

Changing trends in sleep **comfort**



Heavenly sleep on organic cotton
Inspired by Nature

 organic**cotton**



My advantage...



The consumer advantage

Organic Cotton
the benefits of organic cotton in mattress ticking in mattress ticking

The demand for pure and honest materials is ever growing. This is why DesleeClama has introduced organically cultivated cotton as a raw material into its extensive range of mattress ticking. This mattress ticking is called Organic Cotton because it is made from 100% organically grown cotton fibre.

Socially and ecologically consistent

The organic cultivation methods by no means detract from the natural qualities of cotton. This cotton is just as soft, strong and voluminous. Cotton breathes and is breathtakingly soft. One could ask that since we don't eat or drink cotton, why make so much fuss about how it is produced? But the answer is simple: the ever more knowledgeable consumer is insisting on a more consistent approach to social responsibility and environmental management. As people see their children becoming increasingly sensitive to environmental factors, being able to raise them in clean surroundings becomes an ever more critical issue.

Sleep in fresh cotton

Organic cotton is therefore very much in demand for the production of mattress ticking, household linen and clothing. It's such a comfort knowing you'll not be sleeping on pesticides.



Added value

> Environment friendly

The use of organically cultivated cotton is on the rise as never before. We know that in conventional cotton production, generally far too many pesticides are used. This is often due to the ignorance of local farmers. It is a fact that these pesticides pollute the groundwater and soil, and are dangerous to humans and animals alike.

> Social benefit

Organic Cotton is a mattress ticking made from organically cultivated cotton. The fluffy cotton balls that spring from the opened seed cases of the cotton plant come to full ripeness on a 'controlled diet'. Instead of being sprayed with traditional pesticides, they are pampered with a mixture of organic fertiliser, ground tea tree seeds and soap. The farmer no longer has to invest in fertilisers; he can source more than enough from his own land. His family is healthier, they need less medication... so organic cotton is definitely the future.

> Peace of mind

You can sleep with peace of mind on organically grown cotton. It's the perfect way to make your contribution to a cleaner environment. Cotton's intrinsic qualities are fully safeguarded in organic farming so that its natural softness and comfort are ensured. Organic cotton is an ideal raw material for a pure and eco-friendly product. Organic Cotton mattress ticking fulfils all our expectations of a natural fibre. Its pureness and softness, its eco-friendliness in processing, its anti-allergenic and anti-irritation qualities, ...

> Ambitious and positive

Cotton accounts for about half of the world's textile production. Organically grown cotton will undoubtedly play a leading role worldwide in tackling the negative social impact and environmental issues involved with cotton production. The demand for bio-cotton only started to show significant growth as from the year 2000. In order to underpin this trend, it is important that we increase our use of organic cotton; an opportunity for companies to join in as frontrunners in a promising future. Only by increasing worldwide demand, can the production of organic cotton continue to expand and have a greater impact on production capacity.



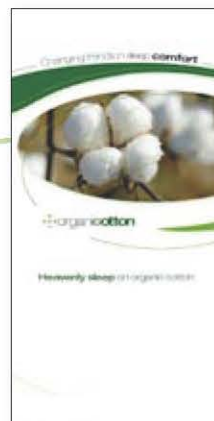
Organically cultivated cotton = eco-friendly product

Certification by the Skal Institute:
The organic cotton used by DesleeClama is certified by the umbrella inspection organisation, Skal, which inspects each and every delivery before giving it a certification number. This guarantees a 100% organic product.

Why do we limit our use of Organic Cotton to just certain cotton products? Because up to now, the market has been too small and production capacity too limited. This is why the role of organic cotton needs to be underlined: organic cotton helps to improve health and the environment. Not only for the farmers and producers, but also for the consumers. A forward-looking approach is the key to success. As a visionary business and guardian of our ecological future.



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, ...