

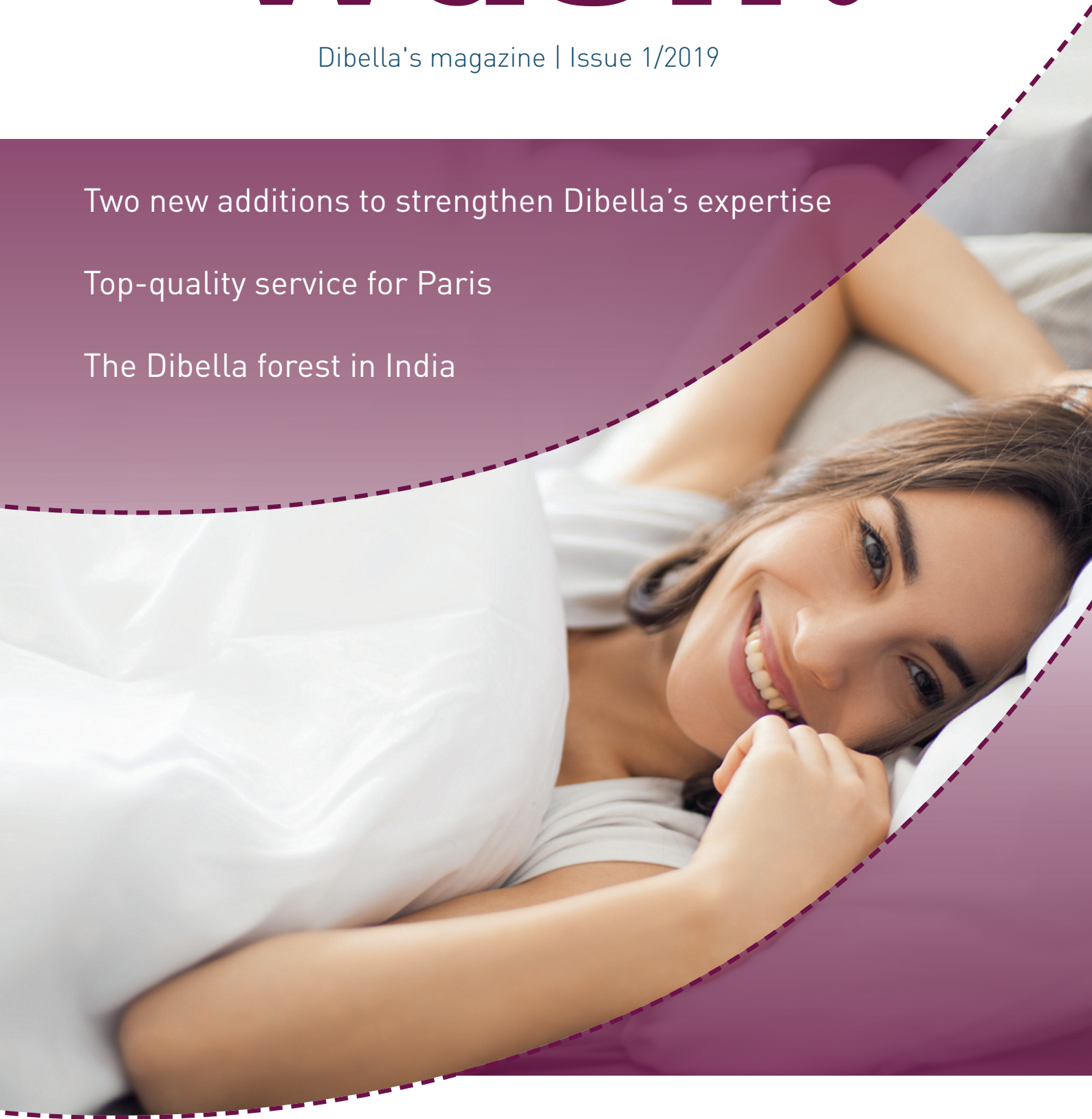
wash!

Dibella's magazine | Issue 1/2019

Two new additions to strengthen Dibella's expertise

Top-quality service for Paris

The Dibella forest in India



Foreword

Dear reader

Demand for our textiles, which are produced in accordance with ethical principles and with a minimum environmental impact, has continued to rise in recent months. The great popularity of our Dibella+ range reflects our long-standing commitment to transparency along the entire supply chain. By working with manufacturers certified according to the Global Organic Textile Standard (GOTS), the Organic Content Standard (OCS) and Fairtrade, we are able to ensure traceable origins for our sustainable textiles. On top of this, we have been working with the Chetna Organics cooperative for a long time so that you can be sure that our organic cotton really comes from ecological farming. Thousands of smallholders who cultivate their fields in accordance with high environmental standards are affiliated with this cooperative.

