

wash!

Dibella's magazine | Issue 2/2018

Trip to India with Dibella

Professional quality management

Expansion of Dibella sales



Foreword

Dear reader

Our customers' wishes have top priority for us. Day for day, we attempt to meet your requirements by offering you durable textiles that feature outstanding processing properties. At the same time, we act on key trends in the hospitality and healthcare industry by creating new designs and material blends that will convince your own customers. One example of our recent product developments is Percal Plus: bed linen with a modern smooth look and a skin-friendly cotton content of 60 percent. However, what truly sets Percal Plus apart is its lightness, which results in substantial productivity gains in all stages along the textile service process chain and, thus, helps to lower costs.

However, our customers are not only content with textile quality. The growing digitalisation of their operations is making it increasingly important for them to integrate suppliers. The production planning systems of the future must be told whether delivery dates and quantities or the defined quality parameters can be met. To prepare for the far-reaching changes arising from "Industry 4.0", we have launched a digitalisation initiative, which went into operation in August. And we are also taking steps when it comes to quality. We work with long-standing partners to ensure that our textiles meet the requirements of industrial laundries. They fabricate our textiles in line with our specifications and perform precisely defined quality tests. As well as this, each batch is inspected by a further two instances. In this way, we ensure that our customers' processes run smoothly.

Yet, for us, quality goes beyond merely defining technical standards. Observing ethical and ecological standards during production is equally as important. We are emphatically committed to a transparent supply chain, which we render tangible to our customers. It is with this in mind that we will be embarking this winter on our next trip to India, where a large proportion of our Dibella+ articles are produced. We warmly invite interested persons to accompany us and to follow the process from sowing the cotton seed to the completion of the finished textiles.

This year will be drawing to a close in just a few weeks' time and our customers face a busy pre-Christmas period. We have a suggestion for all those suffering from the stress of looking for appropriate gifts: take part in the auction for a colourful and vivid picture drawn by Indian schoolchildren for the GoodTextiles Foundation. You can read more about this in this edition of wash!.

Sincerely,

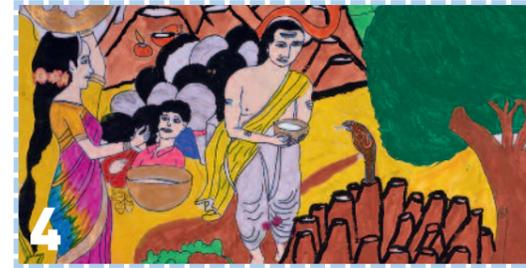


Klaus Baur
Vice President, sales manager for Austria and Switzerland



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The GoodTextiles Foundation helping school students to pay for a dance teacher



Nadine Brüninghoff, Christian Wurm and Ana Saraiva serve customers in Northern and Eastern Europe.



Salesianer Miettex takes care of the textile needs of its customers in nine countries and in 30 companies.

Statutory details

wash! is Dibella's magazine covering a wide range of different matters of interest to textile service companies relating to flat linen for contract business.

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Sacred action

The GoodTextiles Foundation is helping school students to pay for a dance teacher.

Established by Dibella, the Good Textiles Foundation has been helping a girls' school in the Indian province of Adilabad for years. It now wants to fulfil a further fervent wish of the school students: a dance



teacher to teach them the regional dances, which are viewed as a sacred action. To this end, the Foundation is now auctioning pictures that have been painted by girls in class 9 precisely for this purpose. The co-

lourful drawings show various aspects of their daily lives. If you would like to see and place a bid for these tangible depictions of high spirits, please contact the GoodTextiles Foundation at info@goodtextiles.com.

Team news

We're gaining reinforcements from all sides.

Dibella is like a second family to all of us. That's why we always share in our delight in the positive things that life endows on our team. In the summer, we had a veritable cornucopia of gifts as each event came twice! For example, there were two marriages. In June 2018, Vera Engemann tied the knot with her long-



Vera Engemann married her long-standing partner Lars Ciborski in June.

standing partner, assuming his surname Ciborski. Two months later, Justine Schady married at the registrar's office. This was followed by a church wedding in September. She has also adopted her husband's name and is now Justine Szwedek. The births also came in twos: in April 2018, Sandra Hoffmann gave birth to her second child, a son named Luis, while Ines Renzel was blessed with her second child, a daughter named Hilda, in July 2018. There were also two changes with our apprentices: Sarah Maibom and Moritz von den Benken successfully completed their vocational training in wholesale and foreign trade. While Sarah Maibom will be remaining with Dibella as the sixth apprentice and reinforcing the internal sales force for Germany and export markets, Moritz von den



Justine Schady tied the knot with her husband Marco Szwedek in August.

