



DIBELLA
LONGLIFE TEXTILES

Wash!

- The Dibella-Newsletter

Issue 1/2023

Dear readers,

We decided to develop sustainable products many years ago. We started with our first GOTS certified organic cotton bed linen. But shortly after we introduced „Breeze“ - the name of the collection at the time - we realised that this could only be the beginning of the journey towards responsible textile production. In 2011, we promptly obtained additional Fairtrade certification and decided to buy our cotton directly from the small-holder farmers of the ChetnaOrganics cooperative in India.

In the meantime, our sustainable fibre range has grown to a considerable size and includes recycled polyester, TENCEL™, TENCEL™ x REFIBRA™ or Cotton made in Africa, further ecologically and socially compatible alternatives to conventional cotton and polyester.

We have also transferred the transparency in the value chain to our conventional ranges. We are therefore steadily increasing the use of Cotton made in Africa cotton.

In addition, we encourage our suppliers to be certified according to the Sustainable Textile Production Standard (STeP) and the EU Ecolabel. These ensure environmentally friendly manufacturing processes, socially acceptable working conditions, the use of safe chemicals in the production process and sound wastewater management. This can be seen on the Oekotex Made in Green label on almost all Dibella products or optionally the EU Eco Flower. With our new supply chain video we

prove it and take you on an exciting journey through a complex GOTS/Fairtrade production chain.

My responsibilities as a buyer at Dibella include regular visits to our suppliers and my own internal audits of the production sites. I am surrounded by a team of great and highly competent people, from clerks to textile engineers and quality managers, who support me, have my back. But they also criticise me directly when I overshoot the mark. By far the most exciting current development is the new Supply Chain Liability Act of the German government and the EU. It stipulates direct liability for companies with 3,000 or more employees and, from 2024, even 1,000 or more employees for the purchase of questionable products, including textiles. Many companies in the EU are not yet aware of this! It is good that Dibella, as a pioneer, already fulfils all the legal requirements for the entire product range or even exceeds them in some cases, I can announce that with some pride!

As you can see - Dibella takes its corporate and social responsibility seriously, as a great challenge that can also be fun! In the current issue you can read about the tasks we are currently concentrating on. I hope you enjoy it.

Simon Bartholomes





Market & Branch



Supply chain video The journey of our organic Fairtrade cotton from the field to the finished hotel linen is long. We have now documented the process in a short explanatory video. The journey begins in India with the farmers' families and ends in a highly modern textile service company specialising in the rental of hotel linen..

[to the video](#)

Trade fair presentation Dibella presented itself for the first time at the CSI Miami at the beginning of June. The CSI - Cruise Ship Interiors is the leading trade fair for the American cruise industry. For Dibella it was the first contact with the American market.

[read more](#)



Assortment & products



Circularity In the near future, used textiles will serve as raw material for new textiles. For years, Dibella has been involved in various projects for the reuse and recycling of the bound resources. With each project, the partners make progress - and thus fulfil what is already enshrined in law in France and Sweden: extended producer responsibility. [read more](#)

Product catalogues Our product catalogues are now available purely digitally in five languages (DE/EN/FR/NL/PL). Download the catalogues ... [... here](#)



Acting sustainable



News from the GoodTextiles Foundation Drinking water is a rarity in some village communities in sub-Saharan Africa. In such places, the GoodTextiles Foundation and the Aid by Trade Foundation (holder of the CmiA standard) are committed to building wells and training people in the hygienic and economical use of the precious water. [read more](#)



Textile knowledge



LkSG Have you already gone through with the Supply Chain Sourcing Obligations Act (LkSG)? It stands for more transparency in textile supply chains and applies, for example, to textile supply in hospital groups and large hotel chains. Thanks to object qualities that bear the government's Green Button seal, you can get straight to the finish line. [read more](#)



Team news



Our sales team has received a high-calibre addition. **Dirk Ladenberger**, formerly Managing Director at Damino, has been supporting Dibella since 1.1.2023. Growth, for the second: With **Marvin Groß-Hardt**, we have further support in the sales field service. Marvin has been looking after DE and export customers since 1.5. 2023. And thirdly, **Sandra Konst** joined the Dibella sales team on 1.7. 🌊 Job cycling at Dibella 12 colleagues are now taking advantage of this offer and switching from car to bike. By the end of June, more than 10,000 km had been cycled, twice as many as last year! 🌊



Outlook



And the first half of 2023 is already history. We hope you have made it through the year in good health so far. A lot has happened here. In addition to new colleagues and new articles, the topics of digitalisation and circularity are our main concerns. 🌊 And - fresh at the time of going to press: Dibella is now also certified according to the Green Button 2.0! More information on this in the next issue. 🌊 We continue to welcome your suggestions and comments on any other topics that concern you!

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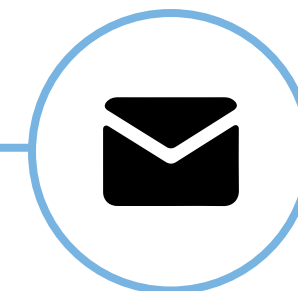
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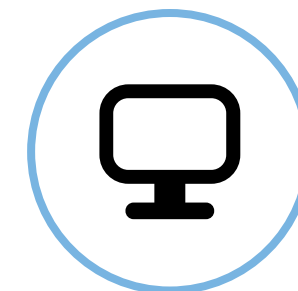
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