All existing and prospective customers who wish to see for themselves the conditions under which our Dibella+ range is produced are welcome to join us on a trip to India. In addition to inspecting the various stages along the value chain for environmentally friendly textiles, we also present school sponsorship projects that we launched together with customers some time ago. We regard our commitment to these activities as an important part of our corporate social responsibility and are already reaping the rewards of our support: the school drop-out rate has fallen from fifty to less than five percent. But far from resting on our laurels, we wish to support all interested customers in putting corporate social responsibility into practice with their own groundbreaking projects.

Tourism is an important basis of many of our customers' business. Nowhere is this truer than in Paris now that the hospitality industry has overcome the fallout from the terrorist attacks of 2016, reporting 33.8 million visitors to the city's hotels. Equip'Hotel, where we exhibited for the third time last winter, is benefiting from this favourable trend. Similarly, Blanchisserie de Paris has more to do than ever before thanks to the increasing number of tourists. In an interview, owner Cyrill Coria explained to us the reasons for his company's growth. In Germany, the joy of travelling continues unabated. In order to offer the hospitality industry a wide variety of different textiles, we are steadily expanding our range. "Skagen" is our latest range of bed linen featuring an attractively priced blended fabric. On request, this bed linen, which comes in an appealing melange look, is available with the "Made in Green" label. Find out more about this innovation alongside many other topics in this issue of "wash!".

Sincerely,



Ralf Hellmann,
Managing Director Dibella



Contents

- 4 Dibella news**
France's feeling for textiles
The new catalogue is on its way
- 5 A forest for a better climate**
- 6 Value chain**
Close to India | Dibella delivers on its promise of a transparent supply chain with a journey to the roots
- 8 Trends & innovations**
For young and old | Dibella has adapted to the needs of the textile service industry.
- 9 Standards**
Certified with a view to the future | Environmental management system helps to continuously improve sustainability within the company
- 10 Dibella inside**
Solid technical advice | Our new experts
- 12 Out and about**
Great opportunity for specialists | Blanchisserie de Paris has been revolutionising the French rental service market since 2011
- 14 Wait a moment**
Heavy load
Tracking your sleep
- 15 In conclusion**
Skagen – colour-stable eye-catcher for the hotel bed
Preview of the next issue

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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Dibella GmbH
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Editorial team
Michaela Gnass, Jennifer Nietsch,
Ralf Hellmann, Sabine Anton-Katzenbach
(Textilberatung Hamburg)

Layout, setting
Sabine Faust (FaustDesign, Hattingen)

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Dibella is creating a forest on wasteland in Tamil Nadu in the interests of climate and environmental protection.



In December 2018, an eight-strong team tracked the origin of sustainable Dibella textiles in India.



Blanchisserie des Paris offers hotel textiles for hire.

Contact
redaktion@dibella.de

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France's feeling for textiles

In France's hospitality industry, special textiles attract particular attention.

Textiles have always played a major role in the French hospitality industry. Accordingly, the land of "savoir-

vivre" is one of Dibella's largest markets and an important location for trade fairs. The company has al-

ready exhibited several times at Equip'Hotel in Paris, which is held every two years, most recently in autumn 2018. The team were thrilled with the results: during the five-day exhibition, the French sales team comprising Eric Lesage and Christophe Lepage as well as reinforcements from Germany had their hands full.

No wonder given the 113,000 trade visitors from the hospitality industry! By the way, they were particularly interested in the terry qualities weighing over 500 g/m² and the 150 g/m² "Lüneburg" bed linen range. Thanks to the constant customer education work performed by the French sales office, there was also a significant increase in enquiries for responsibly produced textiles from the Dibella+ range. After all, sustainability transcends all borders!



Christoph Lepage, Eric Lesage and Ralf Hellmann (from left) representing Dibella at the successful Equip'Hotel 2018

The new catalogue is on its way

Dibella is publishing the latest issue of its product catalogue this spring.