Benken will be leaving us to commence his studies. Our new apprentice is Maxime Messing, who joined us on 1 August after completing her school-leaving examinations. And there's even more good news: after a traineeship of almost four years, Philipp Klein-Vorholt, who works in stitching department, passed his business studies examinations at the Chamber of Industry and Commerce in Münster. We congratulate each and every one of them from the bottom of our hearts.

The road is clear

Dibella is bringing the transparency of its supply chain to life. To this end, it is organising a trip to India in December.

If Dibella were to list its key business objectives in order of their priority, a transparent supply chain would surely be close to the very top of the list. Since adding the first GOTS and Fairtrade-certified products to its range, it has been committed to traceable, sustainable manufacturing processes.

Dibella was able to present the result of a completely transparent supply chain to its customers for the first time at Texcare 2016, proving that it keeps its promises. In December 2018, we are offering interested customers the great opportunity of immersing themselves in our – and hence also their own – textile supply chain. A number of textile service companies are now making use of this offer and will be accompanying Dibella on a business trip to India. It has been scheduled for December to coincide with the typical harvest time for cotton.



A warm welcome from the village community awaited the 2017 travel group.

The first leg of the journey will be taking the participants to Hyderabad, the origin of the organic cotton used by Dibella. For two days, the travel group will be staying in the village communities, where Dibella is also involved in school projects and, via the GoodTextiles Foundation, co-finances a training centre for farming organic cotton.

After this, the group will be observing the processing steps for producing the fibre. During visits to GOTS and Fairtrade-certified companies, they will be following the process from the spinning mill to the fabrication of the flat textile. At the end of the six-day journey, a further highlight awaits the participants who run textile service companies in their home country: a visit to a commercial open-air laundry Dhobi Ghat (washermen place) in Bangalore. In this way, the textile supply chain will come full circle given that for Dibella it also includes textile care.

There are still some places available for the business trip in December 2018. You are most welcome to join us if you too would like to explore in even greater detail the many aspects of responsibly manufactured textiles. For more information and the full itinerary, please contact Ms Michaela Gnass at gnass@dibella.de.



During the trip the participants will be able to pick organic cotton themselves. Taken in 2017, this picture shows Ralf Hellmann with a cotton picker.

Sowing the seeds for sustainable cotton farming

Everything in the textile supply chain is going just a little better - especially cotton farming.

We at Dibella see our textiles as an element of quality of life. So it is our goal to make sure that people sleep in comfortable bed linen whenever they are away from their own homes. We want them to be able to wrap themselves in soft terry towelling and enjoy their breakfast or dinner on pleasant table linen. Cotton is our material of choice for creating “feel-good” textiles. Yet, to unleash its full potential, it must pass through numerous hands before it can be used as a fabric. However, the people working along the supply chain rarely benefit from the value created by this process. We don't think that's right. This is why we are committed to ensuring that our textiles offer a small piece of quality of life from the first to the last phase of the cotton life cycle. We work towards achieving fair pay, decent working conditions and, of course, ecologically compatible production methods at all stages along the value chain. These requirements are laid down in our code of conduct, which is signed by all our production partners. In addition, our suppliers confirm their commitment to sustainability by agreeing to be bound by globally recognised standards such as Fairtrade, SA 8000 or Sustainable Textile Production (STeP).

SUSTAINED BENEFITS

A verifiably sustainable and transparent supply chain has thus become living reality at all stages of production. Nevertheless, our research into clearly traceable manufacturing processes has revealed a weak point. Cotton farming is an equation with many unknown variables. To address this problem, we have defined our own milestones for transparent cotton production.



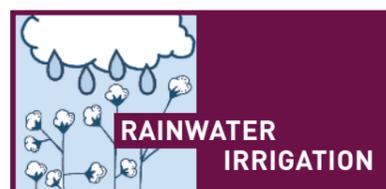
GMO-FREE SEEDS

• **No genetic engineering:** Manipulating the genetic material of cotton plants triggers a spiral of dependencies. The seeds for non-reproductive genetically modified cotton (GMO) are basically only offered by a single producer who is able to determine the world market price. This makes financial dependencies almost inevitable. As genetically non-modified plants, by contrast, usually remain capable of reproduction, the cotton farmers are free to determine the seeds and varieties that they want to use. In addition, plants that have not been



The fibres are picked by hand at organic cotton plantations in India.

genetically modified are much more resistant to typical diseases and can cope better with unusual environmental conditions such as drought. By contrast, genetically modified plants are only resistant to certain pests. If they are afflicted by other diseases, the farmers face the risk of crop failures, poverty and hunger.



