

wash!

Dibella's magazine | Issue 1/2018

Our terry assortment: performance right up to the guest

Our Netherlands team: at home with the customer

Our sewing unit: certified production



Foreword

Dear reader,

"A good feeling for textiles" is our motto. And so that you can feel this first hand, we add something extra to all our products each day with great verve. In doing so, we pursue the goal of offering an optimum combination of functionality and comfort. We want to give you durable and reliable quality meeting the requirements of the textile service. At the same time, we want to ensure that your customers and their own customers, namely the hotel guests, are suitably impressed by our textiles. We have achieved precisely this with our terry assortment, which is attracting growing demand and receiving very positive responses. Our customers repeatedly tell us that hotel guests appreciate Dibella's high-quality towels and bath robes.

This compliment gives us a good feeling. Our Netherlands department, on which we report in this issue, can tell the same story. Judith Heitkönig, Sabine Himmelberg and Christian Kleinpass receive a great deal of praise for their work. On top of this, customers occasionally even give them small culinary treats.

Our "Made in Green" ("MiG") labelled products are also proving to be a growth segment. The label for sustainably produced textiles has established itself in the market and is attracting growing customer awareness not least of all thanks to its listing in the guidelines for sustainable textile procurement issued by the German Federal Government. We have responded to growing demand on the part of our customers by obtaining SteP certification for our Czech sewing unit. Thanks to its geographic proximity, we are able to deliver at short notice.

One of our key hallmarks is the fact that we are never far away from our customers. We listen to you carefully and search for solutions to meet your requirements. This repeatedly yields products that are closely attuned to the needs of the textile service industry. It is also why we developed Treviso, our latest freshly designed MiG-labelled bed linen for the health care sector. With its colourful design, it is not only a real looker but also gives patients the comforting feeling of being in their own bed. We look forward to finding out what you think of it!

Sincerely,



Frank Neumann
Vice president and shareholder



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Laura Chaplin reveals the bed linen she designed for Dibella at the Heimtextil exhibition.



Dibella terry articles symbolise the good feeling with which a day begins and ends.



The Benelux team: Christian Kleinpass, Judith Heitkönig and Sabine Himmelberg

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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Smiling for better cotton

Dibella's exhibition season got off to a rousing start with a celebrity visit to its stand at Heimtextil.

Dibella and "Cotton made in Africa" (CmiA) have been working together very successfully since Heimtextil 2017. Within the space of only a single year, more than thirty tons of cotton from Sub-Sahara Africa have been processed to produce durable flat linen for textile service. Both partners see this favourable track record as being a reason for celebration. For this reason, they marked the first anniversary of their joint activities with a very special event at Heimtextil 2017: Laura Chaplin, CmiA's committed ambassador and an acknowledged artist, agreed to create an exclusive design for Dibella's sustainably produced bed linen. As she explained during the presentation of the bed



Laura Chaplin reveals the bed linen she designed for Dibella at Heimtextil.

linen, the design reflects elements of her trip to Uganda and is inspired by the nature, fauna and the joyfulness of the people who live there. Laura Chaplin, who like her grandfather Charlie Chaplin has made laughter her mission in life,

signed her "Smile by Laura Chapman" design at the Dibella fair stand on 10 January 2018. This is unlikely to be her last appearance as Dibella wants to continue its activities with the charismatic CmiA ambassador.

On the road to success in India

The Indian government wants to benefit from Dibella's commitment to sustainability.

Dibella has been initiating its own projects to promote ecological cotton farming in India for many years now. The projects offer the farmers

and their families assistance in their efforts to improve their living conditions. News of Dibella's successful activities has now also reached the ears of the Indian textiles minister Smriti Zubin Irani. At an exclusive meeting at Heimtextil, she asked Ralf Hellmann about his experience. Hellmann considers the

Frank Neumann and Ralf Hellmann meet the Indian textiles minister Smriti Zubin Irani and members of her entourage (from left).

greatest challenge to be posed by the transition from conventional cotton to non-genetically modified organic cotton: "The farmers experience difficulties during the three-year transitional period. They need financial support and broad-based education," he told the minister and her entourage. His ideas were well received: during the meeting, Smriti Zubin Irani initiated preliminary measures for making organic cotton farming more viable for a greater number of farmers.

