

Changing trends in sleep **comfort**

Sleep tight ...

(don't let the bed bugs bite)

Total protection from insects





My benefits



The consumer advantage

Bug free sleep, deep sleep
the benefits of Bed Bug Protection in mattress ticking

No one likes the thought of sharing their bed with an unwanted house guest, let alone a voracious and highly prolific parasite like a bed bug. Not only do they engorge themselves on human blood and increase in size three-fold in the process, they leave painful and swollen sores that can sometimes lead to nasty infections. And once they have made your bed or furniture their home, they are almost impossible to find and eradicate.

Bed Bug Protection prevents bed bug infestations by acting as a total insect barrier and repellent. Once treated with Bed Bug Protection, the mattress ticking resists all insect penetration and nesting, including bed bugs and dust mites, and maintains an insect free zone within the immediate sleeping environment. Bed Bug Protection offers a lasting, all-in-one and environment-friendly solution for insect free sleep – a deep, uninterrupted and wholly restorative sleep.

After the wide-scale use of DDT and other pesticides several decades ago, bed bugs were thought to have been assigned to history. Today, with increased international travel and tourism, the bed bug is back, and with a vengeance. The common bed bug, the *Cimex lectularius* feeds on human blood and is easily brought into the house via clothing, luggage, or other travel items, and sometimes via old furniture (it can survive up to a year without feeding). Under favourable conditions, in the warm and humid surroundings of the sleeping area, the female bed bugs can lay several eggs a day, producing three or more generations a year. Bed bugs surface during the early hours of the morning to feed up to five times a night. They inject an anti-coagulant chemical and anaesthetic into the bloodstream that prevent the blood from clotting and allow them to feed unnoticed until they are fully engorged. Most people then suffer some form of skin reaction or allergy in the area surrounding the bite, causing itchiness and swelling. When scratched, these sores can become infected and even cause scarring.

Scientific tests by several independent test centres have found Bed Bug Protection to provide an effective protection from bed bugs, dust mites and other insects, and to be safe to humans for use in the sleeping environment. Your customers can sleep with complete peace of mind, secure in the knowledge that Bed Bug Protection is keeping their beds and bedroom safe from sleep interrupting bugs.

Added values

> Business-critical protection

Understandably, bed bugs are particularly feared in the hotel, tourism, healthcare and social care sectors where there is a high risk of infestation spread. Nothing could be more harmful to a business' reputation than the finding of a bed bug or its bite by a visitor or patient. DesleeClara mattress ticking treated with Bed Bug Protection avoids the risk of new infestations and eradicates any existing ones within minutes of being introduced into the sleeping environment. Bed Bug Protection is thereby proving invaluable in protecting accommodation and care providers from this potentially business-crippling insect.

> All-round protection

Bed Bug Protection is unique in its comprehensive protection against a wide variety of insects including bed bugs. Also, by keeping the sleeping environment free from crawling, biting and irritating insects, Bed Bug Protection ensures a deep and restful sleep that is vital in restoring energy levels and revitalising body and soul.

> Safe to man and the environment

Bed Bug Protection has been scientifically tested and found to be safe for use in the sleeping environment and for human contact. Bed Bug Protection is the best available technology to combat bed bugs.

> Lasting effectiveness

Even after repeated mattress cleaning, Bed Bug Protection retains all its protective qualities and continues to do so throughout the lifespan of the mattress.



Brand supported
Bed Bug Protection already enjoys worldwide brand recognition as a highly effective insect repellent treatment for mattress ticking - added value that will greatly impress your customers too.

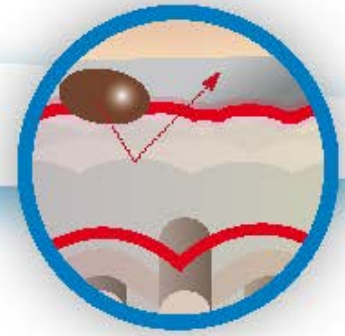


Allround
Bed Bug Protection can be applied to almost all mattress ticking fabrics in the DesleeClara range with equal effectiveness.



Anti Bed Bug
In addition to providing specific fail-proof protection from bed bugs, dust mites and other insects, Bed Bug Protection renders mattress ticking totally resistant to bacteria and fungi to ensure an insect free sleeping environment.





Bed bugs were once a common public health pest worldwide. In the 20th century their numbers declined steadily, mainly because of greatly improved hygiene. However, recently bed bugs have undergone a dramatic resurgence, this is due to the increasing mobility and their ability to survive for long periods in highly variable circumstances.

How can you identify them?

Bed bugs are wingless insects that can grow up to half a centimetre long. When they bite they inject saliva that acts as a local anaesthetic and slows down blood coagulation. They are rust brown in colour and as in most bloodsucking insects their colour darkens after a blood meal. During the day they hide behind loose wallpaper, in nooks and crannies, under carpets etc., which makes them very difficult to spot. Specks of blood on the bedclothes and in the sleeping environment may reveal their presence. Exnet is the ideal product to eradicate them and prevent new infestations.



Brochure 8p.



Swingtag

Marketing tools

DesleeTextiles 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 fabric, ...