RAINWATER IRRIGATION

• **No artificial irrigation:** Cotton is a thirsty plant whose water requirements necessitate artificial irrigation in many growing regions. This deprives the population of their vital water reserves in the already dry areas. At the same time, the erosion of arable land is exacerbated. These problems can be solved by sowing the seeds in such a way as to maximise the benefits of monsoon rains. Sowing times are chosen to ensure that the vegetation period of the cotton plants coincides with the rainy season. This preserves water supplies and enhances the local inhabitants' quality of life.



PESTICIDE FREE

• **No pesticides:** In conventional cotton farming, the crops are treated with pesticides to protect them from pests and diseases. These pesticides have a growth-inhibiting or even deadly effect on insects, fungi and other pathogens but also pose a health hazard for cotton farmers – especially since protective

measures are often lacking. We believe that nothing justifies putting a person's health at risk. For this reason, the use of pesticides in organic cotton farming is out of the question for us.



HAND-PICKED

• **Hand-picked:** A hand-picked cotton harvest is a quality feature. The

experienced pickers only collect capsules with mature fibres; these are fully grown and have the right length as well as all the properties required for durable leased textiles. Another advantage of hand-picking is the complete absence of any ecologically harmful defoliants, which are commonly used in conventional farming. And it's also good for the inhabitants of the farming regions as harvesting by hand gives them paid work.

After defining these milestones, we asked independent experts for their advice. The non-profit organisation Hessnatur Stiftung (Berlin) compared our goals with existing labels and certificates. The results were clear: only the Global Organic Textile Standard (GOTS) and Fairtrade match our requirements for transparent, sustainable cotton farming. For this reason, we are giving preference to these two certificates and are committed to continuously increasing the proportion of fair trade organic cotton in our range. This reflects our conviction that textiles enhancing the quality of life are possible only by likewise improving the quality of life of the people living in the farming regions.

Assessment of cotton milestones by Hessnatur Stiftung

	Fairtrade (kbA) & GOTS ¹	CmiA	BCI	
GMO-Free Seeds	👍	👍	👎	👍 Regulated strictly 👉 – Rainwater: not expressly regulated: use of water less for kbA than with conventional cotton – Pesticides regulated much more strictly under CmiA than BCI
Pesticide-free	👍	👉	👎	
Hand-picked	👍	👍	👎	👎 Not regulated
Rainwater irrigation ²	👍	👍	👎	
Cotton from Uzbekistan excluded	👍	👍	👍	

¹ From the Chetna Initiative

² Dibella solely selects cotton from farmer groups using rainwater irrigation

Digitalisation is team work

Dibella working on a strategy for optimum data flow.

The digital transformation is leaving traces on almost every part of Dibella. Procurement, stitching, quality assurance, warehousing, marketing, accounting, sales and the internal sales force – not to mention logistics partners and customers – everywhere you look, ever greater volumes of data are being generated across the company. All this data must be processed and made available throughout the entire company. Looking forward, it will only be possible to handle this task by networking all processes and interfaces as tightly as possible. Consolidating the different aspects to create a single large unit condenses essential information and increasingly allows standard processes to be automated. The advantages are obvious: IT-based processes are swifter and supply precise data

without the involvement of the various departments. To date, this scenario has been nothing more than a vision for the future at Dibella. Now, however, it is to be put into practice as quickly as possible, which is why the company has launched an internal digitalisation initiative.

TACKLING THE CHALLENGES TOGETHER

A team made up of employees from each department is exploring the optimisation potential harboured by the company's processes. In this connection, the ISO 9001 quality management audit completed in February 2016 offers a solid basis for the digitalisation team's work. The next step is to scrutinise all processes on a cross-department basis and to define the interfaces for the

unimpeded flow of data. All the team members attend regular workshops to achieve this goal. These workshops have proved to be an ideal, results-oriented platform and are also the perfect choice for joint activities with external partners. The first workshop of this type was held at the end of August 2018. To this end, Dibella invited its long-standing logistics partner Hamacher and the Fraunhofer Institute for Material Flow and Logistics IML (Dortmund) to work on joint solutions for tracking deliveries from their arrival at the port of Rotterdam on an end-to-end and real-time basis. Previously, there were a number of obstacles in the way of this project. Now that they have been identified, they are to be removed, thus allowing the goods to be traced more simply and more quickly.