Favourable response to the plus sign

The "Dibella+" services are being well received by customers.

In summer 2017, Dibella launched a new brand: known as "Dibella+", under which the company offers ten additional services to customers who buy the responsible range of linen. These include, for example, training to provide a greater insight into the world of sustainable sourcing of textiles. There is keen interest in these courses as textile service companies want to be armed with good arguments during negotiations with their hotel customers. True to the motto that "you need knowledge to raise awareness", Dibella's training covers all the main aspects of an ecological, ethical and economically viable supply chain. "The participants are eager to learn more about the factors that must be borne in mind for sustainable textile

production," says Ralf Hellmann, managing director of Dibella. "However, the comparison between ecologically and conventionally farmed cotton is particularly illuminating. And a true 'wow' effect arises whenever we pass around the cotton seeds."

ADDED EXPERIENCE

The contents of the training courses are by no means set in stone. On the contrary, they are based on what the "Dibella+" customer is seeking to achieve and are defined jointly. However, the focus is always on corporate responsibility. This also constitutes the core of the marketing advice, which forms a further element of "Dibella+". Here, customers are able to benefit from

Sustainable Concept
Dibella+

By purchasing Dibella+ textiles you are helping:

- ✓ to improve the living and working conditions of many people in the textile sector
- ✓ to protect health and the environment – in our own country and in the country of origin

By purchasing Dibella+ textiles you are getting:

- ✓ high-performance and sustainable textiles in every price range
- ✓ Dibella+ Premium Services to turn your sustainable textile concept into business cases

Dibella+ customers benefit from additional services providing a greater insight into the world of sustainable sourcing of textiles.



Customers are able to benefit from Dibella's many years of experience in sustainability projects through "Dibella+" marketing advice.

Dibella's many years of experience in sustainability projects. "Customers who use our sustainably produced bed linen seek to strengthen their commitment to corporate social responsibility," explains Ralf Hellmann. "We can help customers to achieve this by offering them our advice. Via the 'GoodTextiles Foundation', we have initiated various projects to improve the living conditions of Indian organic cotton farmers and their families. Each customer can participate in these or set up their own project. We provide support in either case." This offer is already bearing fruit, with the "GoodTextiles Foundation" to announce the first individual funding project by a textile service customer in the near future.

All sewn up

Unlocking value in textile service business with high-quality terry articles.

A textile service company must operate as efficiently as possible. All processes are harmonised and interlinked like the cogs of a mechanical clock. Even the slightest disruption can bring the entire system to a halt. "That's why our customers make such high demands of the textiles that we supply," explains Frank Neumann, shareholder and head of sales at Dibella. "The quality of the terry articles that we produce satisfy these requirements to a particular degree. Textile service customers insist on low linting of the towels, long dura-

bility and a perfect fit even after multiple washing. Hotel guests attach particular importance to soft fluffy towels. Dibella's terry assortment satisfies all of these requirements and meets the company's own high standards thanks to the ISO 9001-certified quality management in place at Dibella and its production partners.

COMBED COMPACT YARN

Dibella has adopted a comprehensive quality strategy to address the special needs of the textile service industry. This starts with the fibres

and yarns, which are derived solely from high-quality cotton. This cotton is first combed and then spun to form compact yarn. Produced using ring spinning technology, the yarn exhibits outstanding characteristics and offers the following advantages thanks to its use in the pile:

- low proportion of extraneous or short-fibre material
- low linting, small fibre loss
- low hairiness and greater stability
- particularly soft and fluffy to touch throughout the entire life cycle.
- good absorption already from the first wash



Dibella terry articles symbolise the good feeling with which a day begins and ends.

and the sizes. As in the laundry, the interplay of the individual processes is crucial for a "clean" result. Thus, all Dibella terry articles have hard-wearing durable double-stitch seams. All towels are tumbled, resulting in greater snag resistance and a soft touch.

ECONOMIC PERFORMANCE

One particular innovation offered by Dibella is the energy-saving Tokio terry towel with its mixed-fabric warp. The inclusion of polyester inside the towel ensures lower residual moisture, thus shortening drying times. As the pile and also the weft are made from pure cotton, the feel and look matches a terry towel made from 100% natural fibre. On request, Dibella is also able to insert RFID chips and customer labels in the terry articles.

