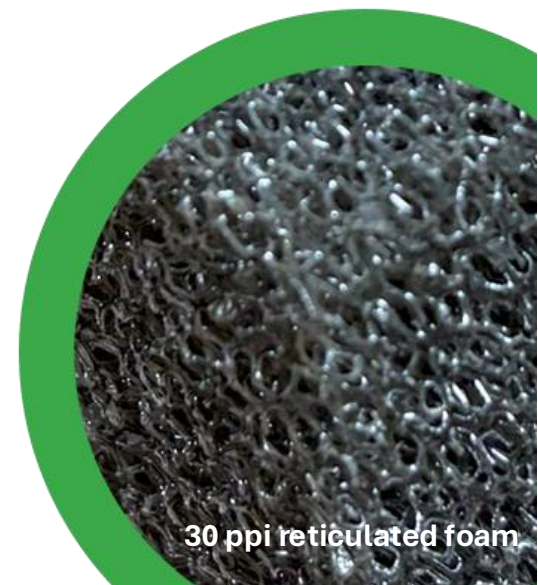
## WHY IT MATTERS

Most reticulated foams stop at airflow. **CloudDry** goes further by balancing drainage with seated comfort. The result is a cushion that performs technically and feels premium at retail.

- Superior airflow due to thermal reticulation
- Air and water move freely through the foam
- Prevents saturation and supports fast drainage and quick drying
- Air and water move freely through the foam
- Cushion dries quickly after rain or exposure
- Surface remains soft and inviting
- Eliminates the “firm outdoor foam” experience

## WHERE IT PERFORMS

- Available in porosities from 20 to 100 pores per inch
- Ideal for outdoor furniture and cushions
- Well suited for marine seating, filtration, and moisture exposed applications
- Built for long term performance in demanding environments



# PRECISION CUTTING FOR CONSISTENT FIT

Engineered for airflow, drainage, and durability.

We operate multiple cutting stations equipped with the state-of-the-art heavy duty Esco automated horizontal slitters and Esco horizontal CNC systems.

This equipment allows us to cut all foam grades, including extra firm and high-density materials, with speed and consistency.



Precision cutting is not just about dimensions. It ensures your cushions fit sewn covers correctly the first time, reducing rework and improving final appearance.

## WHAT PRECISION CUTTING DELIVERS

- Seam alignment and fabric fit improved for finished cushions
- Accurate dimensions
- Clean, consistent edges
- Uniform thickness across parts

## WHY IT MATTERS

- Ensures proper fit with sewn covers
- Supports boxed cushions and welted seams
- Maintains clean lines in tailored upholstery

## DOWNSTREAM BENEFITS

- Improved finished appearance
- Reduced rework and adjustments
- Greater efficiency in sewing and final assembly

# ADVANCED BONDING AND LAYERED CONSTRUCTION

Precision assembly for consistent performance.

## BONDING CAPABILITIES

- Airless spray adhesive systems for precise, uniform application
- Minimal waste and controlled adhesive usage
- Multiple glue stations for efficient, flexible production flow

## WHAT THIS SUPPORTS

- Foam lamination and layered constructions
- Fiber wrapping and contour shaping
- Complex cushion builds with multiple components

## WHY IT MATTERS

- Stable, reliable assemblies
- Smooth transitions between layers
- Consistent performance when paired with sewn covers





# RETICULATED FOAM WRAPPING FOR COMFORT AND DRAINAGE

Engineered for airflow, drainage, and durability.

## BENEFITS OF RETICULATED WRAPPING

- Lasts longer than fiber
- Extended Warranties available
- Tuned for desired hand, crown, and surface softness
- Applied in house and bonded for long term stability
- Quicker cutting and application rates

## WHERE IT MAKES A DIFFERENCE

- Boxed cushions
- Knife edge profiles
- Tailored upholstery
- Applications where clean lines and visual quality are critical

# ADVANCED COMPRESSION AND PACKAGING

Lower freight costs without sacrificing performance.

We operate state of the art C3 compression systems capable of compressing foam sheets, fabricated parts, and full buns. Compressed foam allows for more pieces per pallet and more buns per truckload, reducing freight costs and improving shipping efficiency.

## PERFORMANCE AFTER COMPRESSION

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- Rapid recovery after decompression
- No loss of shape or foam performance
- Ready for immediate use after unpacking