Dibella held its first digitalisation workshop with external partners at the end of August.

Three-stage quality inspection

Dibella textiles undergo repeated testing to make sure that they exhibit the qualities required by textile service companies.



Judith Rohde and Simon Bartholomes are responsible for checking the quality of each and every batch arriving at Dibella. Indeed, a gigantic table has been bought precisely for this purpose.

The productivity of a textile service company depends to a large extent on the quality of the textiles used. For this reason, bed and table linen as well as towels must satisfy certain quality criteria if they are to be used in leasing business: Among other things, they must remain dimensionally stable and colour-fast and produce minimum lint or pilling during their entire life cycle as well as exhibiting a high degree of water absorption and whiteness. However, meeting these requirements is not something that can be taken for granted. On the contrary, they call for precise specifications and control of the product from the yarn to the woven fabric and finally to finishing as well as stitching. At Dibella, the production specifications and procedures of the quality management system are defined in accordance with ISO 9001. Clear production criteria are defined for

each article, which the long-standing manufacturing partners must adhere to, check and confirm. Before a batch leaves the factory, it undergoes extensive acceptance testing. And although Dibella has great confidence in the skills of its mostly fully integrated manufacturing partners, the company's proven motto "Trust is good, control is better" applies nonetheless.

CONSISTENCY CHECK

As soon as a consignment reaches the warehouse it undergoes internal testing. To this end, purchasing manager Simon Bartholomes has devised a checklist setting out strict criteria. At the same time, Dibella has invested in the appropriate testing equipment to verify the color and degree of whiteness in company's own light box. As well as this, a gigantic table 240 cm in width and 380 cm in length has been purchased to

check the dimensions of the bed sheets, table cloths and towels. Judith Rohde is responsible for this as well as for the optical inspection of the textiles. Under daylight conditions, she evaluates the design and overall appearance with regard to the hairiness of the surface and possible damage, stains or the presence of contamination. The seams, the bars and the trimmings are also checked carefully. The checklist also includes a tensile strength test, a water absorbency test, which provides an indication of whether the desizing process has been completed, and the calculation of the weight per square metre. Only when all the criteria have been satisfied is the batch released for further processing.

A SECOND OPINION

Because the suitability of textiles for leasing business does not only depend on visible characteristics but also on "inner values", Dibella has these regularly tested by an external laboratory. This laboratory performs chemical and physical analyses on samples to determine such things as the tensile strength, pilling resistance and thread count of the finished fabric. The examinations show whether everything has gone according to plan along the production chain and whether a textile service company can rely on the quality of Dibella textiles at all times.

On the road for sustainable quality

Dibella wants to continue growing in Europe and has brought sales and textile expert Christian Wurm onto the team.



An experienced team: Nadine Brüninghoff, Christian Wurm and Ana Saraiva (from left).

Since joining Dibella a year ago, Christian Wurm has already seen much of Europe. As a dyed-in-the-wool textiles expert, he is responsible for the company's export markets in Eastern Europe, Germany, Norway and the United Kingdom. On his journey for Dibella, he has already visited textile service companies in eight European capitals and even travelled beyond the Arctic Circle. A passionate motorcyclist, he derives a great deal of pleasure from visiting present and future customers. "What I particularly enjoy is the opportunity of finding out more about different countries, mentalities and cultures. That makes up for the many hours that

I spend in waiting rooms at the airport." Christian Wurm has a mission when he is travelling for the company. Together with his colleagues Nadine Brüninghoff and Ana Saraiva, he wants to broaden Dibella's footprint in the markets that he addresses and place a greater emphasis on quality and sustainability. The team is ideally positioned to meet this challenges. All three of them have extensive knowledge of the textile industry together with the necessary business skills and possess a particular understanding of national characteristics and local mentalities thanks to their multilingual capabilities. On top of this, Christian Wurm worked for a

Danish company for eight years and is therefore particularly aware of the special requirements of Scandinavian countries. In addition, he is a convinced supporter of socially responsible activity. So it's probably only a question of time before he ends up sleeping in fair-trade Dibella organic cotton bed linen somewhere between Norway and Montenegro.