TRIMMED FOR DURABILITY

A good yarn is not the only factor determining the quality of a terry

article. For this reason, Dibella also applies high quality standards to the weaving process, equipment

DIBELLA'S TERRY ASSORTMENT



Bath mat 100% cotton and two-ply terry



Bathrobe 100% cotton



Bath robe 60% polyester/40% cotton



The right dose

The hallmark of Dibella's range of linen is the right balance between durability, comfort and suitability for leasing. The secret to this success is the special 80/20 blend of fibres.



Dibella is committed to sustainable product design and carefully considers the appropriate blend.

The textile service industry is very demanding when it comes to user-friendly bed linen. It expects textiles to remain durable despite frequent laundering and, of course, use. It should retain its top form when laundered and ironed to achieve a smooth look. Fraying seams are taboo. Further crucial characteristics include a pleasantly soft feel allowing the guest to sleep comfortably. Ultimately, the linen must also exhibit good drying properties. These ensure a comfortable sleeping climate and are also crucial for energy-efficient laundering processes. "We address the manifold wishes for lease-friendly hotel linen by offering specially developed blends

comprising 80 percent cotton and 20 percent polyester," explains managing director Ralf Hellmann. "This blend provides an ideal combination meeting the necessary technical specifications while ensuring that the linen is pleasant on the skin."

THE PREFERRED CHOICE: COTTON

The secret to durable and soft linen quality is the use of long-staple cotton combined with brand-name polyester. Both ingredients are blended in equal portions for the weft yarn, while high-quality natural fibres only are used for the warp yarn. This trick produces a light yet tear-resistant fabric with low creasing in combination with high width

stability. "Above all else, however, it creates a unique cotton feel, which many hotel guests still prefer," Ralf Hellmann adds. In addition to the positive profile of characteristics, there is another reason why Dibella opts for a cotton-heavy blend and this has to do with its corporate philosophy. "Natural fibres are a renewable resource. In this respect, they differ from polyester, which is derived from oil, of which there are finite reserves. As we are committed to sustainable production, we consider the blend very carefully and use synthetic fibres only to an acceptable extent." The formula for far-sighted product design is proving its merits: Many textile service companies are fans of the 80/20 blends.



A special blend provides an ideal combination meeting the necessary technical specifications of the textile service industry while ensuring that the linen is pleasant on the skin.

A stitch in time for sustainable sewing

Textiles with the "Made in Green" label available at short notice.



The Czech stitching company Nelly complies with the extensive "Sustainable Textile Production (STeP) by Oeko-Tex" requirements.

The Czech stitching company Nelly has also been integrated in the system to offer customers swift and flexible deliveries of MiG articles. Owned by Dibella, the sewing company is certified in accordance with "Sustainable Textile Production (STeP) by Oeko-Tex" and thus permitted to attach the "Made in Green" label to its products.

A CLOSER LOOK BEHIND THE SCENES

In order to achieve this certification, Nelly had to demonstrate that it utilises environment-friendly technology, makes use of resources efficiently and provides ethical working conditions. A total of 300 questions in the areas of chemicals management, environmental footprint, environmental management, social responsibility, quality management and health and safety at work were audited by the Hohenstein Institute. Nelly was able to complete the extensive preliminary work within only six months to qualify for certification.

Since including "Made in Green" (MiG) textiles in its range, Dibella has been noting a substantial increase in demand for articles featuring this label. More and more customers want to make sure that the articles that they use satisfy the Hohenstein criteria for ethical and ecological production. The "Made in Green" label stands for

- materials tested for hazardous substances in accordance with STANDARD 100 by OEKO-TEX® and
- environmentally compatible production facilities and good working conditions that are certified in accordance with "Sustainable Textile Production (STeP) by OEKO-TEX®".

Advantages for textile service companies

On request, Dibella Stitching attaches the customer's own "Made in Green" labels into the linen. The "MADE IN GREEN by OEKO-TEX®" label tells the hotel guest that the textiles bearing the label come from sustainable production. At the same time, the customer is able to credibly communicate to the hotel guest its commitment to sustainability.

Thanks to a unique product ID (e.g. M1FNWBT75), it is possible to track the textile delivery chain transparently. Try it out for yourself at www.madeingreen.com.



Introducing the Benelux team

Dibella has traditionally always had close ties with the Benelux countries.

