

# Wash!

## SPECIAL



From reducing CO<sub>2</sub> emissions  
to lowering water consumption:  
our 'Good Textiles' have measurable impact

Interview with  
**SALESIANER MIETTEX**





# EDITORIAL



Dear reader,

we are delighted to have interviewed our customer **SALESIANER MIETTEX** for this issue of Waschecht. **Karoline Bolnberger**, **Mathias Nell** and **Gernot Mutzl** explained how they utilise the potential of our organic Fairtrade-certified 'Good Textiles' for their company.

Since its foundation 40 years ago, Dibel-la has stood for a textile range that includes durable bed linen, table linen and terry towels suitable for leasing while fulfilling demanding social and environmental standards. However, as reducing the risks in the supply chain to an absolute minimum is important to us, we launched our 'Good Textiles' collection 15 years ago. Right from the start, we focused on the best available solution: organic Fair-trade-certified cotton. **GMO-free** cotton

”GMO-free cotton requires less water, reduces soil erosion, energy consumption and the release of greenhouse gas emissions.”

requires **less water, reduces soil erosion, energy consumption** and **the release of greenhouse gas emissions**. But we go one step further. Locally, we work with the Chetna co-operative, which enables us to exert even more influence on our supply chain, far beyond the requirements of the certifications.

Of course, we can also offer you product solutions within our 'Good Textiles' programme that are tailored to your individual requirements. Just get in touch with us.

I hope you enjoy reading this brochure!

Your



Klaus Baur

From reducing CO<sub>2</sub> emissions to lowering water consumption:

# OUR 'GOOD TEXTILES' HAVE MEASURABLE IMPACT

The unique transparency in the supply chain of our Good Textiles is very important to us because it has enabled us to calculate the positive impact of organic Fairtrade cotton on the environment\*.

This is considerable:

- ✓ **46 %** less greenhouse gases
- ✓ **91 %** less water consumption
- ✓ **62 %** less energy consumption
- ✓ **26 %** less soil erosion
- ✓ **GMO-free**



This also benefits the farming families:

- ✓ Avoidance of pesticides, herbicides and fungicides minimises health risks
- ✓ Dibella pre-finances the seed. This means that the cotton farmers do not have to take out loans and do not end up in a spiral of debt

- ✓ They have a higher and more secure income thanks to guaranteed purchase of organic cotton at fair prices
- ✓ They benefit from investments in infrastructure projects in the region
- ✓ They receive training and other support

## Dibella has enhanced its certificate package through its collaboration with Chetna Organic

Although the GOTS/OCS and Fairtrade certifications that we have chosen have already made a huge positive difference to the situation in the supply chain, we are also working with our partner Chetna Organic at a local level. This cooperative is active directly in the Indian village communities where the cotton for our 'Good Textiles' is grown. This gives us first-hand knowledge of the needs of 'our' farmers. One of the major challenges they face is purchasing and, above all, financing the genetically unmodified (GMO-free) seed. As Dibella, we therefore pre-finance it for the farmers to prevent them from falling into debt. We then recover the costs of the seeds back after the harvests have been sold, i.e. around three months later.



## Changing social inequalities with the GoodTextiles Foundation

In collaboration with Chetna Organic, we are also involved locally through our GoodTextiles Foundation, which was established in 2016. This is because access to education and everything that goes with it is another major challenge in the region of origin of our organic Fairtrade cotton. We have already implemented various school projects, including installing sanitary facilities and providing access to clean drinking water. We have also set up a school library, provided access to digital media by setting up a computer lab and equipped the pupils with school bags.

Through the GoodTextiles Foundation, we offer our customers the opportunity to join us in realising social projects directly in the region where our organic Fairtrade cotton is sourced. Read the interview to find out how we have realised social projects together with SALESIANER MIETTEX, for example. Would you like to get involved, too?

Get in touch with us.



### Tailored to your individual requirements:

By purchasing our Good Textiles, you are actively contributing to all the positive impacts and benefits associated with them. Of course, we also offer customised textile solutions in this range, which we can tailor to your requirements:

- **Bed linen, table linen and terry towels** made from **100%** organic Fairtrade cotton, as well as in blends of **40/60, 50/50 and 80/20** organic Fairtrade cotton/polyester
- **Terry towels** in blends of **80/20** and **90/10** organic Fairtrade cotton/polyester

### The benefits of our Good Textiles briefly explained:

In our assortment flyer [www.dibellainfo.com/en](http://www.dibellainfo.com/en)



### GOTS

By buying GOTS (Global Organic Textile Standard) certified textiles made from 100% organic cotton, you protect the environment from the cotton field to the end product.