THREE PROFESSIONALS WITH THEIR CUSTOMERS' INTERESTS AT HEART

While Christian Wurm is mostly out of the office in his dealings with customers, the office staff ease the pressure. Nadine Brüninghoff's duty is to respond to the daily inquiries and requirements of the German customers and Ana Saraiva handles the foreign textile service companies. They are both responsible for order reconfirmation and internal order processing.

They discuss the delivery and payment terms with the customers, handle export-related matters and complete the customs formalities for the forwarding agents. They send samples to existing or potential customers. And if Christian Wurm is caught up by a protracted meeting with customers, the two ladies also handle urgent matters, such as an offer that is required with a short space of time.

A PERFECT KICK-OFF

Although Christian Wurm had heard a lot of good things about Dibella in the past, the company had two surprises in store for the hobby chef. For one thing, he enjoys the frequent parties with his colleagues. In fact, Dibella's annual summer festival coincided with his first

day of work. And it was by no means the only celebration held in his first year with the company.

The second surprise was related to football. As a native of the city of Dortmund, there is only one true football club in Germany for him, namely Borussia 09 e.V. Dortmund, or "BVB" for short. However, he has

a hard time at Dibella with his love of BVB as the company is dominated by Schalke fans.

Yet, he simply counters the teasing that follows a weekend match with a dry saying or scores with his own quick-witted comments. This makes him the right man for the Dibella team.

Presenting the team

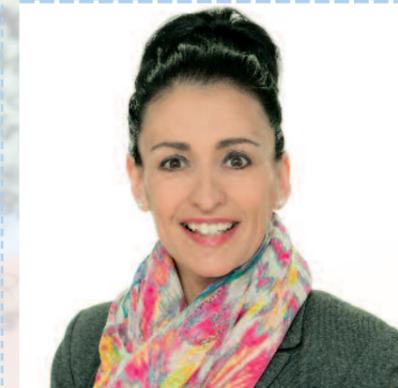
Christian Wurm



Ask Christian Wurm and he'll tell you that he has had an affinity with textiles ever since his childhood as his father also worked in this industry. So it comes as no surprise to learn that Christian enrolled at LDT Nagold, where he studied fashion management.

With his combined skills in fashion and business administration, he embarked on a career in sales with a large clothing chain. Two years later, he switched to a Scandinavian professional clothing manufacturer, staying there for eight years. In September 2017, he joined Dibella, where he is responsible for national and export sales.

Ana Saraiva



Ana Saraiva possesses both business expertise and knowledge of the textile world. Born in Portugal, she completed an apprenticeship with a textile finishing company after leaving school and became a qualified industrial business management assistant. She then embarked on further education in business English and textile technology for commercial experts at the Chamber of Commerce and Industry. She joined a Dibella subsidiary in 1997, where she was responsible for sales and purchasing, but moved to Dibella itself in 2009 and has been a member of the internal European sales force since then.

Nadine Brüninghoff



Nadine Brüninghoff has been associated with the textile world ever since the beginning of her professional career. After completing a traineeship as a wholesale and foreign trade business assistant at a textile company, she moved to the internal sales force, attending training courses on textile technology for commercial staff at the Chamber of Commerce and Industry during that period. Following a one-year stint in the external sales force, she joined Dibella in June 2016. She spent six years with the internal sales force, making use of an opportunity to attend courses on business English at the Chamber of Commerce and Industry. After one year of parental leave, she returned to Dibella in 2013, where she worked in the marketing department, but returned to sales in 2016.

An ear for the customer

Day for day, Salesianer Miettex acts on its promise of customer proximity, flexibility, quality and sustainability.

Salesianer Miettex can look back on a long history. Established by Magdalena Wittmann in 1916 as a “one-woman” laundry and blowroom in Salesianergasse in Vienna, the company has long since evolved into a market leader. Now in its third generation, the family-owned and managed group operates 30 laundries in nine European countries, where 3,250 employees handle up to 545 tons of laundry a day for a broad customer base. Salesianer Miettex’s customers include small, medium-sized and

large companies in the hospitality, healthcare, industrial, commercial and pharmaceuticals sectors. Enormous in every respect, this diversity poses a major challenge which the company has always addressed with its characteristic flexibility. Driven by the determination to meet customer requirements, the company searches for solutions rather than pursuing a rigid approach. Without a doubt, Salesianer’s home country has helped to shape this philosophy. Thus, in some regions of Austria, tourism is a seasonal

business in which there is strong demand for textiles and clothing during the peak travel season. By the same token, there is little demand during the off season. However, hotel operators require an appropriate solution to ensure reliable supplies of textiles regardless of the time of year.