Dibella maintains long-standing and intensive relations with its neighbours in the Netherlands. For this reason alone, nearly everyone in the company speaks at least a little Dutch. However, for the Benelux team, Dutch is definitely the second language. Judith Heitkönig, Sabine Himmelberg and Christian Kleinpass all grew up in the region around the German-Dutch border, specifically in Bocholt-Suderwick. As this community does not have any kindergarten of its own, all three went to the kindergarten on the other side of the German-Dutch border. As a result, they all grew up in a Dutch-speaking environment. At the same time, they experienced and came to appreciate the menta-

lity of the people. This is why they enjoy looking after the Dutch market so much.

Thus, one particularly nice characteristic of the Dutch – namely their humour – repeatedly generates high spirits during work. In talks with customers, jokes are sometimes told, causing much merriment on the part of the team. The openness of the people on the other side of the German border also makes working with them pleasant and uncomplicated. As hierarchies tend to be flat in the Netherlands, a casual approach is often taken.

PLEASANT RELATIONS

At the same time, employees on the lower levels are also able to make

decisions in the Netherlands. "Our customers' mentality also influences the way we approach our work," says Christian Kleinpass. With Dibella for almost 18 years, he is responsible for sales in the Benelux countries. "Our customers are not solely fixated on me but turn to all of us as a team whenever they need something. So it's up to each of us to solve the problem. This approach calls for a great deal of flexibility with some orders – say, when a delivery is to be sent to the Dutch Antilles. In such cases, the Benelux team also make sure that the goods reach their distant Caribbean destination. The expression of thanks for so much dedication is not long in coming and has a typically Dutch touch to it. When he visits the Dibella head office, one Dutch customer, for example, always brings liquorice "dropjes" for the team, while another one sends a typical colourful Dutch cream cake.

RESPONSIBLE FOR NEAR AND FAR

These close relations have developed over time and go a long way to explaining why the three-strong team have been with Dibella for such a long time. Christian Kleinpass is appreciated by his customers for his excellent knowledge of textiles. They also like his reliability. Whenever he is needed, he visits customers promptly thanks to the

short distances involved. "Some customers laugh at how punctual I am because they see this as a typical German character trait." On the other hand, that is the very thing they appreciate in us: Dibella is a conscientious partner committed to providing the best possible service. Sabine Himmelberg has been on the Benelux team since

2011 and handles internal customer sales. Many of the Dutch and Belgian customers only know her voice or have only seen her picture on the website or the calendar. However, if necessary, she is always happy to join Christian Kleinpass on his customer visits. The third member of the team, Judith Heitkönig, has been with Dibella for ten years. She is

also in internal sales but has reduced her working hours since the birth of her two daughters. Internal sales include everything from A to Z such as the drafting and accepting offers, recording incoming orders, monitoring transportation and ensuring punctual delivery together with customer service of course.

Dibella's Benelux team

Sabine Himmelberg



Personal details

Date of birth: 26 April 1981
Marital status: in a relationship
Place of residence: Bocholt

My "favourites"

Places: anywhere provided it's warm
Hobbies: swimming, cinema, eating out, going out with friends
Food: meat with side dishes
Movies/series: Bands of Brothers, Dirty Dancing
Music: anything that makes a lot of noise
Football club: I'm on the fence
On my desk: my lucky charm: Ganesha the elephant god

I like ...

... spending time with friends and family
... delicious food
... shopping

My motto

When nothing goes right – go left

What makes working at Dibella so special?

- good atmosphere
- good working hours
- the ability to work independently
- flat hierarchy

Christian Kleinpass



Personal details

Date of birth: 17 September 1970
Marital status: in a relationship
Place of residence: Bocholt-Suderwick

My "favourites"

Places: my patio/garden
Hobbies: football, cycling, reading, gardening
Food: fillet of beef
Movies/series: police procedurals
Music: rock/pop
Football club: the great FC Schalke 04
On my desk: my coffee mug

I like ...

... going on holidays in both the winter and the summer
... spending time with my friends
... punctuality, honesty

My motto

It's the journey, not the destination

What makes working at Dibella so special?