True to the German saying "Everything is new in May", the latest Dibella brochure features a fresh design, a compact format and a revised look. It visualizes the supply chain from the field to the finished product completely transparent. The catalogue also includes a list of

the sustainability certifications and initiatives that have been selected by Dibella. In order to provide swift orientation, it is arranged according to conventional hotel textiles and the



corresponding Dibella+ qualities. In addition, the company has come up with another special feature: the catalogue is now also available for downloading via a QR Code.

A forest for a better climate

In Nachikuppam (Tamil Nadu), India, a new forest is being created at Dibella's initiative.

In December 2018, the participants of the Dibella business trip worked on a piece of wasteland to dig holes for planting trees. They then proceeded to plant the young trees and



Dibella is creating a forest on wasteland located in the Indian state of Tamil Nadu in the interests of climate and environmental protection.

fill the holes again, after which they looked contentedly at their work in the knowledge that this will form a forest in a few years' time.

The purpose of Dibella's planting initiative is to offset carbon dioxide (CO₂) emissions. "Trees are particularly efficient in breaking down harmful greenhouse gases. This quickly led to the idea of contributing to climate and environmental protection by creating a forest", explains Managing Director Ralf Hellmann. "Our decision in favour of a location in India was in the nature of things: the organic cotton farmers repeatedly tell us of the enormous rainfall and flooding that is afflic-



Klaus Baur planting his own tree in the new Dibella forest.

ting their fields. This shows that climate change has now also reached India."

Dibella arranged for an area of 10 hectares capable of accommodating a total of 11,000 trees to be prepared. The company has already planted 2,000 plants to cover its own CO₂ offset, while a further 2,000 have been sponsored by customers and partners to date. "Since

we also want to give others the opportunity of acting quickly and unbureaucratically on climate protection, we have deliberately opened up the project to third parties." There is still enough space for the company's own forest. Its future residents are already waiting in the starting blocks: monkeys, snakes and peacocks have already been sighted in the young forest.

Exploring India

With a journey to the origins, Dibella is delivering on its promise of a transparent supply chain.



An eight-strong team embarked on a trip to India to learn more about the origins of sustainable Dibella textiles in India.

The company goes far beyond merely paying lip service to transparency along the supply chain. This is an underlying principle, imposing on the company a commitment to make Dibella tangible for its customers in the truest sense of the word in the form of a business trip. This trip is taking the participants to India to trace the production of fair-trade organic cotton from the field to the finished product.

BEGINNING OF A TREK

At the same time, Dibella+ customers who are involved in sustainable projects in India through the GoodTextiles Foundation have the opportunity of visiting them and of planning further measures if necessary

After the first successful business trip in winter 2017 – the classic cotton harvest season in India – the new season had arrived again in December 2018. A group of eight boarded the plane headed for Bangalore. On board were representatives of Salesianer Miettex, the Hesse laundry belonging to the Servitex network, TUTAKA (a platform for sustainable hospitality) and Dibella. They were embarking on a journey whose unique impressions they would never forget. Right from the very first stop in Vishakhapatnam, the visitors from Europe were captivated by cacophony and colourfulness of the life going on to the right and left of the streets. The next day, the group continued their journey in a five-hour train ride to Ambodala in

the state of Odisha and then onwards by jeep to Bandhpari.

ENCOURAGING LEARNING INDIAN-STYLE

There, the GoodTextiles Foundation is supporting the Kasturba Gandhi Balika Vidyalaya School, where it has significantly improved the situation of the students and teachers through various measures. Accordingly, the reception that the school had prepared for its guests was overwhelming. In addition to a guided tour and a dance performance, the group received a special honour: One of the female participants was invited to officially open the new girls' bedroom. Recently completed, it is available for use by schoolgirls who have to travel too

far to reach their homes. Moreover, it has one special new feature: thanks to the donation made by one of Dibella's Indian production partners, it is fitted with mattresses for the first time, so that the girls no longer have to sleep on a bare bed.

RESEARCH FOR ORGANIC FARMERS

The next stage of the journey took the group to Bandhpari, an experimental farm run by Chetna Organic Cooperative, where various organic cotton and vegetable seeds are tested in field trials for their resistance to drought and flooding. The best seeds suitable for the respective regions are then passed on to the organic cotton farmers to ensure that they have an adequate livelihood. The cooperative also provides training to increase the farmers' efficiency, e.g. by rearing livestock successfully.