### OCS

By purchasing OCS (Organic Content Standard) certified textiles, you ensure the environmental standards at farm level. The standard applies to textile products with an organic content.



### Fairtrade

By buying Fairtrade certified textiles you contribute to fair prices and good working conditions in the countries of origin.

## INTERVIEW

# SALESIANER MIETTEX – PIONEER WITH ATTITUDE

‘Together we care’ is more than just a slogan at SALESIANER MIETTEX; it is a conviction that is put into practice every day. As a group of companies with a strong innovative spirit and a clear commitment to sustainability, the Austrian family business is one of the market leaders in Austria and Central, Southern and Eastern Europe. This can only be achieved by always thinking and acting one step ahead. Years ago, SALESIANER strengthened its pioneering role with a special initiative: by expanding its textile portfolio to include bed linen and terry towels made from certified organic Fairtrade cotton, the company has gained another unique selling point.



Karoline Bolnberger



Mathias Nell



Gernot Mutzl

SALESIANER launched Dibella organic Fairtrade bed linen and towelling nine years ago - with the furnishings for the Rogner wellness hotel in Bad Blumau. In an interview, **Karoline Bolnberger (Sales)**, **Mathias Nell (Sustainability)** and **Gernot Mutzl (Corporate Communications)** explained why organic Fairtrade textiles have been a permanent fixture in the range ever since, which hotels are enthusiastic about them and why SALESIANER is so firmly behind this concept.

**Wash:** Why did SALESIANER decide to use organic Fairtrade textiles many years ago?

**Mathias Nell:** I would like to respond with a counter-question. How can you do good and distinguish yourself from other pro-

viders in the market and emphasise your own pioneering position?

**Wash:** Are textiles a suitable tool for this?

**Karoline Bolnberger:** The answer is clear: yes. By expanding our portfolio to include organic Fairtrade textiles, we gained a valuable unique selling point on the market and were able to further consolidate our position as a pioneer in our industry. With







our organic Fairtrade linen, we entered a hotel market that holds ethical and ecological standards in high regard.

**Wash:** Can you give us an example of a customer who is committed to sustainability and uses organic Fairtrade textiles?

**Karoline Bolnberger:** Rogner Bad Blumau, a wellness hotel with integrated thermal baths and spa, is a pioneer in environmental protection and sustainability. The hotel is committed to the credo 'Living in harmony with nature'. All activities are geared towards this. Sleeping comfort on holiday is essential for relaxation. When Dibella

be a huge success, which is why KR Robert Rogner quickly decided to fit the 310 hotel rooms and suites with organic Fairtrade linen. The hotel actively communicates all sustainable measures and advertises the ecological and fair bed linen on its own website - an important factor for its guests in terms of a holistically convincing offer. A lightweight summer poncho was designed in a joint project to utilise the valuable raw materials of the bed linen almost completely. True to the motto 'upcycling and preserving good things'.

**Wash:** Are other hotels also inspired by the organic Fairtrade textiles?

**Karoline Bolnberger:** Organic Fairtrade textiles are a matter close to my heart, which is why I always offer it in customer meetings. Years ago, our Managing Director Victor Ioane and I took part in a business trip to India organised by Dibella. There, we were able to see for ourselves that risks such as child labour, forced labour and soil and water pollution are excluded from the Dibella supply chain. I am convinced that every company should opt for organic Fairtrade textiles if it can afford the additional costs. However, the decision in favour of

“Organic Fairtrade textiles are a matter close to my heart, which is why I always offer it in customer meetings.”

presented us with the range made from organic Fairtrade cotton, we saw a unique opportunity to maximise this. In a pilot project, we equipped several rooms with this very special linen. Even during the test phase, the sustainable textiles proved to



the range is very individual. In general, you can say that there is interest in owner-managed and sustainable hotels and, above all, resorts. For example, we recently supplied four city hotels in Vienna with organic Fairtrade linen.

**Wash:** What challenges do encounter when recommending organic Fairtrade linen to hotels?

**Karoline Bolnberger:** The biggest hurdle is that organic Fairtrade textiles are not included in the sustainable tourism businesses certification scheme. They are not included in the Green Key criteria catalogue or other respected certification programmes. However, we know from many conversations with hotels that they would choose sustainable textiles if they were included in the hotel ratings. We therefore very much hope that sustainable textiles will soon be added to the certification criteria.