- pleasant colleagues and a great atmosphere
- flexible, dynamic, innovative and sustainable

Judith Heitkönig



Personal details

Date of birth: 16 September 1983
Marital status: married, 2 children
Place of residence: Bocholt

My "favourites"

Places: my home
Hobbies: reading, meeting friends
Food: spaghetti bolognese
Movies/series: –
Music: rock/pop
Football club: Schalke 04
On my desk: Post-its are indispensable/coffee

I like ...

... spending time with my family
... Orderliness
... sleeping in (which I manage only rarely)

My motto

The best things in life are not the ones you get for money

What makes working at Dibella so special?

- great atmosphere
- flexible employer
- the ability to work independently
- sustainable activity



Christian Kleinpass, Judith Heitkönig and Sabine Himmelberg (from left) have close ties with the Netherlands.

Headed for the future

Even the longest journey begins with a first step. Nedlin is taking in.

In the tri-country corner, where the borders of the Netherlands, Belgium and Germany converge, is where you will find Nedlin. Originally established in 1952 as a coin-operated laundry, the company has long since evolved into a leading textile service provider in the Netherlands. The owner-managed company addresses three target groups from two locations: the premises in Elsloo are home to the laundry operations for hotel linen, while a further wing handles textiles and uniforms for clinics. The Hoensbroek facility, which is located just under twenty kilometres away, is responsible for professional clothing, primarily for industrial customers. The two owners of Nedlin, Stef and Luuk de Win, consider these three

pillars to offer a viable business model for the present and the future. It shields them from economic fluctuations, which differ in intensity from industry to industry. Yet, the company is not completely immune to all uncertainties despite this forward-looking approach. One such uncertainty for the plant in Elsloo arose when the terror attacks occurred in Brussels on 22 March 2016, as Luuk de Win remembers.

wash!: What impact did the terror attacks in Brussels have on your hotel linen business?

Luuk de Win: The Brussels hospitality sector is one of our most important customer groups in Belgium. Overnight stays dropped massively after the attacks. Literally from one

day to the next, hotels no longer required any linen. And in such a situation, this means that there is no business for a laundry. This is the worst-case scenario but, fortunately, also the exception. As a general rule, fluctuations in guest numbers are a normal phenomenon in the hospitality industry. This has prompted us to develop a personnel deployment plan to react flexibly to such situations. We also applied this system in the period after the terror attacks. Fortunately, the situation in Brussels has returned to normal.

wash!: Do you also supply other regions with hotel linen?

Luuk de Win: We are active in a radius of 250 kilometres around Maastricht. Our hotel customers are located in the metropolitan re-



Christian Kleinpass (center) has been looking after Nedlin for many years and maintains good relations with Luuk (right) and Stef den Win (left).

gions of Belgium as well as in the German state of North Rhine-Westphalia. We have been achieving steady growth there for years thanks to ongoing constructions by the hotel chains. In fact, this has partially made up for the declines in Brussels.

The hotel linen with which Nedlin supplies hotel chains, holiday parks and business hotels meet the precise specifications of the individual hotels and are procured and laundered in accordance with the customers' specific instructions. Thus, for example, Dibella supplies bed linen from pure cotton, a blend of 80% cotton and 20% polyester as well as a 50:50 blend in different designs. By contrast, Nedlin services hospitals from a pool. As uniform specifications apply in the Netherlands for hospital textiles, there is little variation within the range. However,

changes are afoot in the sourcing criteria as the Dutch health care sector is focusing more closely on sustainability aspects. These are already a firm part of Nedlin's business strategy for the future. Thus, the company regularly modernises its operations. In 2012, the building in Elsloo and the hospital laundry machinery were completely replaced. The hotel laundry followed suit two years later.

wash!: What do you think are the most important tasks for preparing your company for the future.

Luuk de Win: Innovations and investments. We need both to improve the environmental footprint of our processes and to continuously enhance our systems and also our service for our customers. We are investing our profits back into the company to achieve this goal. Our staff should not be forgotten, either.

They play an important role in all our operations and particularly in our external communications. Each of our customers has their own personal contact partner within our company who addresses their specific concerns. Our service drivers also form an important link with our customers as they are responsible for making sure that the linen is delivered within the agreed time period. We keep our promises with a punctuality rate of 99.8 percent.

wash!: The advantages that you offer your customers speak for themselves. Nedlin is growing steadily. What contribution do the textiles make in this respect?