HAND-PICKED

Just one day later, the group was able to harvest the fruits that had been sown for Dibella under the care of Chetna Organic. In the village of Lebed, which has been pursuing sustainable agriculture since

2007, the organic cotton was ripe and the harvest was in full swing. Under the guidance of experienced farmers, the guests were able to try their hand at picking. Dibella was also responsible for an equally unique experience at the meeting of the village community convened in honour of the travel group in the late afternoon. Ralf Hellmann had a pillowcase and a towel made of the village's organic cotton in his luggage, unleashing an outbreak of enthusiasm among the villagers. This was because they had never previously seen the ultimate results of their hand work.

SUPPORT THAT MAKES A DIFFERENCE

The next stop was Madingpadar in the state of Odisha. Here, Dibella, Salesianer Miettex and the hotel Rogner Bad Blumau (Austria), which is supplied with Dibella+ textiles, are sponsoring a development project at the Seva Ashram School via the GoodTextiles Foundation. The group was able to gain a first-hand impression of the dilapidated building, the classrooms, which lack necessary fittings such as tables and benches, and the poor sanitary



Seva Ashram School was thrilled to receive the valuable support from Salesianer Miettex and Hotel Rogner Bad Blumau.



The final stop on the trip was a visit to a full-service, GOTS-certified manufacturer.

facilities. Thanks to the support promised by the three sponsors, extensive renovation work will be carried out over the next few months, leading to a significant improvement in the learning environment. The supporters reaped a huge wave of gratitude from the teachers and students for this commitment.

AND FINALLY THE PRODUCT

In order to track the course taken by hand-picked organic cotton from Lebed, the group, accompanied by Dibella India (Bangalore), visited a GOTS-certified manufacturer, where the sustainably produced textiles are woven, finished and packed in accordance with strict ecological and social guidelines. The end of the journey was marked by a drive out into open nature. The destination was the Dibella Forest in Nachikuppam together with a meeting with the Baireshan family, who are curating the company's latest sustainability project – a newly emerging forest.

With this seven-day business trip, Dibella delivered on its promise of ensuring a trackable, transparent supply chain from the cotton field to the factory. Interested parties are always welcome to join us – the next trip to India is already being planned.

For large and small

Dibella has adapted to the needs of the textile service industry in every respect.

Recently, the European textile service industry has been undergoing far-reaching changes. On the one hand, there has been concentration, resulting in the emergence of large companies. According to the market report "Textile Services in Europe" (3e Consultants) published in 2016, two groups in Europe control 70 laundry companies. They are joined by 13 textile service providers with up to 10 laundries. On the other hand, there are many "smaller" textile service providers in Europe with weekly tonnages of less than 15 tons.

CONCENTRATION IN THE HOSPITALITY MARKET

A similar trend is emerging in the hospitality industry, where market concentration is also continuing. The hospitality market in Spain and

France, for example, is largely in the hands of hotel chains. Their market share stands at 34 percent in Spain and 21 percent in France. In Germany, this rate is just under ten percent*. The segmentation of the hotel market has direct consequences for textile service. Hotel chains usually fit out their hotels with a uniform range of textiles at all locations and expect service from a single source. By contrast, regional, owner-managed hotels regard textiles as a competitive differentiator and require a wide range of products from their rental service partners.

MUCH, IMMEDIATELY AND SAFELY

Dibella has adapted to the highly diverse requirements of the industry. Its product range and "soft" service factors meet customer expectations in every respect.