The executive shareholder Thomas Krautschneider and managing director Dr. Victor Ioane take a unique and sometimes even unusual approach to ensure that this is the case.



The Salesianer Miettex branches are able to adapt the range of textiles to meet regional preferences.



At Salesianer Miettex, executive shareholder Thomas Krautschneider and managing director Dr. Victor Ioane (from left) develop individual solutions to meet customer requirements.

wash!: Austria is a paradise for skiers, meaning that snow is a blessing for the hospitality industry. Yet, the winter weather also brings with it difficult road conditions. How do you guarantee reliable supplies of laundry to your customers even in adverse conditions?

Thomas Krautschneider: The mountains and the snow do indeed pose a challenge for reliable deliveries, especially as some hotels can hardly be reached by normal means. One of our large hotel customers, for example, is 2,000 metres above sea level and cannot be reached by a service truck. Nevertheless, the hotel receives the linen it needs every day, because we have looked for and found alternative ways of delivery: the linen is transported to the mountain by gondola. Our service driver loads the laundry into the gondola before the commencement of official operations. Up on the mountain it is picked up by the hotel staff, who in turn send the used textiles back down to the valley.

Dr. Victor Ioane: Flexible solutions are a matter of course at all our locations. We solve special problems together with the management of our customers. Regional cooking habits are a good example of this: In Styria, kernel oil is often used in the kitchen, while in Hun-

gary paprika is a frequent ingredient. This means that the laundry processes must be duly adapted to remove the stains completely from the textiles. And this is precisely what we do.

Thomas Krautschneider: We also respond to customer wishes in other parts of the company, such as the composition of the product range. Our branches are able to adapt the textiles to meet regional preferences – not only in terms of size or colours, but also with respect to the materials.

Dr. Victor Ioane: It is also important to know that the proportion of cotton in the textiles increases the further away from Russia you get, while the proportion of polyester increases the further away you get from the United States. This results in variations in the composition of the laundry from country to country to which we duly respond.

Salesianer Miettex’s highly customer-centric approach is accompanied by stringent quality and hygiene standards. All branches have ISO 9001-certified quality management. At the same time, they may only use listed washing processes. In this respect, the company does not make any sacrifices in the interests of flexibility. Hygiene has the highest priority and allows no com-

promises. Salesianer also has clear principles when it comes to sustainability. The family-owned company has been awarded the renowned Austrian Environmental Label (UZ in accordance with UZ70 guidelines) as environmental protection and social responsibility are firmly anchored in its corporate philosophy. This is reflected in certified environmental, energy and occupational health and safety management systems [ISO 14001, ISO 50001, BS OHSAS 18001]. And, needless to say, corporate social responsibility also includes textile sourcing.

Thomas Krautschneider: Durable, environmentally friendly and ethically produced textiles form the basis for sustainable business. We therefore expect our suppliers to attach as much importance to corporate social responsibility as we do. That’s why we have been working with Dibella for so many years. The company has unique expertise in sustainably produced textiles.

Dr. Victor Ioane: For this reason, we turned to Dibella when we were asked to supply a large Austrian hotel customer with textiles made from Fairtrade organic cotton. We receive the support from the company that the pilot project requires and are therefore confident that we will soon be able to roll it out across the entire hotel group.

Did you know that ...

inland waterway ships are among the most ecological means of transport? According to calculations by the German Federal Environment Agency (Dessau), the greenhouse gas emissions given off by inland shipping is two thirds lower compared with trucks. In terms of costs, inland freight also offers advantages. This is hardly altered by the low waters surcharge, which is levied when the navigable rivers drop to a low water level. If there is

no water under the keel, a ship can run aground.

In order to avert this danger, ships are not fully loaded during periods of low rainfall. However, even when fewer goods are carried per trip, inland shipping still remains the most economical means of transporting freight.

Inland shipping transports goods inexpensively.



Sleeping like in a fairy tale

Princesses also dream of a better world when resting in Dibella+ bed linen.

