

# ORGANICS IN NEW TEXTILE SERIES STRENGTHENS GULDSMEDEN BRAND

**The Global Organic Textile Standard (GOTS) plays an important role in Beirholm's textiles for hotels offering sustainable choices**

Guldsmeden Hotels, which was established in 1999, is a hotel chain with a strong brand, and today has hotels in Denmark, Norway, Iceland and Germany.

Sustainability is at the heart of the Guldsmeden brand, and all its hotels are Green Globe-certified. An industry-leading 360-degree-management system ensures that all daily operations support the goal of sustainability:

From the food served in its restaurants to the choice of materials used in each room, where guests are welcomed by freshly made beds, gleaming bathrooms and organic textiles.

## **Innovative textile solutions**

These choices are the result of a targeted procurement policy, which consistently favours suppliers with organic and/or Fairtrade products. Beirholms Væverier A/S meets these requirements and, in close collaboration with Guldsmeden and Berendsen laundries, has developed a new range of GOTS-certified organic cotton textiles for the hotel chain:

"Initially we received towels in a new design," says Sandra Plesner Weinert, who runs and co-owns Guldsmeden Hotels.

"The choice fell on a known textile quality to which we added a dash of creativity. The conventional cotton was replaced with organic, giving us the sustainable products which the market demands. Subsequently, we've chosen sheets and other bedlinen made from organic cotton, and here the bedlinen is of a quality and design with a herringbone weave that we want at Guldsmeden.

"Sustainability is also a question of durability, and the BeirTex yarns play an important role. Here, the organic cotton is spun around a core of polyester that makes our new textile series extra hard-wearing."

## **Strong product strategy facilitates the design work**

To complete the sustainable textile range at Guldsmeden Hotels, a terrycloth bath mat made from organic and Fairtrade cotton has also been developed; this will be supplied to the hotels at the beginning of 2019:

"Fairtrade is a relatively new certification, and we can also supply products that comply with the Fairtrade standards," explains Susanne Andersen from Beirholm.



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“And everything has been developed in close cooperation with Guldsmeden and Berendsen to ensure the most sustainable solutions.

“Here, it means a lot that Berendsen, as a laundry, has a strong product strategy with known and proven textile fabrics, which for years have proved their worth in laundry operations. Thus, it has been a straightforward process creating the new designs with good results. So Berendsen can quickly service Guldsmeden, which has equipped its hotels with the textiles they want.”



#### **GOTS-certified producers**

“GOTS cotton is part of the extensive selection of sustainable textiles that we can supply,” says Susanne Andersen.

The Global Organic Textile Standard was established in 2006. It is a labelling scheme for organic textiles, and covers the entire chain from harvesting the raw materials and environmentally and socially responsible production to the finished product.

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