

wash!

Dibella's magazine | Issue 2/2017

Futuristic – Kannegiesser's ideas for Industry 4.0

Strategic – Sustainability at Greif in Augsburg

Relaxing – Reducing stress in bed



Foreword

Dear reader,

Wash! seeks to keep you informed of our Company's activities as comprehensively as possible. Once again, this issue provides you with an overview of the activities that we have initiated this year. Employee health, for example, is now receiving greater attention. Since being named health officer, Justine Schady has literally been keeping us on our toes. A lot has also been going on outside our walls. Thus, the first large batch of "Cotton made in Africa" has entered the production process. Product from sub-Saharan Africa has proven its suitability in meeting the high demands of textile service. The first articles will be available in spring 2018, allowing even more laundries to offer sustainably sourced ranges in line with their responsibilities as good corporate citizens.

A great deal has happened since the early days of our GOTS and Fairtrade-certified textiles. The range has increased substantially – as has our customers' interest. However, we are also seeing signs of general uncertainty in the market as too many seals and an inundation of information are muddying the waters. There is a need for clarification. For this reason, we will be sharing our long-standing experience in ecologically and ethically sound textiles even more intensively with our customers. With the launch of "Dibella +", we have placed our sustainability range under a single brand, supplementing it with ten additional services at no added expense.

Economic and social trends are influencing the behaviour of all sector players. And companies are taking quite different approaches in their efforts to prepare for the future. Since 2014, textile service company Greif Textile Mietsysteme in Augsburg has been implementing sustainable processes, thus systematically reducing its ecological footprint. Laundry equipment producer Kannegiesser is creating the basis for resource-saving and efficient processes by synchronising the flat linen process. Both strategies are successful and confirm that we at Dibella are also heading in the right direction.

Sincerely,



Ralf Hellmann
Managing Director Dibella



Contents

- Dibella news**
- 4** IT plays a crucial role for Dibella
Dibella committed to good health
- 5** New record: One billion organic cotton serviettes sold
Sustainable textiles for every budget
- 6 Value chain**
Synchronising the flow of flat linen
- 8 Trends & innovations**
Always on top with oversized bed sheets
Hand-picked organic cotton wool in the sack
- 9 Standards**
Cotton - eternal thirst
- 10 Dibella inside**
Dibella's new website
- 11** Added service, added benefits
- 12 Out and about**
Change of view - a discussion with textile service
- 14 Wait a moment**
Coping with stress while asleep
- 15 In conclusion**
New Dibella collections
Preview of the next issue



Dibella has sold one million napkins made from GOTS and Fairtrade-certified cotton.



The flow of goods is synchronised with the flow of data in the smart laundry.



Aroma therapy for the bed: essential lavender oil promotes a good night's sleep.

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.

Publisher and responsible for the content

Dibella GmbH
Hamalandstr. 111
D-46399 Bocholt, Germany

Editorial team

Michaela Gnass, Jennifer Nietsch, Sophia Langfeld, Ralf Hellmann, Sabine Anton-Katzenbach (Textilberatung Hamburg)

Layout, setting

Sabine Faust (FaustDesign, Hattingen)

Production

Printed by Druckerei Busch, Bocholt, on FSC-certified recycled paper (circle silk premium white)

Copyright

All contents are protected by copyright. All rights reserved. Reproduction of any kind or inclusion in databases only with the publisher's written approval.

Contact

redaktion@dibella.de

Subscription price

10 € per issue

Picture credits

Title: style-photography/shutterstock, page 2: Dibella, page 4: Dibella, page 5: Dibella, Cotton made in Africa (bottom), page 6: Sabine Anton-Katzenbach, page 7: Kannegiesser, page 8: Gaf Lila/shutterstock (top), Dibella, page 9: Dibella, page 10: Dibella, page 12: Greif Textile Mietsysteme, page 13: Dibella (top), Oellermann/Greif Textile Mietsysteme, page 14: Kzenon/shutterstock (couple), Petar Paunchev/shutterstock (lavender), page 15: Dibella



Double safety net for network

Information technology (IT) plays a crucial role for Dibella.

Purchasing, sales, dispatch management, accounting and internal and external communications – all this would be unthinkable without IT and the Internet. Dibella placed its IT activities in the hands of NETGO in Borken more than ten years ago to ensure reliable processes and to protect all of its data. In the early day, the IT service provider looked after just under twenty

workplaces and a handful of servers. However, it was not long before the first joint project was initiated.

As Dibella has traditionally always maintained close ties with an international network of partners, NETGO suggested the installation of a voice-over-IP (VOIP) telephone system. Internet-based telephony aids global communications and has also proved to be an economical solution since it was rolled out. In the following step, NETGO ensured that Dibella's entire digital communication systems were up to date. With this in mind, Dibella is now on the verge of implementing

Skype for Business, a modern solution for facilitating digital teamwork. It provides a very safe platform for online discussions, chats and video telephony. Looking forward, it will not only link suppliers and customers with Dibella but also network the team members even more effectively. One positive side effect is the reduced volume of e-mail messages, thus substantially reducing vulnerability to eavesdropping attempts.