Luuk de Win: Consistent quality matching our needs is of enormous importance for us. That's why we have been working with Dibella for so many years. The team know our industry and are familiar with the requirements that we make of textiles and meet them with a consistently high level of quality. At the same time, Dibella is very flexible when it comes to fulfilling special regional requirements. For instance, there are considerable differences in bed linen depending on what side of the River Rhine you are on. Thus, hotels in the Netherlands and Belgium require double covers which can be inserted under the mattress. German hotels do not like these sorts of covers as they prefer single covers with hotel closing. Dibella is able to meet our requirements with respect to different finishes and also designs quickly and flexibly. These characteristics form key values for our company. That's why we see Dibella not so much in terms of a customer-supplier relationship but as a partnership.



Nedlin offers cross-border textile service for the hospitality industry. Its delivery area stretches from Brussels to the German Ruhr region.

Information in real-time

“WhatsApp” is everyone’s favourite messenger service. In Germany alone, 55 percent (ARD/ZDF online study conducted in 2017) use the practical communications tool for smart phones. Di-



bella is now also using the app. At the beginning of the year, it commenced a test phase and set up a dedicated mobile telephone number for short messaging. Customers and suppliers can contact Dibella via WhatsApp on 0031-6-13048846 for urgent matters.

The system proved its merits within the space of a few weeks. More and more customers use their smart-phone when time is short and they need quick information. They have found that they can rely on receiving a swift and appropriate reply free of any advertising.

Did you know that ...

■ ■ ■ Dibella will be exhibiting at Salon Equip'Hotel for the third consecutive time. The international trade show for hospitality and catering professionals will be taking place from 11 to 15 November 2018 in Paris. Dibella will be represented by a large team comprising Ralf Hellmann, Simon Bartholomes and

Jennifer Nietsch as well as our French team members Eric Lesage, Christophe Lepage and Sarah Perret. You will be able to find us in Hall 4, Stand F142.

Dibella will be at Salon Equip'Hotel for the third consecutive time in autumn 2018.



■ ■ ■ Dibella has had its own sales office in France for ten years? It is managed by Eric Lesage and Christophe Lepage, who have been leading the Dibella France team very success-

fully. They have both been with Dibella France from the outset, contributing their long-standing specialist and industry expertise. They were also responsible for introdu-

cing the “Nordic bed” concept to the French hospitality industry, encouraging many hotels to replace the sheet and blanket system with bed covers. However, the French have different requirements with respect to linen types and sizes compared with Northern Europe. This prompted Dibella to design and stock a separate high-quality collection for the country of “savoir vivre”. Customers really love this service! Business in France now accounts for more than ten percent of Dibella’s total revenues.

Eric Lesage (left) and Christophe Lepage have made Dibella France very successful with their commitment to customers and good ideas.



Like sleeping in your own bed

At Dibella, we incorporate the wishes expressed by our customers when we develop new textile qualities for lease business. Most recently, we have implemented the design requirements of textile service companies serving the health care sector. They were looking for bed linen with a fresh design to spruce up hospital wards and residents’ rooms. With its modern double-face look, our Treviso range offers two delightful new features aimed at giving patients and residents the feeling of laying in their own bed.

The front features two attractive, colour-stable printed designs and a uni designed back in fashionable colours. Thanks to the particularly resilient ring-spun yarns made from 60 percent cotton and 40 percent polyester, the bed linen has a pleasant feel on the skin and dries quickly. This ensures pleasant sleeping comfort even in heated rooms. In particular, the Treviso sets boast high durability, good prices and “Made in Green” label.

TREVISO FLORAL



- Top: plain weave fabric with a floral print motif
- Bottom: uni designed plain weave in blue, green or grey
- 60% cotton, 40% polyester
- Weight 135 g/m²

TREVISO DIAMANT



- Top: plain weave fabric with a graphic print motif
- Bottom: uni designed plain weave in blue, green or grey
- 60% cotton, 40% polyester
- Weight 135 g/m²

Preview

Issue 2/2018 will be published in autumn 2018 and reporting on our efforts to ensure satisfied customers.

Focus on the customer – the following topics are planned for the next issue:

- Professional quality management
- Customer requirements and solutions for textile service
- Expansion of Dibella sales
- Trip to India by the board of trustees of the GoodTextiles Foundation



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