

Beirholm's innovative and sustainable BeirTex® bed linen qualifies as a finalist in the run-up for the German Sustainability Award



We are proud to announce that Beirholm has advanced as a finalist in the run-up for the 2021 German Sustainability Award in the category Design.

“To be recognized for the hard work and extensive research and development of the next generation of BeirTex® textiles and have it acknowledged as a holistically sustainable solution by Germany’s most prestigious sustainability award is nothing less than an exceptional achievement. It gives us a unique opportunity to provide our laundry partners with sustainable performance textiles that can further advance the sustainable agenda in the hotel industry.” – Andreas Beirholm

The jury of the German Sustainability Award evaluated the BeirTex® Q784 bed linen as follows:

“The robust BeirTex® Q784 hotel bed linen, produced for the German market, promises a significantly longer service life in daily hotel use than many conventional products, without guests having to compromise on feel, appearance and breathability. In addition to Fairtrade organic cotton and newly produced polyester fibers, part of the carefully thought-out, holistic brand and product philosophy is the fact, that for the bed linen produced in Pakistan the yarn from 20 recycled PET bottles is also processed per linen. With its BeirTex® Q784 hotel bed linen, manufacturer Beirholms Væverier not only offers an exceptionally high-quality and modern-looking product that meets even the highest

demands, but also assumes a high degree of social and ecological responsibility by adhering to high standards along the entire value chain.”

Beirholm is honored to be amongst the finalists in the run-up for one of Europe’s greatest and most prestigious sustainability awards. The winners will be announced on December 2nd. Stay tuned!

About the BeirTex® Q784B bed linen:

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

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.

INCLUDES:

- 40% FAIRTRADE ORGANIC COTTON
- 20 RECYCLED PET BOTTLES
- UP TO 70% LESS CO₂e EMISSIONS
- MADE BY A FAIR SUPPLY CHAIN
- CAN LAST MORE THAN 300 LAUNDRY CYCLES

WAKE UP.
TO A BETTER TOMORROW.

Beirholm
Context Engineered Textiles

BeirTex®

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 finalists, [click here](#).