## WHO BENEFITS

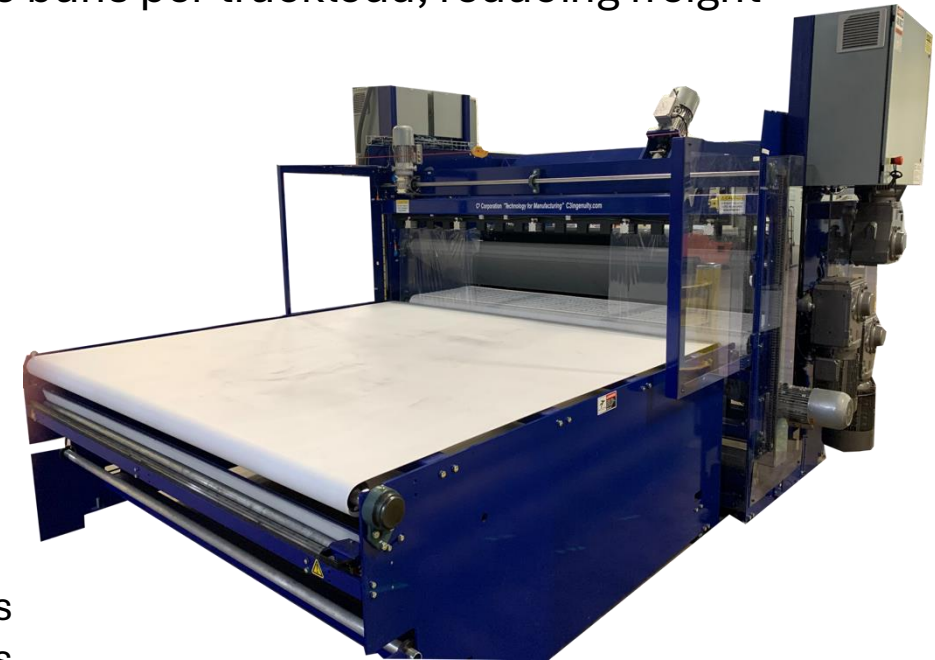
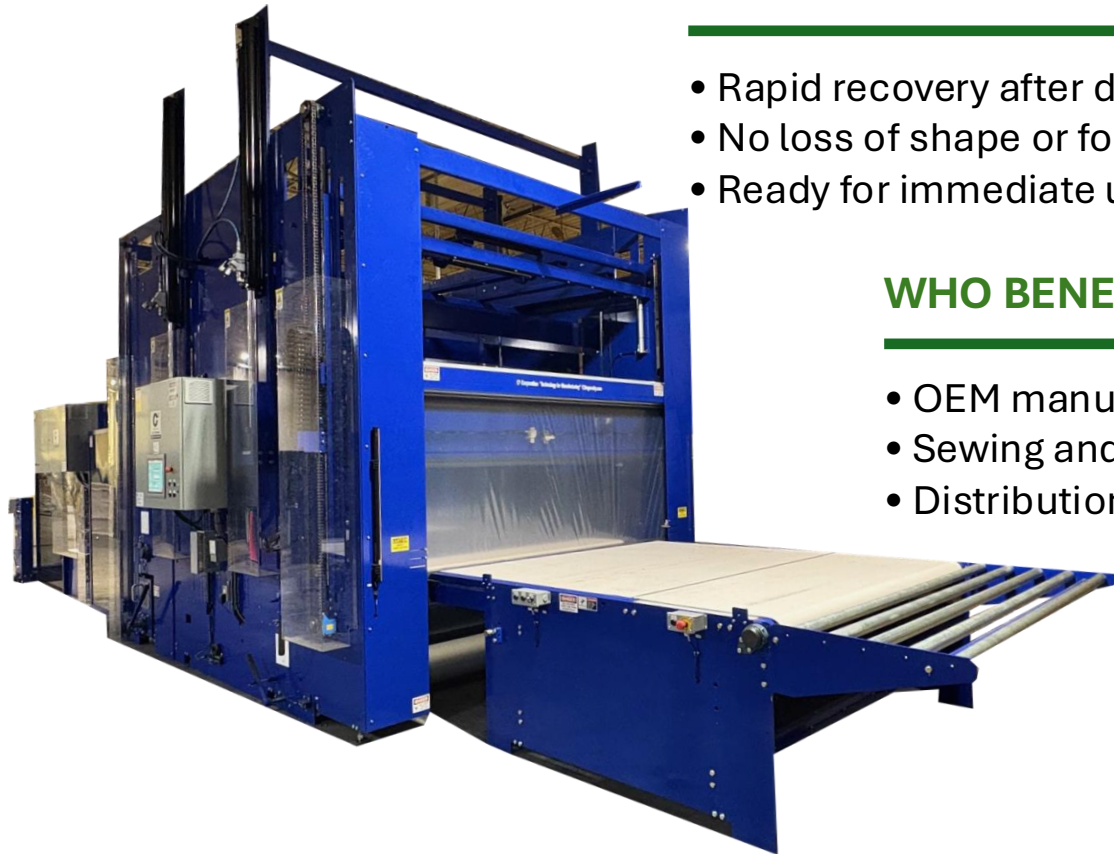
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- OEM manufacturers
- Sewing and upholstery operations
- Distribution and logistics partners

## WHY IT MATTERS

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- Optimized storage and handling
- Lower freight and shipping costs
- Product quality maintained from shipment to final use



# VERIFIED PERFORMANCE. COMPLETE CUSHION SOLUTIONS.

From testing to finished product.