Protecting the company's own data will remain the prime preoccupation of IT as the digitisation of business relations is resulting in a steadily growing influx of information. Looking forward, secure processing and archival of the enormous quantities of information will remain one of the challenges facing NETGO as Dibella attaches top priority to data security.



Dibella's IT infrastructure has been managed by NETGO for ten years (from left Kars Engwirda, sales officer at NETGO Netherlands with Ralf Hellmann).

Dibella committed to good health

Fitness campaign keeping employees in shape.

Since being appointed health officer, Justine Schady has literally been keeping the Dibella team on their toes with good ideas for improving their health. For example, she has fitted all workplaces with thera-bands and instructions for exercises to reduce illnesses at the desk. If a member of the team starts feeling pain in their back or shoulders, they can train with the elastic band to alleviate the strain.

She has also retained the services of an ergonomics expert to inspect the workplaces and to identify any scope for improvements. At her initiative, fruit and vegetable days have also been implemented. On these days, employees can regularly help themselves to a vitamin-rich buffet free of charge.



The Dibella team can regularly help themselves to a buffet full of fruit and vegetables free of charge.

New record

One million napkins



Dibella has sold one million napkins made from GOTS and Fairtrade-certified cotton.

The one-million mark was recently achieved in napkins made from Fairtrade and GOTS-certified cotton. This translates into an area of more than 300,000 square metres of fair-trade, organic cotton, sufficient to cover seventy football fields at the Berlin Olympic Stadium or the Allianz Arena in Munich. A total fair-trade premium of EUR 13,300 has been paid out to the cotton farmers. The main customers of the ecologically and ethically sound napkins are textile service companies in the Netherlands. This does not come as any surprise given that the Netherlands – alongside the Scandinavian countries – have expressed great interest in sustainable products for many years. This applies both to food and textiles.

CmiA gaining momentum!

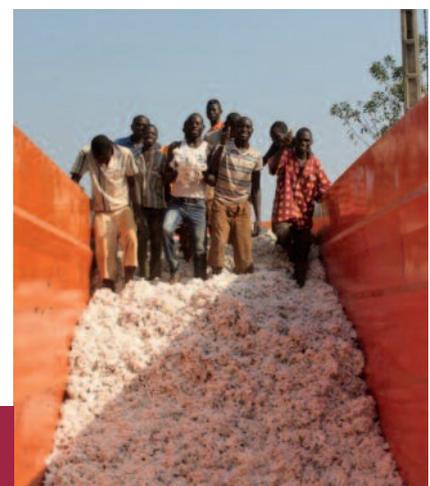
Sustainable textiles for every budget

Although the partnership between Dibella and “Cotton made in Africa” (CmiA) was forged less than nine months ago, the first few products are already on the looms. This follows intensive testing to determine their suitability for textile rental. The performance achieved by the sustainable cotton was impressive. This cleared the obstacles in the way of a preliminary trial delivery of 50 tons of cotton fibre from the farming region in Cameroon for inclusion in Dibella’s supply chain. Using textiles made from CmiA cotton, Dibella is offering a low-price range for textile service companies

wishing to assume more responsibility as good corporate citizens. The fibres under the initiative are available in different blends, making them affordable for all budgets.

Dibella’s CmiA range comprises the following:

- 100% CmiA cotton
- 80% CmiA cotton
20% polyester
- 50% CmiA cotton
50% polyester
- 50% CmiA cotton
50% conventional cotton



After successful testing, 50 tons of CmiA cotton fibres were placed in Dibella’s supply chain.



COTTON
MADE IN
AFRICA

INSIDE

Synchronising the flow of flat linen

The growing digitisation of business and society has triggered a trend which is generally referred to as Industry 4.0.

The German federal government defines Industry 4.0 as the intermeshing of production with the latest information and communications technology. People, machinery, plants, logistics and products communicate and collaborate directly with each other in the interests of self-organising, efficient and flexible production.

Personal details:



Andreas Langer, has been with Kannegiesser for 16 years and is a sales engineer for washing and process technology.



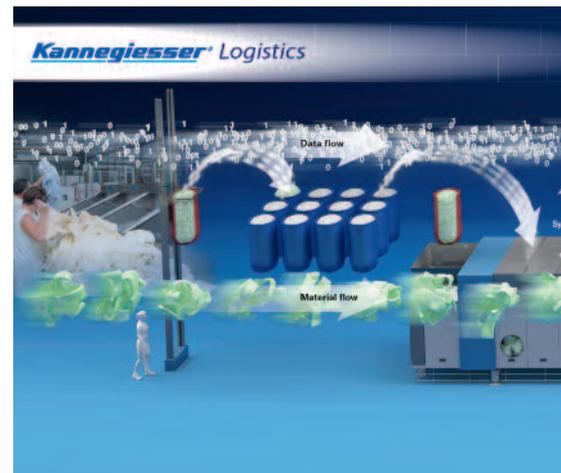
Matthias Schäfer is responsible for laundry logistics as well as sales and marketing and has been with Kannegiesser for 19 years.