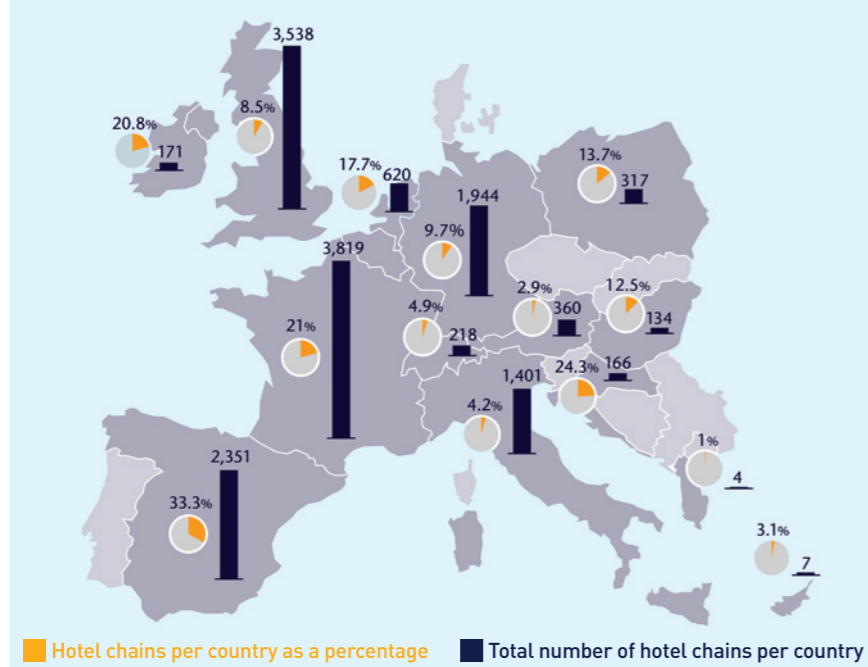
"In view of the high number of rooms operated by chain hotels, large laundries need to be sure that the textiles required are in stock and that larger quantities can be delivered without any delay," explains Simon Bartholomes, who is responsible for purchasing at Dibella. "That's why we stock inventories of our range and are therefore able to guarantee fast delivery." When it comes to textile quality, Dibella has also adapted to the expectations of the textile service groups active throughout Europe: bed linen, towelling and table linen are durable and robust and can be modified to meet the laundries' individual requirements. Above all, however, the goods can be used immediately, so that time and costs required for preliminary washing are eliminated. In order to meet these criteria, every product is subject to strict quality controls.

FLEXIBLE, VERSATILE, FAST

"Textile service companies with small or medium-sized hotel customers must also be able to rely on our inventory stocks and the durability of our products. But they also expect us to offer a wide range of products that allow them to stand out from the competition. This is where we can really score points with our Dibella+ range," adds Bartholomes. "In addition, we offer a high degree of flexibility, which is particularly appreciated by our customers in this segment."

* Horwarth HTL: European Chains & Hotel Report 2019

Hotel chain penetration in Europe (2017)



Certified with a view to the future

Dibella's environmental management system helps to improve sustainability continuously within the company.



Dibella incorporates the expectations and needs of all stakeholders in its environmental management system, which is certified according to the latest standard.

The revisions to ISO 14001 in September 2015 place significantly more demands on the environmental management system, as they aim to ensure continuous improvement of the organisation's environmental footprint. The revised standard therefore calls for greater consideration to be given to the internal and external interactions and relationships of all interested parties. On top of this, however, it also requires that the expectations and needs of all stakeholders be inclu-

ded in environmental management. In short, the standard stipulates that companies must look beyond their own horizons and include structures outside their own operations in their environmental protection efforts. These must be defined and assessed, controlled and guided in the light of their risks and opportunities.

ECOLOGICAL VISION

As abstract as this may sound, it does in fact have concrete implica-

tions for a company's environmental policy. Where relevant, all outsourced processes must be included in the environmental assessment.

These include, for example, product development, sourcing of raw materials and production as well as use and disposal. The current standard thus takes up the idea of a transparent supply chain and requires the assessment of significant environmental aspects for the entire life cycle of a product. But that is not all. The outsourced processes that can be included in an ecological assessment also include, for example, advice or services provided externally, purchased goods or processes outsourced from within the company.

MANAGEMENT SYSTEM IDENTIFIES THE PARAMETERS FOR CHANGE

"The revised version of ISO 14001 focuses to a far greater extent on sustainability. This is why we at Dibella decided from the outset to apply the latest version of the standard as the basis for our environmental management system which was certified on 26 February 2016," explains Ralf Hellmann. "This decision has paid off. We are able to identify and address ecological shortcomings more easily and thus additionally reinforce our commitment to sustainability."

Solid technical advice

Dibella is continuing to expand the textile and laundry process expertise available within the company.

Anyone who has known the textile service industry for a long time knows how much it is changing at the moment. Laundry processes are becoming increasingly complex, while at the same time greater attention is being paid to the durability of textiles and environmentally compatible textile care. In order to reconcile these requirements, an enormous amount of knowledge from the world of laundry technology and textiles is required. This is precisely what two new members of

the Dibella team are able to do: Martijn Witteveen, who is responsible for product development and technical customer advice, and Stefanie Leibold. A proven detergent expert and passionate saleswoman, she took over from Wilfried Schmidt in January 2019.