## QUALITY AND TESTING

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- Internal ASTM testing laboratory
- Climate controlled testing conditions
- ASTM D3574 and D3574L compliance
- Verified comfort, durability, and long-term performance

## CUSHION MANUFACTURING

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- Cushions in any size or configuration
- Raw foam, fiber wrapped, or foam wrapped options
- Fully finished cushions with sewn fabric covers
- Control of fit, feel, and appearance from core to cover

## CloudDry CUSHIONS

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- Built with reticulated foam for outdoor and moisture exposed environments
- Unmatched comfort with rapid drainage and quick drying
- Performance that does not stop in wet conditions
- Rain Today, Ready Today



# COMPLETE CUSHION AND SOFT GOODS SOLUTIONS

Reticulated foam is great for outdoor cushions!

We provide foam cushions in any size or configuration, wrapped in fiber or foam wrap. We also offer sewn fabric covers to create high quality replacement cushions for seating that has lost comfort and support.

CloudDry cushions are made from our reticulated foam and engineered for outdoor and moisture exposed environments. They deliver immediate, noticeable comfort and dry quickly after rain. No waiting. No loss of performance. Rain Today, Ready Today.



Image courtesy of Landscape Forms

- Breathable comfort with fast drainage
- Instant, supportive feel
- Quick drying after rain
- Premium foam performance without premium pricing
- Ideal for outdoor furniture, hospitality seating, and replacement cushion applications.

## The Moment Customers Decide

Performance gets your product on the floor. Comfort is what gets it sold.

When a customer sits down, they are not evaluating foam specifications. They are deciding if the cushion feels worth the price. **CloudDry** ensures that moment works in your favor.

- Higher perceived quality at retail
- Increased customer satisfaction
- Reduced comfort-related returns
- More positive reviews



# Why CertiPUR-US® Certification Matters

Independent Verification. Proven Quality. Confidence Built In.

At Midwest Foam Corp, our CertiPUR-US® certified foam reflects our commitment to quality, safety, and performance. Certification means our foam has been independently tested to rigorous standards for content, emissions, and durability, giving manufacturers and consumers confidence in every cushion.



## LOW VOC EMISSIONS FOR IMPROVED INDOOR AIR QUALITY

- Tested to meet strict standards of less than 0.5 parts per million for volatile organic compounds (VOCs).



## MADE WITHOUT HARMFUL SUBSTANCES

- No ozone depleters
- No formaldehyde
- No mercury, lead, or other heavy metals
- No phthalates regulated by the U.S. Consumer Product Safety Commission
- Screened for chemicals classified as carcinogens, mutagens, or reproductive toxins.



## INDEPENDENTLY TESTED AND VERIFIED

- Foam is analyzed by accredited third-party laboratories, with annual recertification and ongoing random verification testing.



## PROVEN DURABILITY AND PERFORMANCE

- Certification evaluates more than chemistry. It also confirms the foam meets standards for long-term comfort and reliability.

## THE MIDWEST FOAM CORP DIFFERENCE

While many suppliers simply claim quality, Midwest Foam Corp provides independently verified foam performance backed by one of the industry's most recognized certification programs. It is another way we deliver products our customers can trust.



# CUT-AND-SEW CAPABILITIES

FROM FOAM TO FINISHED CUSHION. ALL IN ONE PLACE.

**Most manufacturers manage multiple vendors. Foam. Fabric. Sewing. Assembly.**  
That creates delays, inconsistencies, and added cost. We eliminate that.

With cut-and-sew capabilities, we control the full cushion build. From core to cover. From fit to final presentation.

- Fully finished cushions with sewn fabric covers
- Precise fit between foam and fabric
- Cleaner lines and better visual presentation
- Reduced coordination between vendors
- Faster production timelines
- Greater consistency across every unit

**YOU DON'T JUST GET FOAM. YOU GET A FINISHED PRODUCT READY FOR MARKET.**



# YOU WILL FEEL IT BEFORE YOU MEASURE IT

We provide side-by-side comparisons so your team and your customers can experience the difference immediately.

Standard reticulated foam  
**CloudDry** Comfort-Engineered Foam

Press it. Sit on it. The difference is obvious.

## WHY IT MATTERS

Most reticulated foams stop at airflow. **CloudDry** goes further by balancing drainage with seated comfort. The result is a cushion that performs technically and feels premium at retail.

- Speeds up buyer decisions
- Simplifies your sales process
- Makes comfort easy to communicate

“Unlike many fast-dry cushions that feel firm or flat, these cushions are noticeably softer and more comfortable. Customers feel it immediately.”

# FROM CONCEPT TO COMPLETE. FAST AND ACCURATE.

Built to move your project forward with confidence.

We provide fast, accurate custom quotes for any foam requirement. Our team supports sampling, CAD drawings, and technical data to ensure the right solution from the start.

Whether you are developing a new product, improving an existing design, sourcing a reliable manufacturing partner, or looking to stand out in a crowded cushion market, MFC— along with **CloudDry**, gives you a clear advantage your customers will feel the moment they sit down.

**Engage our team** to review your needs, request samples, and move your project forward with confidence.

**FROM FOAM  
ENGINEERING TO  
FINISHED CUSHIONS,  
WE HELP YOU BRING  
BETTER PRODUCTS TO  
MARKET FASTER.**