**Mathias Nell:** : In a certain segment, sustainable products are the gold standard and may even be expected by hotel guests. In general, however, we realise that a hotel's decision is strongly determined by

cost. The higher price of organic Fairtrade textiles therefore often causes customers to opt for the standard range. Our challenge is therefore to clearly emphasise the added social value of organic Fairtrade textiles for the hotel and to convince decision-makers that the added value of social, fair and environmentally conscious textile production comes at a cost.

**Gernot Mutzl:** The textiles in a hotel are a matter of course for the guest. It is therefore necessary for a hotel to emphasise the sustainable textiles and explain their positive effects. We support our customers with this, for example by attaching the OCS/Fairtrade label to the hem of the bed linen so that it is clearly visible from the outside or by providing our customers with special displays for the guest rooms. On request, we also provide digital or analogue content for hotel communication in order to draw even more attention to the added value of the textiles.

**Wash:** What do you consider to be a particularly big advantage of organic Fairtrade textiles?

**Mathias Nell:** We want to exclude the sector risks for the textile industry addressed by the OECD, which are commonplace in conventional cotton cultivation, as far as possible. Thanks to Dibella's quality seal strategy, we are on the safe side and can reliably rule out precarious conditions in our supply chain. We can rely on Dibella here and, thanks to our intensive cooperation, we don't have to worry about this area operationally. Thanks to multiple certifications, we can

”Thanks to Dibella's quality seal strategy, we are on the safe side and can reliably rule out precarious conditions in our supply chain. We can rely on Dibella here and, thanks to our intensive cooperation, we don't have to worry about this area operationally.“



also demonstrate the sustainable production of Dibella textiles across all stages of production. Greenwashing is therefore virtually impossible. And with organic Fairtrade cotton, this is possible at a very high level. For me, the social aspect of organic Fairtrade articles is particularly important.

”Dibella’s organic Fairtrade textiles fulfil our requirements for responsibly produced goods.“

This also enables us to adequately address the important issues of forced labour and child labour in the supply chain.

**Wash:** To what extent did your corporate philosophy play a role in the selection of Dibella’s organic Fairtrade textiles?

**Karoline Bolnberger:** Organic Fairtrade textiles are an important tool in the fight against poverty, inequality and injustice. They therefore align with our company’s principles of social responsibility. For us, this means above all being aware of the consequences of our actions. For example, we consider it unacceptable for our business activities to exploit others. However, cotton cultivation and the textile production generally involve a whole range of social, ethical, ecological and economic risks for people in the supply chain. By using organic Fairtrade cotton, we can eliminate or at least significantly reduce these risks.

**Mathias Nell:** At SALESIANER, we place great importance on sustainability. It is firmly anchored in our company philosophy to make a contribution to a world worth living in. The environment, social issues, ethics, the law and the economy therefore play an essential role in all our decisions. Dibella’s organic Fairtrade textiles fulfil our requirements for responsibly produced goods.

**Wash:** SALESIANER Miettex not only sources organic Fairtrade cotton from Dibella, but you have also become involved in India as part of the GoodTextiles Foundation. What was the reason?

**Gernot Mutzl:** For us as a market leader, social responsibility is not a must, but an issue that genuinely moves us and is an important pillar of our corporate DNA. It does not end at our own company boundaries but leads to active social cooperation. At the Seva Ashram School in Madingpadar, for example, we worked with Rogner Therme Bad Blumau to purchase desks and chairs for the classrooms, install a filter system to treat clean drinking water and subsidise a solar system. And during the coronavirus-related lockdown, 1,500 pupils from ten villages were taught in a mobile school. Through projects like these, we can contribute to greater social justice.



**Mathias Nell:** We combine organic Fair-trade rental linen with support for social projects, which can be located both regionally and nationally. In this way, we want to make a targeted contribution to improving people's situation.

**Wash:** Thank you for sharing these interesting insights and for your passionate commitment to textiles made from organic Fairtrade cotton.





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**Sustainability is an invisible factor, particularly in the textile industry.**

However, you can make ecological responsibility visible.

**To support our customers, the Dibella marketing team has developed various materials to help hotels publicise their organic Fairtrade linen.** These include **press releases, displays** and **image films** that can be played on the TV in the guest rooms. We offer different formats and can develop customised solutions.

Because we want to help you get the word out about your particularly responsible behaviour.

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**Dibella BV**

Hamelandroute 90

NL-7121 JC Aalten

Telefon +49 (0)2871 2198-0

E-Mail [info@dibella.de](mailto:info@dibella.de)

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