

Beirholm's innovative and sustainable BeirTex[®] Q784B bed linen for the hotel industry receives German Sustainability Award nomination



Together with a strong group of peers, Beirholm - with the innovative BeirTex[®] Q784B bed linen concept for the hotel industry - has been nominated for the German Sustainability Award in the Design category.

Wake up to a better tomorrow. That is the promise of Beirholm's innovative BeirTex[®] Q784B bed linen.

Today more than ever, hotel guests demand a comfortable and conscious sleep. Likewise, hotels compete to offer their guests a unique brand experience. Simultaneously, Beirholm's laundry partners, who supply the hotels and their guests, demand durable, laundry-efficient, and sustainably produced bed linen.

The BeirTex[®] Q784B bed linen concept is the merging of those needs with the addition of Beirholm's own mission to actively contribute to mitigating climate change, to ensure social- and environmental responsibility in the supply chain as well as to support the transition to the circular economy in the hotel industry.

The innovative BeirTex® Q784B bed linen offers revolutionary durability, a light-weight construction, and a sustainable raw materials blend of FairTrade Organic cotton, virgin polyester and 20 recycled PET bottles. Consequently, the BeirTex® Q784B bed linen reduces CO2e emissions by up to more than 70% over its entire lifecycle compared to the average hotel bed linen in the industry.

With its Grüner Knopf, Oeko-Tex® Made in Green, and FairTrade certifications, the supply chain lives up to some of the strictest environmental- and social standards - from the cotton farmer and all the way to the finished bed linen.

It is woven in an exclusive, breathable and soft satin binding quality, which is available in 13 unique designs enabling our laundry partners to cover 13 individual hotel needs while minimizing stop-and-go processing.

The BeirTex® Q784B bed linen is designed to be upcycle-ready at the end of its usable life enabling it to be turned into fashionable tote bags for shopping purposes.

“This week, the IPCC just delivered its most dreadful warning about climate change to date urging governments, companies and consumers to take urgent action. Simultaneously, we see climate change and supply chain legislation rapidly starting to take effect across the EU. Perhaps now, more than ever, it is time to opt for the sustainable alternative. With the BeirTex® Q784B bed linen, Beirholm and its partners are making a strong contribution to today’s most pressing challenges within our industry. Join us and let’s wake up to a better tomorrow.” – Andreas Beirholm

About the German Sustainability Award:

The German Sustainability Award is the “most coveted award of its kind. According to a recent study by the University of Hohenheim on the importance of sustainability and environmental competitions in Germany, the GSA is both the best-known and most coveted award in this field (ranking first in each case). There are currently around 200 competitions with a focus on sustainability.”

Source: Deutscher Nachhaltigkeitspreis website, University of Hohenheim, Dr. Beate Gebhardt, 2017

To see the list of nominees, [click here](#).