A PROFESSIONAL WITH TECHNICAL INSIGHT

Martijn Witteveen, a textile engineer by training, has been involved in the development of leasable contract

textiles for more than twentyfive years and has been contributing his unique expertise to Dibella since January 2019. He has varied responsibilities. Thus, he will be overseeing the development of new, industrially washable products and the optimisation of existing processes along the entire production chain. In addition, he advises and supports Dibella's local textile service customers. "The laundry industry has been experiencing the emergence of new processes for

years, but this has been accompanied by a retreat of detergent technicians. At the same time, the shortage of skilled workers in the industry is leading to a loss of expertise. These developments are forcing companies to cope with their washing problems on their own," says Martijn Witteveen, describing his observations. As an expert with a proven track record, he will be available to Dibella customers as a sparring partner in the future, providing them with technical support and advice. "Martijn is exactly the right person for this task," explains Managing Director Ralf Hellmann. "He knows the textile service and processes inside out and is also familiar with the emerging trends and their consequences."

MEANS AND WAYS OF DEALING WITH BONE-DRY LAUNDRY

Martijn Witteveen cites the increasing use of overdried textiles in the ironer as an example of his activities: "This is a direct consequence of the low temperatures used in laundering processes. They use warm water in the final rinsing stage, which means that the laundry dries more quickly in the ambient air, but particularly in the fabric storage bags under the ceiling, thus requiring less energy in the ironing process," the Netherlands native explains. "The ironing processes must be adapted in view of the faster drying characteristics. Otherwise, the product will be overdried, which in turn will lead to greater shrinkage, fibre damage, heightened lint formation and premature textile fatigue." During his consultations, he adjusts the processes and gives the laundries helpful tips – for example when all fabric qualities are ironed with a single

machine setting. "The life expectancy can be significantly extended by adapting the ironing program to each fabric. One could install a temperature sensor directly behind the delivery end of the last cylinder, for monitoring and adaptation", says Martijn Witteveen. "In this way the bed linen retains its dimensions, softness, durability and economic efficiency."

A TRAINED DETERGENT TECHNOLOGIST

With the addition of graduate engineer Stefanie Leibold at the beginning of the year, Dibella gained great expertise in detergent-specific issues. Taking over from Wilfried Schmidt as sales manager for southern Germany and Switzerland, she brings with her a wealth of chemical expertise combined with user expertise and knowledge of textile technology. She acquired her expertise in the detergent industry during and after her studies. However, her interest in this subject had been aroused far earlier as chemistry was one of her favourite subjects at school. "An internship that I completed while still at school with a producer of professional detergents for industrial applications confirmed my decision and drew my attention to the textile service industry," reports Stefanie Leibold. "That's why I knew from an early age what I wanted to study. She enrolled at Lippe University of Applied Sciences in Lemgo, where she studied "Technology of Cosmetics and Detergents". "While my fellow students later moved into the seemingly fancy cosmetics industry, I was fascinated by surfactants, washing processes and textiles to a far greater extent. I found it more exciting to explore possible factors influen-

cing the formation of creasing on sheets rather than developing formulations for anti-wrinkle creams. Especially since our professor impressed on us the guiding principle that there is only one effective anti-wrinkle drug that can truly help, namely putting on one kilo of weight a year."

FOCUS ON THE CUSTOMER

Professionally, Stefanie Leibold combined her interest in detergent technology with her other great passion, meeting and dealing with other people. After her first position in the sales department of a Swiss trading company, she returned in 2010 to the company where she had completed her internship, taking over the management of the textile analysis service laboratory and working as an assistant in that company's research and development department. She engaged in diverse activities ranging from damage analysis to the supervision of research projects and the adaptation of washing processes, which she tested at customers' sites under realistic conditions. However, she particularly enjoyed conducting washing technology seminars. "The opportunity of sharing experience directly with the textile service companies was a win-win situation for both sides. The deep insights that I gained into the industry allowed us to fine-tune the training and provide customers information with the information they needed." She has always greatly appreciated personal contacts, which is why she has returned to sales. At Dibella, she wants to go beyond sales to provide her customers with advice and practical support on questions relating to the preparation of the goods.

Our new experts

After studying textile technology at the Saxion University in Enschede, the Netherlands native went straight into the laundry industry. He earned his first spurs in the "Dry Laundry" – an umbrella organisation specialising in textile

Martijn Witteveen



leasing that has the textiles washed by partner companies. At the turn of the millennium, he switched to textile production in Denmark, where for almost twenty years he spearheaded the development of leasable contract textiles and their technical specifications. In January 2019, the prudent and friendly expert joined Dibella.

