

## Beirholm and Green Key enter cooperation agreement

Beirholm and Green Key enter cooperation agreement to increase focus on the use of sustainable textiles in the hospitality industry



The Danish family-owned company, Beirholm, is the leading supplier of industrial textiles to the rental laundries in Europe – an industry that supplies most of the European hospitality industry. For more than 150 years, the company’s trendy, Scandinavian textile designs have brought joy and life to Europe’s hotels and their guests.

Today, Beirholm’s innovative and durable BeirTex<sup>®</sup> textiles are engineered to offer the quality, comfort and CO<sub>2</sub>e-savings desired by hotel guests while ensuring the laundry a high return on investment. And through the company’s holistic approach to sustainability, the BeirTex<sup>®</sup> textiles live up to some of the strictest social and environmental standards. For instance, the BeirTex<sup>®</sup> textiles are certified according to EU Ecolabel, Green Button, Oeko-Tex<sup>®</sup> Made in Green and Oeko-Tex<sup>®</sup> 100 standards. Combined with the company’s support of The Better Cotton Initiative, their BeirTex<sup>®</sup> textiles are sustainable from the cotton farm and all the way to the hotel room.

And don’t just take their word for it! Recently, Beirholm’s innovative BeirTex<sup>®</sup> bed linen was nominated for the German Sustainability Award (GSA). The bed linen offers revolutionary durability, a light-weight construction, and a sustainable raw materials blend of Fairtrade organic cotton, virgin- and recycled polyester generated from 20 recycled PET bottles. Consequently, the BeirTex<sup>®</sup> bed linen reduces CO<sub>2</sub>-

equivalent emissions by up to more than 70% over its entire lifecycle compared to the average hotel bed linen in the industry.

The linen is woven in an exclusive, breathable, and soft satin binding quality, which is available in 13 unique designs and can be upcycled at the end of its usable life.

The goal of the cooperation between Beirholm and Green Key is to increase focus on the use of sustainable textiles in the hospitality industry. With Beirholm's knowledge of sustainable textiles and Green Key's 3.200 members committed to making an impact, the cooperation seeks to make the hospitality industry even greener.

To watch a brief introduction to Beirholm, [click here](#).



Andreas Beirholm, Business Development Manager at Beirholm, says: "Beirholm develops sustainable and climate friendly performance textiles for the hospitality industry. This makes us a great match with the efforts done by Green Key. We are looking forward to the cooperation and to support the continued greening of the hospitality industry."

Finn Bolding Thomsen, Green Key International Director, adds: "In our new Green Key criteria taking effect from 2022, we have increased the focus on sustainability through the use of environmentally friendly products, the reduction in use of resources and the recycling of material after use. Beirholm has these components well incorporated in their business structure, so we are happy to have Beirholm as a corporate partner supporting the industry."



### About Green Key:

Green Key is eligible for hotels and various other categories within the hospitality industry. Currently, there are 3000+ awarded establishments in over 60 countries around the world.

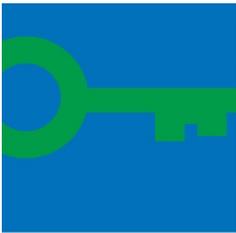
The Green Key award is based on compliance with a strict set of internationally recognised criteria. The criteria cover the main environmental/sustainability areas within the establishments, and there is also focus on information and engagement of staff and guests.

To obtain Green Key, all establishments must complete an application form, there are regular on-site audits, and the award is always independently verified. The award must be renewed annually.

Green Key is managed by the Foundation for Environmental Education and its national member organisations. It is recognised by various UN organisations and international hotel chains, and the programme has a collaboration with a range of corporate, institutional and NGO partners.

Green Key is very happy to enter a partnership with Beirholm. In Green Key's new criteria taking effect from 2022, there is an increasing focus on the use of environmentally friendly products, the reduction in use of resources and the recycling of material after use. Beirholm has these components well incorporated in their business structure.

There is more information about Green Key on <https://www.greenkey.global/>.



**Green Key**