As much as this may sound like a vision for the future, it is already being implemented in industrial laundries. One company – Kannegiesser in Vlotho – is playing a pioneering role in this respect. The international producer of laundry equipment is developing machine and plant technologies that are able to ensure optimum organisation of laundry operations.

Everything stands and falls with the ability to detect the information “inherent” in an item of laundry and the ongoing data synchronisation across all machines. End-to-end identification makes self-organising production possible. However, Industry 4.0 faces a number of obstacles. Matthias Schäfer and Andreas Langer from Kannegiesser describe the opportunities and risks arising from the “regulation of production by synchronising the flow of materials and production” in a flat linen laundry.

wash!: Kannegiesser has been developing solutions for tracking and controlling laundry production flows for quite some time. In what ways does Industry 4.0 differ from previous systems?

Matthias Schäfer: Currently, it is possible for a suitably equipped flat linen laundry to track each indivi-



dual item from receipt through to the dryer end to end. Each item holds the data necessary for sorting it. This data accompanies each batch through to the dryer. After this, however, the items are separated and this interrupts the data flow.

Looking forward, we must be able to synchronise the material flow with the data flow and to transfer the information up until the final sorting stage or batch management. For this to work, the batches must be held together from the beginning to the end and the data collected automatically as far as possible and fed into a database. The software then manages the process. For example, the system can retrieve items from the storage or sorting system or send the necessary folding program to the laying machine.

wash!: That sounds like a fully automatic laundry.

Matthias Schäfer: We haven't got there yet. But we are developing solutions to optimise the laundry processes and to improve productivity. This is because there are still process steps that do not add any value, such as searching for items

The Smart Laundry

Die Smarte Wäscherei



Complex interfaces arise at the seams between different systems. They can be largely eliminated by means of “single source” system solutions.

The smart laundry synchronises the flow of goods with the data flow to ensure that the information on an item of laundry can be tracked from beginning to end.

of laundry or waiting periods at the dryers. Such unproductive steps must be eliminated by means of automation in the interests of continued viability.

Andreas Langer: This leads to solutions for “personnel” as a potential shortcoming. Surveys show that staff expenses accounts for just under thirty percent of the total operating costs of a laundry. Accordingly, networked production can generate great savings. At the same time, it addresses the problem facing many laundries today of staff shortages. Automation reduces the activities for which it is becoming increasingly more difficult to find employees.

wash!: Are advances in automation paving the way for individualised processing of individual items of laundry?

Andreas Langer: No, although the growing variety of different ranges

is doubtlessly one of the core challenges facing our industry. The scope for individualisation in a laundry is always dependent on the price and quantities. The more cost-efficiently a laundry must operate, the greater is the need for automation and standardisation. Individual items merely interfere in this. By contrast, a laundry which is able to command other prices for its services in niche markets has greater scope for this. By the same token, it requires greater flexibility and less automation.

wash!: The digitisation of production processes will be accompanied by an inundation of data. What challenges does this pose?

Matthias Schäfer: Every machine and system at the laundry must be able to read the data held by an item of laundry. If machinery is sourced

from different manufacturers, data interfaces arise at the cross-over points of this machinery. As there is currently no industry data exchange standard, the interfaces must be programmed separately. This complicates the transfer of data and leads to additional costs that must be absorbed by the laundry.

Andreas Langer: The combination of different technologies is increasingly also being accompanied by RFID systems. The data is not required for the laundry process. However, as inbound and outbound laundry must be tracked, we are able to offer the corresponding interfaces if required. However, the growing number of components highlights the challenges arising from end-to-end identification. For this reason, we would welcome a single industry-wide approach.

Did you know that ...

... Dibella is able to attach any kind of transponder to textiles at the customer's request. Laminated, button-shaped, broad or UHF tags with or without an antenna are applied. Dibella has a great deal of experience in labeling which it is happy to share with customers.

Always on top

Dibella offering oversized bed sheets and high-cut jersey fitted sheets for box-spring beds.



Box-spring beds are proving to be a hit in the hotel industry. Originally from America, this bed system provides a more comfortable sleeping experience for guests. To this end, an upper mattress and – if necessary – a topper are placed on a mattress-like substructure fitted with springs. This structure can reach lofty heights of up to 40 centimetres, not including the substructure. As a result, conventional bed sheets

Box-spring beds can reach impressive heights, requiring appropriately dimensioned sheets.

are too narrow and too short for such systems. At the same time, the fitted sheets developed for conventional mattresses do not have the right dimensions for the surface area of a box-spring bed. Dibella has adapted to these new mattress formats to ensure that textile service companies are able to supply their hotel customers with perfectly fitting bed linen. Bed sheets with an extra width of up to 320 centimetres and almost limitless lengths are available. Jersey fitted sheets suitable for industry laundering are supplied with side seam heights of 22 to 35 cm.

