

Changing trends in sleep **comfort**



Pure nature in bed
Inspired by Nature

 **bamboo**
Your natural mattress ticking



My advantage...

Ecological product

Not only is the bamboo we use 100% biological, its production process is also free from substances that could damage the environment.



Fresh fragrance

Mattress ticking that improves sleep comfort with anti-odour properties which remain effective for the whole lifespan of the mattress.



Buying trigger

With its unique qualities, Bamboo mattress ticking ranks as a 'best buy' product that will impress your customers.



Brand supported

DesleeClama has protected the Bamboo brand name in order to safeguard its qualities into the future - name awareness that serves to build your business too.



Anti-fungal

Mattress ticking that is naturally anti-fungal helps to prevent health problems.

The consumer advantage

Bamboo, for an energetic start after a sound night's sleep

Bamboo yarn is made from 100% bamboo pulp fibre that, as a totally biodegradable and sustainable natural product, is fast becoming the most eco-friendly material of the 21st century. Once harvested, the bamboo is ground to a pulp from which silky soft threads are spun ...

The technology available to make high quality yarns and fabrics from bamboo is still relatively in its infancy. But there's no doubt that bamboo will enjoy an incredible future in the textile sector. Bamboo possesses a uniquely natural property that prevents and resists infestation by fungi and harmful bacteria. As a natural material with high breathability and ventilation, Bamboo fabric has an excellent cooling and refreshing quality.

Ticking with holes?

Bamboo fibres have a highly absorbent mesh-like structure; the microscopic gaps in the bamboo fibre ensure that bamboo fabric always feels cool and fresh. They also prevent the cloth from sticking to the skin in warm weather - a form of natural 'air-conditioning', if you will. This micro-structure also gives Bamboo ticking its suppleness, and silky and luxurious feel.

Bamboo is an intriguing and amazing material: it is strong enough to build houses with, it provides food for man and animals, and the silky soft yarn that is spun from it has many very remarkable qualities.

Added value

> More comfort, better sleep

DesleeClama uses bamboo yarn in mattress ticking because of its high level of hygroscopicity and excellent permeability. Thanks to its unique properties, bamboo keeps us cool in the summer and snug in the winter.

> Good news for people with allergies

One of Bamboo's main benefits is its inherent anti-bacterial properties. It is well known that bamboo flourishes in nature without the help of pesticides or chemicals. A constant antibiosis in bamboo and bamboo yarn yields a unique resistance to pests, bacteria and fungi. This makes Bamboo the ideal material for mattress ticking for people with allergies. Bamboo's anti-bacterial and fungicidal components also serve as a natural deodorant. This ensures that Bamboo mattress ticking always smells as fresh as new.

> A seductive look and feel

The soft and luxurious feel of Bamboo ensures maximum sleep comfort - no one likes to sleep on a hard and unyielding mattress. Bamboo is also stronger than any other fabric of its kind, even stronger than viscose.

> A side effect of well-being

Interesting too is that bamboo yarn generates minus ions. These can have an extremely positive effect on our blood circulation. We all know that an optimum circulation greatly improves our quality of life and feeling of well-being, relieves fatigue and stimulates the metabolism.



The undisputed benefits of bamboo as raw material

Bamboo is a wholly sustainable raw material, totally biodegradable and thereby not in any way harmful to the environment.

Among its many environmental benefits, we must also include erosion control, watershed protection, soil remediation and environmental greening. Because bamboo grows so amazingly quickly, it is used in some countries as building material instead of wood. This is because if you plant trees for wood, it takes 15 to 20 years before it is ready for use. With bamboo, you can start harvesting the thickest stalks. The younger shoots are left so that they can provide later harvests. The old bamboo roots remain alive and keep the fertile soil in place, preventing it from being washed away. Bamboo is also a very economical crop. It only needs sunlight to grow; no fertilisers or pesticides are required.



Brochure 8p.



Swingtag

Marketing tools

DesleeClama has developed a range of tools to support your sales and marketing efforts for this product. Swing tags to attach to each mattress to deliver your marketing message, brochures to explain to the end user the benefits of our mattress ticking, ...