



DIBELLA  
LONGLIFE TEXTILES

# Wash! The Dibella newsletter

Issue 1/2024



Dibella „New“ Managing Director Carsten Ridder: Above, visiting a primary school in Tamil Nadu, right, taking over the baton from Ralf Hellmann in August 2023



## Dear Readers,

As the „new“ Managing Director of Dibella, I would like to welcome you to our new Wash! issue. We have once again compiled interesting and informative facts and figures from our industry, our value chain and our company for you and take you on a journey into analogue and digital worlds in this issue. First of all, we take an in-depth look at a topic that is becoming increasingly important: digitalisation, robotics and artificial intelligence. Our long-standing customer, the Dutch textile service company Nedlin, is already using some of these technologies, as we saw during a personal visit to the newly opened laundry in Elsloo. It is one of the most modern of its kind.

Smooth processes at robotic workstations require more than ever a high textile quality, for which Dibella is recognised in the industry. During trips to our suppliers in Pakistan and India, I was able to see for myself the high standard with which our hotel textiles are produced.

On our trip to India at the end of November 2023, during which our customers were once again able to experience our value chain, I was once again struck by the

close ties between Dibella and our long-standing suppliers. We also visited a primary school in Tamil Nadu. The GoodTextiles Foundation has set up a school library there to improve the children's educational opportunities. We were overwhelmed by the welcome we received from the pupils. Their joy and happiness is a unique experience that will stay with us for a long time!

„Fly the flag for Dibella“ - that is my motto. I am therefore looking forward to getting to know you personally and also to committing myself to our industry and to long-lasting quality textiles.

Dibella is a diverse, lively, friendly and active company. We experience this not only in our daily interactions, but also in the many projects that we realise. In the current issue of Wash! you can find out more about the things that drive us.

I hope you enjoy reading it, yours

*Carsten Ridder*



## Market & Branch



**Robotics and automation in flatwork laundries - quality criteria** The laundry industry will see further automation. Robotics and artificial intelligence (AI) will continue to produce new solutions that can run 24/7 and at the same time alleviate the labour shortage. At the same time, the automatic systems place the highest quality demands on the textiles.

[... read more](#)

**Nedlin opens a laundry of superlatives** Nedlin has once again significantly expanded its laundry capacities. A new facility for processing hospital textiles has been built at the company headquarters in Elsloo. This is not only one of the most advanced in Europe, but is also particularly environmentally friendly. With a high degree of automation and numerous climate protection measures, the owners are responding to the most pressing problems of the future: global warming and a shortage of skilled labour.

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## Assortment & Products



**Green Workwear** Dibella and Reisinger Premium Workwear have entered into a unique partnership with the company „Green Workwear“. We develop and sell workwear that fulfills the highest sustainability standards. A care blouse, unisex dungarees, chinos and all-round trousers once laid the foundation for the small but fine collection. The company has since expanded its range ...

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**On a sea voyage with sustainable textiles!** At the CSI in London, we are presenting a new bed linen range for the first time that takes the concept of the textile circular economy to a new level. Half of our „Versailles“ bedlinen is made from recycled polyester and the other half from cotton scraps that have been spun into lyocell fibres in a mix with cellulose.

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## Acting sustainable



**GoodTextiles Foundation** In our social systems, well-equipped kindergartens and schools are a matter of course. Not so in India. What is often lacking there is the most necessary equipment to make learning and playing more enjoyable for children. With funds from our THG premium and the GoodTextiles Foundation, a primary school has now been given appropriate equipment.

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## Textile knowledge



**Category note** A constantly growing section on our homepage is „Textile Knowledge“. Here you will find all kinds of useful information about our products: From washing recommendations to the science of seals, we pass on in-depth expert knowledge here.

[... read more](#)



## Team News



A handover and three new additions: since August 1<sup>st</sup> 2023, **Carsten Ridder has filled the position of additional Managing Director** together with Stefan Tenbusch. At the same time, the previous Managing Director Ralf Hellmann has taken on an advisory role in the company. Dibella is also continuing to grow. **Caroline Macaraig joined the marketing team** on September 1<sup>st</sup> 2023, followed by **Richard Spürer as a working student** on October 1<sup>st</sup> 2023. The international Dibella team is also pleased to welcome a new member: **Maike Bruns has been supporting the company's French customers** since October 15<sup>th</sup>.  And on the subject of „Job cycling“, the final figure from 2023: A proud 25,000 km were cycled by the Dibella employees. This raises the bar a little higher for 2024!



## Outlook



We are looking forward to many exciting projects in the new year. First and foremost, we will continue to **push the topic of circularity**. The first products in the bed linen, terry towelling and polo areas are planned for quarter 1/2024.  The expansion of our sustainability remains an important topic at Dibella. For example, we have more than **doubled the use of CmiA cotton** from 300 tonnes in 2023 to 750 tonnes in 2024  We look forward to welcoming you to **our sewing facility in the Czech Republic** and taking you on a journey behind the scenes.  In our next issue, you can also read about our recent **trip to India**, where we met the cotton farmers who grow our organic Fairtrade cotton in person.



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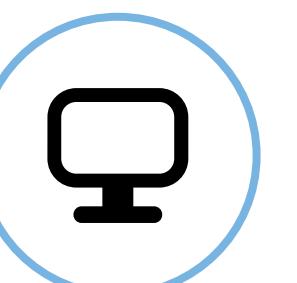
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