Everything in the bag

A simple yet ingenious solution improves the quality of hand-picked organic cotton.

Hand-picked Indian organic cotton is characterised by such high-quality factors as fibre length, a high degree of fineness and tensile strength. However, it is also subject to the risk of contamination from foreign fibres arising from the plastic or jute sacks used for harvesting and transportation. The bales may also contain plastic particles, hairs, insects, dust and stones. This contamination causes massive problems during processing and adversely affects the quality of the final product. It is not only the companies processing the fibres that bear the brunt of this problem. The

small-scale farmers growing the organic cotton also pay a price in the form of reduced competitiveness. This problem is now being addressed by a project initiated by the Good Textiles Foundation. Working in conjunction with "Chetna Organic", Dibella has come up with a simple solution for the problem: the farmers are being given re-usable cotton sacks to minimise contamination. The durable big bags are being provided free of charge for harvesting, transporting and storing the raw cotton. The first 1,000 sacks made from organic cotton are already being sup-



1,000 re-usable sacks provided by Dibella free of charge are helping to improve the quality of hand-picked organic cotton from autumn 2017.

plied in autumn 2017. They all bear the Dibella logo as personalisation also forms part of this project initiated by the GoodTextiles Foundation. All participating companies can engage in advertising for a good deed (www.goodtextiles.org/projekte).

Cotton – eternal thirst

**Cotton is a plant fibre.
It requires copious water for its growth.**

The amount of water required to produce one kilogram of cotton fibre varies according to the source of the data. The global average amount of water consumed in the production of one kilogram of cotton is estimated to be between 11,000 and 14,000 litres, although water consumption in Pakistan and in Sudan is substantially higher. Given these dizzyingly high quantities, it is important to look more closely at the source of the water.

DIFFERENT WATER COLOURS

An article published in 2006 entitled “The water footprint of cotton consumption”¹ classifies the water for the production of cotton as green or blue. “Green” refers to water derived from natural sources such as rainfall which is stored in the ground. By contrast, “blue” water is obtained from artificial irrigation systems which are fed by natural water reservoirs (surface or ground water). The combined total of green and blue water represents the total consumption.

The classification by source of water casts a somewhat different light on production conditions for cotton.

Green water refers to rain water than is stored in the ground and can be absorbed by the crops.

Blue water comes from artificial irrigation systems and is extracted from surface or ground water.

In India, the monsoon covers around 50 percent of the water required. The situation in Pakistan is substantially less favourable, with natural sources accounting for just under one third. As there is little rainfall in Uzbekistan, almost 100 percent of the water required comes from surface waters. The dramatic shrinkage of the Aral Sea testifies to the unrestrained extraction of water.

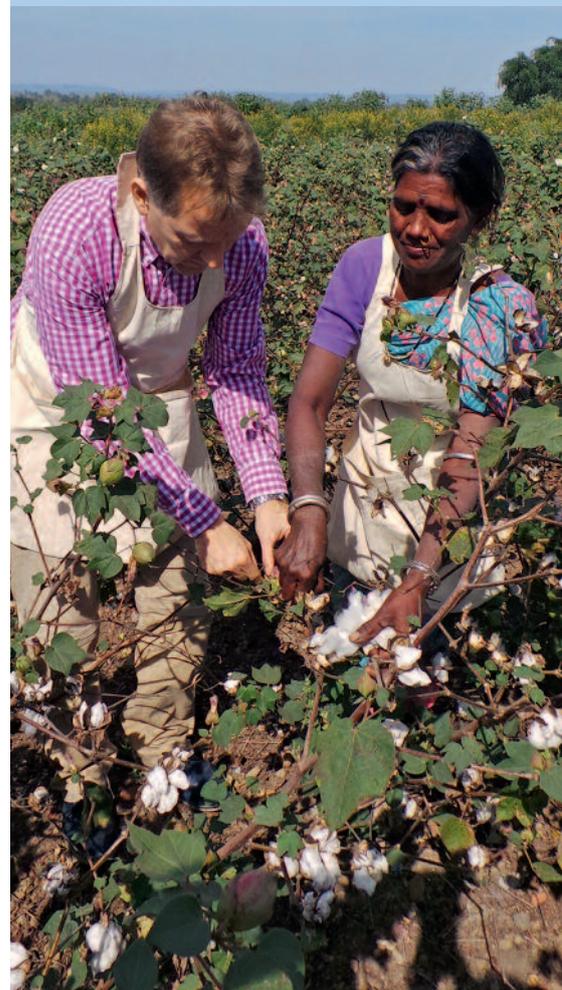
GOOD THINGS COME FROM ABOVE

The uneven distribution of sources of green and blue water has prompted Dibella to critically examine the farming regions and conditions for cotton. As a consequence, the company added the first textiles made from GOTS and Fairtrade-certified organic cotton to its range almost a decade ago. Solely natural sources of water are used for farming this kind of cotton. Restrained irrigation using “blue” water is only permitted in extremely dry regions. And the results are impressive: the total water requirements for organic cotton are covered almost exclusively from natural sources.