Stefanie Leibold



A holder of a degree in engineering, Stefanie Leibold studied the technology of cosmetics and detergents at the University of Applied Sciences Ostwestfalen-Lippe in Lemgo. Even during her education, she knew that she wanted to embark on a career in detergents and to this day she has not lost her interest in washing textiles. After working as product manager for a Swiss trading company in the "Surfactants & Hair Care" division, she joined a manufacturer of industrial detergents in 2010, where she became head of the textile analysis service laboratory. In January 2019, she returned to sales and is now employed at Dibella as sales manager for Southern Germany and Switzerland.

Great opportunity for specialists

Blanchisserie de Paris has been revolutionising the French lease service market since 2011.

France's centralistic structure is also reflected in textile service business, with a small number of groups supplying the "Grande Nation" with workwear and toiletries as well as textiles for hotels and restaurants. This gives small suppliers an opportunity of carving out a niche for themselves with a highly tailored range and customer-specific service.

Blanchisserie de Paris primarily sees textile service as a business in which the customer can demand the highest standard of quality.

Cyrill Coria has recognised this opportunity and successfully acted on it with great passion for detail. In 2011 he founded his leased linen service company "Lineo Service" in the Paris district of Ivry sur Seine to supply the capital's charming 4 and 5 star hotels and brasseries with bed linen, table linen and towels. Shortly afterwards he renamed his

company "Blanchisserie de Paris" and moved his laundry to Chilly Mazarin, south of Paris, due to the company's rapid growth. The enormous success that the company has had with its bespoke range of services is now also gradually pushing it to the limits of its capacity. For this reason, the owner is already thinking about a new building, which will be home to France's largest, most modern, and most environmentally friendly textile service 4.0 company.



Cyrill Coria founded Blanchisserie de Paris in 2011.

Blanchisserie des Paris supplies charming 4- and-5 star hotels and brasseries in France's metropolitan region with leased hotel textiles.

wash!: You're a relative newcomer to the laundry market. What was your motivation for entering this market?

Cyrill Coria: Paris is one of the world's top tourist destinations with a correspondingly large range of restaurants and a multitude of hotels, which all have a great need for textile supplies. At the same time, the smaller, family-run 4- and 5-star hotels and brasseries in particular shun standard linen and towelling, instead preferring selected organic textiles for their guests. Up until the beginning of the 2010s, these were not available in the form of a leasing service. This is where we saw our opportunity and this prompted us to enter the market.

wash!: Blanchisserie de Paris is growing at an incredible pace. What is the secret to your success over and above your range of organic-quality textiles?

Cyrill Coria: We primarily see textile service as an area in which a customer can demand the highest standard of quality. For this reason, we specialise in providing an optimum service and, as a medium-sized, dynamic company, are able to do this with great motivation. Our approach, which focuses on the customer and his requirements, has become well known in the Parisian restaurant and hotel scene.

Consequently, new hotel owners and brasserie chefs are always approaching us because they are looking for a quality-conscious and service-oriented partner for their textile supplies. The size of the market also benefits us.

wash!: What services do you offer your customers?

Cyrill Coria: Blanchisserie de Paris provides customers with services adapted to their specific needs. This includes a customer-specific textile range and bespoke and environmentally responsible processing. In addition, the linen and towelling are delivered during the night hours and in a delivery cycle agreed with the customer, which can be up to six times a week. In addition, we have set up an "emergency number", which every customer can dial if they have any problems or queries. But it doesn't stop there: We then get in touch with the customer to investigate each case.

wash!: A service tailored to the customer is costly.

Cyrill Coria: That's true. But our prices are competitive because we operate on a lower margin than large corporations. Besides, our cost structure is smaller: We have neither a head office nor sales employees, least of all shareholders. That's why we have competitive pri-

ces and can decide for ourselves what we offer, no matter how aggressive this may be.

wash!: Can Blanchisserie de Paris really get by without additional sales staff?

Cyrill Coria: Our high reputation is sufficient for developing business with new customers. Word has got around that customers can benefit from a win-win situation thanks to our competitive prices and the quality of our services. Consequently, customers from family-run, up-market hotels and brasserie chefs reach out to us of their own accord. Our plan to become the leading service provider for leased hotel textiles in the greater Paris area is gradually paying off.

wash!: The German and French textile service markets obey their own rules. What do you think the two countries can learn from each other?