In France, a five-star hotel known as "Château du Nessay" recently opened, kissing an old castle awake. It was built in 1886 in Saint Briac, Brittany, on the foundations of an old castle and was the residence of Comte Maurice de Villebresme. In the meantime, Martin Bazin, the son of Sebastien Ba-

zin, the managing director of the Accorhotel Group, has transformed the building into a place of comfort, well-being and hospitality.

In this environment, dedicated to the beautiful sides of life, it is the owner's express wish that the hotel textiles should also reflect the philosophy of the hotel. He was looking

for qualities that were ecologically and ethically sound in every respect. Accordingly, Martin Bazin turned to Blanchisserie d'Armor. The independent laundry company, which is affiliated with the "Le Cercle du Propre" Group, came up with a bespoke solution in conjunction with Dibella France. Since this summer all the rooms of the breathtaking five-star hotel have been fitted with Dibella+ qualities Tioba, Nairobi, Risos, Sasso and Olesa made of fair trade organic cotton. Because the owner wanted to share his commitment to people and the environment with his guests, Dibella developed a special marketing tool for him: A pendant bearing the words "Your bed linen is made from Fairtrade-certified organic cotton" is attached to each pillowcase. So since summer 2018 "Château du Nessay" has not only symbolised the attribute of "living the life of a connoisseur" but also ensures heavenly sleep.



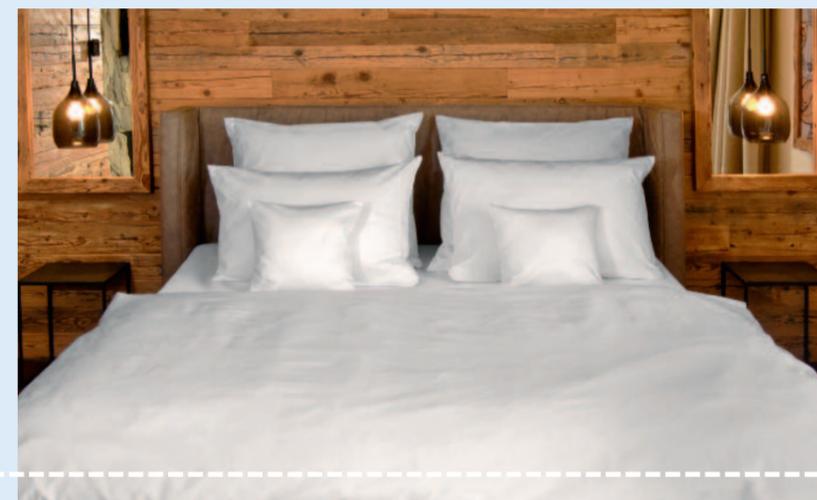
A marketing tool developed by Dibella for Chateau du Nessay tells the guests that "Your bed linen is made of Fairtrade-certified organic cotton."

Respectable increase in productivity

Textiles are one of the main traditional fittings of a hotel: discreetly designed white bed linen is adaptable and adds to a harmonious overall impression even after room has been renovated. Moreover, a complete replacement of the textile fittings is expensive because of the high cost of purchasing new linen and towelling. Fast-moving, fashion trends therefore have no chance in the hotel textiles segment. And yet, the hotel bed has seen a gradual

change in style in recent years. Fine bed linen in plain, smooth designs is very popular across the industry. Dibella's answer to this new taste in hotel rooms is Percalle Plus, a pure white bed linen range in a smooth modern look made from the finest worsted yarns. Spun from 60% cotton and 40% polyester, Percalle Plus is particularly pleasant to the skin and achieves a long service life. However, the range's greatest strength is its low weight of only 115

g/m². Compared to the 175 g/m² qualities introduced in the 1970s, this lightness offers great advantages for textile service companies: laundry lines can be loaded with a higher number of units, while the drying times in the subsequent ironing process are reduced to achieve a greater hourly output. This results in advantages such as a significant increase in productivity in all stages of the process and, directly linked to this, reduced costs.



PERCALE PLUS

- Bed linen from fine ring yarns
- Design: Smooth look
- 60% polyester, 40% cotton
- Weight 115 g/m²
- Colour: white

Preview

Issue 1/2019 will be published in spring 2019 and will be dedicated to optimisation potential.

The following topics are planned for the next issue:

- Marked - A unique pilot project by Tailorlux and Dibella helps to protect organic cotton from India
- Good technical advice - Martijn Witteveen supports Dibella customers with his unique process expertise
- Visualised - Dibella presents textiles to customers in attractive, professionally made videos



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