ALL SIGNS POINTING TO GREEN

The situation with respect to the organic cotton used by Dibella is even better, as no artificial irrigation is used at all. This is confirmed in regular local audits of the farmers. All the organic cotton used by Dibella is grown solely using “green” water. Dibella has long since laid the foundations in the future battle for fresh

Regular audits prove that no “blue” water from artificial irrigation system is used in farming organic cotton for Dibella.



water by focusing on organic cotton as well as conventional cotton sourced from countries with plenty of “green” water.

¹A.K. Chapagain, A.Y. Hoekstra, H.H.G. Save-nije, R. Gautam: The water footprint of cotton consumption: An assessment of the impact of worldwide consumption of cotton products on the water resources in the cotton producing countries

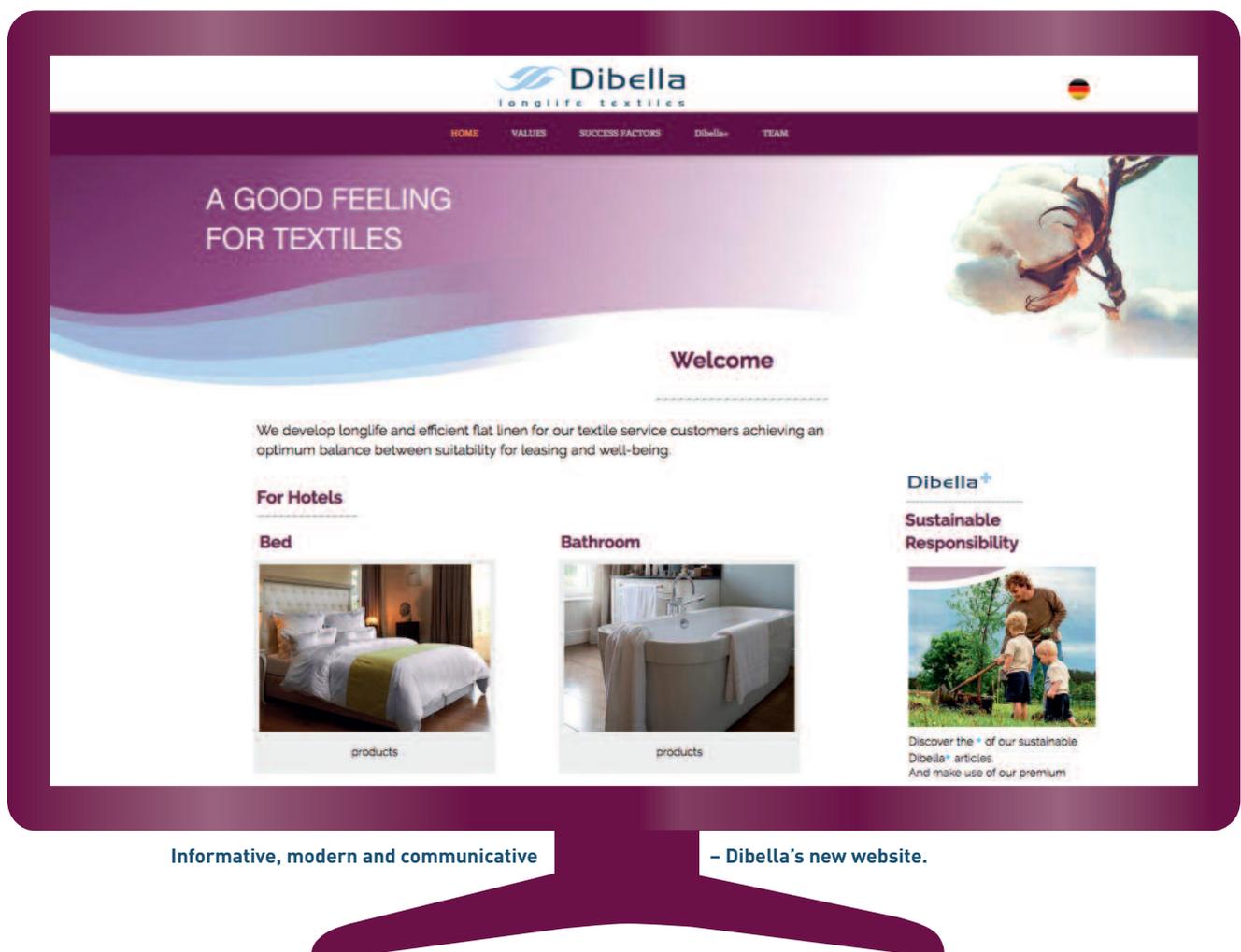
Dibella's new website

A visibly good feeling for textiles

Dibella has facelifted its online presence and revised its website. At www.dibellatextiles.com, visitors are now being greeted with a modern layout and an informative overview of all aspects relating to the company. The individual items of the menu – “Home”, “Values”, “Success factors”, “Dibella +” and “Team” – take visitors to lower levels. A click on the individual categories dis-