Cyrill Coria: In France, we listen to our customers and develop flexible solutions for them. German rental service companies, on the other hand, follow a stringent line. On the other hand, they have a pronounced environmental awareness and an exemplary corporate culture. Both sides should be inspired by these principles to adopt a forward-looking, holistic approach.

Heavy load

Researchers have found out that weighted blankets work wonders for your well-being.

The plumeau and the quilt seem to be on the way out. Recent research has shown that they lack something that is required for a good night's sleep, namely weight, lots of weight. This is not an entirely new realisation, given that in the therapeutic field children and adults with sleep disorders, anxiety disorders or autism are treated with heavy duvets. According to the online portal Lifehack.org, the pressure relaxes the nervous system. This stimulates the production of serotonin, which brightens the mood. And over time, serotonin turns into melatonin, causing the body to sleep. But that is not all. Known as Deep Pressure Touch Stimulation (DPTS), this treatment can also alleviate

stress and help people who suffer from Alzheimer's, Restless Leg Syndrome or Tourette.

THE HEAVIER THE WEIGHTIER

Anyone talking about weight or gravity blankets is serious. They should weigh about 10 percent of your own body weight assuming standard dimensions of 135 x 200 cm. Oversized blankets (155 x 220 cm) weigh 2 kg more. In order to achieve the necessary (bed) weight, the blankets are filled with small plastic balls or glass beads. They are distributed over the blanket and sewn into different areas, so that they hug the entire body. As great a feeling as this may be, it remains to be hoped that hotels will not jump

| Recommendations for the selection of a weighted blanket | |
|---|----------------------|
| Body weight in kg | Blanket weight in kg |
| Approx. 13 – 18 | Approx. 2,3 |
| Approx. 18 – 31 | Approx. 3,2 |
| Approx. 31 - 41 | Approx. 4,5 |
| Approx. 41 – 68 | Approx. 6,8 |
| Approx. 68 – 91 | Approx. 9,1 |
| 91 + | Approx. 11,3 |

onto the new trend. Otherwise, housekeepers and laundry staff will need to have the strength of a body-builder!

Tracking your sleep

The "Sleep" sensor mat monitors the quality of sleep.

Smart functions have now also reached bed linen. The first few companies specialising in digital health

are developing sleep trackers. For example, they consist of a sleep sensor and a sleep sensor mat,

which is filled with air and placed under the mattress. From there, it automatically synchronises with the smartphone via WLAN (the system is compatible with the iOS and Android operating systems).

When you lie down, your digital sentinel starts monitoring your sleep, analysing the duration, depth and regularity of your sleep and even detecting snoring. The next morning you can review the quality of your sleep on the app.

Thanks to the sleep sensor mat, you can check the quality of your sleep on your smartphone the next morning.



Colour-stable eye-catcher for the hotel bed

In addition to plain hotel bed linen in a striped look, a smooth, satin-like style of linen is enjoying growing popularity in the industry - plain textiles are all the trend. Dibella now offers even more choice for all those who have found a taste for a discreet look. With its discreet structure and melange tones in fresh colours, "Skagen" is a highlight in the hotel room. It also offers ideal conditions for textile service thanks to the production method used:
1) The melange fabrics are particularly colour-stable as the colouring

is produced in the spinning mill through the addition of spinneret-dyed fibres. The result is a mixed fabric with a mottled effect that is less sensitive to "aging" and simplifies textile pool operations.
2) "Skagen" has a significantly lower price than comparable, fully dyed qualities. Made from a blend of 50 percent cotton and polyester, Skagen is available in blue, green and grey.
3) On request, "Skagen" can be provided with a "Made in Green" label.

This ensures that Dibella customers receive textiles tested for harmful substances in accordance with STANDARD 100 by OEKO-TEX and manufactured in sustainable, STeP-certified companies, i.e.

- ✓ environmentally conscious production facilities
- ✓ good working conditions and secure jobs

We will be happy to support you with targeted marketing measures aimed at your customers to accompany the product launch.



SKAGEN

- Plain-weave bed linen
- Melange look
- 50% polyester, 50% cotton
- Weight approx. 145 g/m²
- Colours: blue, green, grey

Preview

Published in autumn 2019, issue 2/2019 will be dedicated to "sustainable values – measurable results".

The following topics are planned for the next issue:

- Dibella private partnership project
- Dibella impact report
- Dibella's marketing department



Dibella b.v.
 Hamelandroute 90
 NL-7121 JC Aalten

Phone: +31 (0)543 477 684
 Mail: info@dibella.de

www.dibella.de