plays the product range as well as various aspects of Dibella's corporate social responsibility policy. Visitors can also find further information on the company's capabilities and services. This is supplemented with pictures of each individual team member. As well as this, the social media channels in which Dibella is present are not far away. The website is directly linked with the com-

pany's Xing, LinkedIn, Twitter and Facebook accounts. The abridged, yet detailed website is a platform seeks to address all customers and interested parties, suppliers, future employees and NGOs, allowing them to gain an initial impression of Dibella. If you wish to find out more, you can simply contact the company directly via the new chat function that has been integrated in the website.



Added service, added benefits

The new Dibella+ brand offers additional services for customers committed to being good corporate citizens.

When Dibella launched its first sustainable hotel linen on the market more than ten years ago, the company had learned two important things. Firstly, it had realized that responsibly produced textiles come at a price. Textiles that ensure that people along the entire value chain receive sufficient compensation and that simultaneously minimise the strain on the environment cause additional expenses. For this reason, the GOTS and Fairtrade-certified articles are somewhat more expensive than conventional ones. The same thing applies to hotel linen made from Tencel, Repreve or Cotton made in Africa. The various textile seals and the generally opaque textile supply chains led to the second realisation: there is uncertainty in the marketplace in the assessment of socially and ecologically acceptable textiles. This is why Dibella has been committed to greater education for years.

ADDED VALUE

With the growing success of its sustainable ranges, Dibella integrated the textiles in a new approach in summer 2017. "Dibella +" is the brand encompassing all sustainable articles supplemented with additional cost-free services for customers. Customers opting for responsibly sourced textiles can now benefit from ten advantages.

Ten advantages

Dibella+

- + **Communication tools, "Story Telling" support:** On request, Dibella will provide additional marketing support, e.g. for press and public relations as well as "story telling".
- + **Climate calculator for the products free of charge:** On request, the climate effects of the raw materials used in the products included in the range are described. In addition, a comparison of the CO₂ emissions between conventional products and those made from sustainable resources is possible.
- + **Discover new approaches:** On request, Dibella offers "design thinking" methods to revamp innovation processes.
- + **Own CSR projects within "human chain":** Customers can initiate their own projects under the non-profit Good Textiles Foundation to improve ecological and ethical conditions along the textile value chain.
- + **Personalized branding:** Dibella can add the customer's own logo to textiles.
- + **Personalized marketing materials:** Dibella can add the customer's logo to marketing materials (e.g. folding cards, posters etc.)
- + **Training/workshops:** Employees can be educated on all main aspects of the sustainable textile chain during the customer's own workshops.
- + **Joint customer visits/customer training and workshops:** On request, Dibella will accompany textile service companies during customer visits and provide training on sustainable textile sourcing.
- + **Creation of customer-specific collection:** Dibella will create individual sustainable collections subject to certain minimum quantities.
- + **Integration in network communications:** Dibella works in numerous initiatives, maintains dialogues with the media and liaises with NGOs. On request, it is able to include its customers in this large network.

Change of view

Ever since it launched its range of sustainable products, Dibella has been seeking a dialogue with textile service companies. In doing so, it is pursuing different approaches.

At the Heimtextil fair in Frankfurt in 2014, for example, it held a podium discussion, during which proven industry experts discussed whether sustainably sourced textiles offered an opportunity for textile service companies. One of the guests was Markus Greif, the managing di-

rector of Augsburg-based textile service company Greif Textile Miet-systeme.

During the discussion, he was quite critical, although he fundamentally agreed that ethical and ecological standards would prevail in the long term in the sourcing of textiles. On

the whole, he was doubtful about the prospects for sustainable products for his company due to the intense competition within this sector.

Almost four years have passed since then. Corporate social responsibility and sustainability standards in textile sourcing are still being debated across the industry. Contrary to Markus Greif's position at the time, Greif Textile Mietsysteme has come a long way in the meantime. Under the company's comprehensive sustainability strategy, responsible textiles are now also growing in importance. Markus Greif has found that acceptance has been far greater in the hospitality industry than was foreseeable at the Heimtextil fair back in 2014. However, this has also been accompanied by a new realisation within his own company. This shift has been materially driven by Mario Neipp, who is 28 years old and head of marketing and innovation at Greif. We spoke to him about the motives for and goals of sustainability in corporate cultures.

wash!: How important do you generally consider a sustainability strategy to be for Greif Textile Mietsysteme?

Mario Neipp: Sustainability has become an important market differentiator for customers as textile service providers are indistingui-

DFGE Institute for Energy, Ecology and Economy

Zertifikat Klimaneutrale Wäsche

Validated Emissions Compensation **DFGE** 2017
Greif Textile Mietsysteme

Kunde:	Musterhotel GmbH & Co. KG
Zeitraum:	1. Januar 2016 - 31. Dezember 2016
Kompensierte Emissionen:	54 t CO ₂ e
Eingesetzte Emissionszertifikate:	VCS / Verified Carbon Standard
Kompensationsvorhaben:	Wiederaufforstungsprojekt, Kolumbien

Greif Textile Mietsysteme

Die Kompensation umfasst die energiebezogenen Emissionen aus dem Reinigungsprozess sowie die Transportemissionen für An- und Abfuhr der Fahrzeuge von Greif Textile Mietsysteme. Die Berechnungen wurden durch die DFGE auf Grundlage des Greenhouse Gas Protocols und der DIN EN ISO 14064 durchgeführt. <http://www.dfga.de/greif-fairness-und-wasserscheit.html>

© DFGE, Greifenberg/München | 2017 - www.dfga.de



Despite critical tones at Heimtextil in 2014, Markus Greif (left) – shown here with Ralf Hellmann (right) – has now implemented a comprehensive sustainability policy across his company.

shable from each other in terms of laundry services and products. Differentiation is achieved either via the prices or soft factors such as service and social responsibility. We consider sustainability to be a major trend and preliminary statutory requirements such as the duty imposed on listed company to publish a sustainability report bear this out. In addition, this aspect is increasingly figuring in requests for tenders. Large hotel chains are requesting documentation of their suppliers' carbon dioxide (CO₂) emissions more frequently. Apart from this, sustainability-oriented companies find it easier to attract young and motivated employees.

wash!: What aspects must be considered?

Mario Neipp: In 2014, we decided to analyse our company's carbon footprint to identify potential for more sustainable text services. Since then, we have been investing in the processes exhibiting high potential for reducing emissions of greenhouse gases. Examples include the fleet as well as production.

wash!: What contribution do the textiles make in this respect?

Mario Neipp: Textiles account for eight percent of our carbon foot-

print. This is small compared to other factors. For this reason, we mainly focused on other aspects to lower our carbon dioxide emissions. After we have completed these processes, we will be taking a closer look at textile sourcing. We see potential for improvement here as well as scope for additionally reducing our carbon footprint.

wash!: What requirements must sustainable textiles fulfil?

Mario Neipp: As a business, we must think in economic terms. This means that it must be possible for sustainable textiles to be processed on an economically viable basis. In our production processes, a blend of 50% cotton and 50% polyester has proved to be durable. If hotel textiles made from sustainable fibres are able to achieve this high durability, we could use them subject to prior testing. However, this requires close cooperation with the supplier. A further aspect that we will be addressing in the future is the documentation of adherence to social standards by our suppliers. The current code of conduct which must be signed by each of our suppliers will no longer be sufficient.

wash!: How do you get the sustainability message across to your customers?

Mario Neipp: One example of what we do is provide environmental displays for our hotel customers free of charge. In addition, we have recently started offering our customers the possibility of booking a climate-neutral leasing service, which includes compensation for greenhouse gases. We handle this for our customers and pass on the costs to the hotel without any additional markups. In return, the customer receives the "climate-neutral textiles" certificate issued by the Institute of Energy – Ecology – Economy (DFGE, Greifenberg).

wash!: What plans do you have for the future?

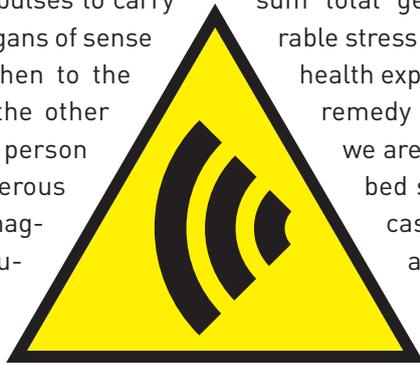
Mario Neipp: We want to convert all our operations to ecologically produced power at the beginning of 2018. In this way, we will be able to reduce the carbon dioxide emissions caused by the consumption of power to zero. We are committed to ever greater sustainability. This is not so difficult. Once you look at the matter seriously, you can find more and more aspects that can be addressed.



Mario Neipp is responsible for innovations and marketing at Greif Textile Mietsysteme and the spearhead of the company's sustainability drive.

Coping with stress while asleep

Everyone is subject to strain more or less the whole day long. There are many reasons for this: on the one hand, our brain constantly emits electrical impulses to carry signals from the organs of sense to the brain and then to the other organs. On the other hand, the modern person is exposed to numerous sources of electromagnetic radiation caused by mobile telephones and wireless LAN, microwave ovens and induction hobs, radio control systems and anti-theft systems to name only some of the



possible sources. The third reason is static electricity that is caused by friction when, for example, clothing rubs against the skin. The sum total generates considerable stress according to some health experts. Yet, there is a remedy that works while we are asleep: antistress bed sheets and pillowcases! The bed linen acts as an electrostatic conductor. This effect is achieved by a carbon or steel lattice structure woven into the textile. As it is conductive, it prevents electrostatic

charges from occurring. Indeed, this antistress bed linen offers further benefits. According to the producer, the carbon lattice neutralises the charges arising in the body during the day. To confirm this, the Spanish producer Aznar Textil (Paterna, Spain) had its "Zazen" antistress bed linen examined by several institutes including the National Sleep Foundation and the University of Atlanta. The result is electrifying: the removal of the electrostatic charges accumulating in the body can improve the quality of sleep by more than 78 percent. And all this is achieved with less than two percent of carbon fiber.

Did you know that ...

- ■ ■ special bed linen is available for people who are sensitive to electrosmog? It provides a shield against the electromagnetic radiation emitted by cordless telephones, radio alarm clocks etc. to promote undisturbed sleep. If the producers are to
- ■ ■ aroma therapies are available for beds? The natural scent of chamomile and lavender alleviates the symptoms of stress while you sleep. So that the aromas are able to unleash their full effect, they are enclosed in microcapsules and applied to the bed line. The pressure and temperature cause the capsules to release their content, after which they lose their effect. That means it is important not to roll about too much under the bed linen.

be believed, the bed linen improves general well-being. However, they call for a pretty thick skin: With a composition of 30 percent stainless steel or 25 percent silver-coated polyamide fibers, the bed linen is a scratchy affair.

Bed linen as a shield against electrosmog.

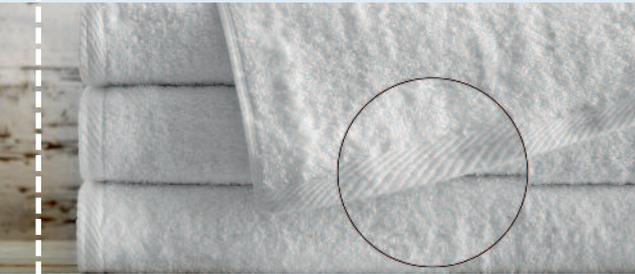


Essential lavender oil calms the senses and encourages healthy sleep.



New Dibella collections

Dibella attaches key importance to product development. With new designs and enhancements to existing articles through the addition of alternative blends, we want to offer textile service companies lasting added value. At the same time, we never lose sight of the need for a responsible approach to finite resources. Our new products, which we will be presenting on this page from now on, reflect this approach. They offer an ideal combination of shorter production times, greater durability and – on request – sustainably sourced raw materials.



- Smooth terry cloth, American seam
- 90/10% cotton/polyester
- Weight: 420 g/m²

TOKIO

10 percent polyester makes a small but fine difference. The polyester fibres fitted to the inside of towelling dry more quickly than cotton, thus reducing laundry turnaround times. At the same time, the synthetic fibre component improves strength and dimensional stability, prolonging the life of the article. At the same time there is no difference to the grip or feeling on the skin as the pile is made solely from cotton.



- Bed linen with 4 mm strip satin
- 80/20 % organic cotton (OCS and Fairtrade-certified)/polyester*
- Weight: approx. 140 g/m²

*We are currently unable to use any recycled polyester due to the degree of whiteness required by textile service companies. However, we are working on a solution.

MEMPHIS FAIR Dibella+

The popular strip satin bed linen combines the advantages of our sustainably sourced Dibella+ range with the positive properties of a durable mixed fabric. In order to achieve optimum skin comfort, the organic Fairtrade cotton is supplemented with only 20 percent polyester. The effect of this minor difference is amazing: Compared with pure cotton linen, the fabric is more stable and durable. Drying processes are shorter and dimensional stability greater, thus improving productivity. The textile has a fine gloss, a soft grip and wrinkles only slightly, which is why even a multi-day guest feels at ease in Memphis.

Preview

Issue 1/2018 will be published in the spring of 2018 and will be devoted to the inside of textile – the fibres and its blends.

Dibella with every fibre – the following topics are planned for the next issue:

- Dibella's range of towels
- Dibella bespoke products – the future of sewing
- My kingdom for a bed – presenting the Dibella Benelux sales team
- Dibella primer on fibres – conventional and recycled polyester



Dibella GmbH
 Hamalandstraße 111
 D-46399 Bocholt

Phone: +49 (0)2871 2198 0
 Telefax: +49 (0)2871 2198 20
 E-Mail: info@dibella.de

www.dibella.de