

wash!

Dibella's magazine | Issue 2/2019

Government textile seal introduced

Dibella awarded the "Green Button"

Let deeds speak for themselves!

Two experts for sustainable success

Broadening the value horizon

Support project showing great impact in Pakistan



DIBELLA
LONGLIFE TEXTILES

Foreword

Dear Reader,

Since the last edition of wash! in spring 2019, there has been a consistent flow of positive changes for our company. During the official introduction of the “Green Button” by Dr. Gerd Müller, the German Federal Minister of Development on 9 September, we were awarded this government seal of approval for sustainably produced textiles. This important certification gives us a unique competitive differentiator because only Dibella’s flat linen is currently allowed to carry a label featuring the “Green Button”.

“The ‘Green Button’ is a competitive differentiator for both us and our customers”

The seal of approval for textiles produced in accordance with socially and ecologically responsible methods is linked to the promise of more sustainable sourcing strategies, including the area of public procurement. This promise was kept shortly afterwards when we received our first order for “Green Button” textiles: on the occasion of the opening ceremony of a newly built wing of the University Hospital of Schleswig-Holstein in Lübeck on 8 November, our bed linen celebrated its debut in the presence of 3,500 guests!

For many years, we have been looking closely at management systems, product certification and environmental and social standards, initiating our own sustainability projects. At the middle of the year, we pooled these many activities within a CSR management function for the first time. This newly created function was entrusted to an employee who is passionate about “ecofairness”. She will continue to expand our range of services for and with our Dibella+ customers.

There are also new developments in marketing, where our new communications designer has already left her mark: wash! has been relaunched, receiving a fresher, lighter look featuring our new, modern corporate design while retaining the usual high quality of its contents. We have also introduced a new section of the magazine for you: on the “Expert tip” page, specialists from our company will be providing you with valuable information for your daily work. Our textile service specialist Martijn Witteveen has started the ball rolling by getting to the bottom of the phenomenon of towel grey-ing. We’re sure you’ll be interested to find out what he has to say!



I hope you enjoy reading,

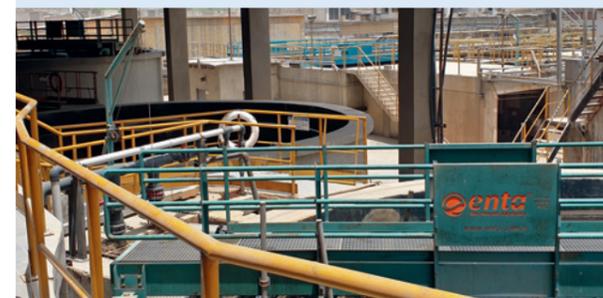
Ralf Hellmann
Managing Director Dibella



5 Dibella employees Thomas Schlütter and Gonda Ridder have already obtained a “JobRad” bicycle.



8 As one of the first members, Dibella was awarded the new government seal. Ralf Hellmann (centre) accepted the award from Minister Dr. Gerd Müller (right).



12 Dibella’s Pakistani towelling manufacturer has installed a modern water recovery system following the completion of the develoPPP project.

Contents

- 1 **Our cover picture**
The “Green Button” is a government seal of approval for sustainably produced textiles
- 2 **Foreword**
- 4 **Dibella news**
Passing on the baton in the internal sales department
- 5 Getting to work on the company bicycle
For we know what we are doing
- 6 Port logistics live
- 7 **Trends & innovations**
Great convenience for little work | Jersey fitted sheets from Dibella
- 8 **Cover story**
The first government textile seal launched | Dibella awarded the “Green Button”
- 10 **Dibella inside**
Let deeds speak for themselves! | Two dedicated experts are Dibella’s mouthpiece for sustainable business success
- 12 **Out and about**
Broadening the value horizon | a develoPPP project initiated by Dibella is achieving great success in Pakistan
- 14 **Expert tip**
50 Shades of Grey | Martijn Witteveen provides useful tips
- 15 **Wait a moment**
A place at the pool
The intelligent laundry warning system

Statutory details

wash! is Dibella’s magazine covering a wide range of different matters of interest to textile service companies relating to flat linen for contract business.

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Passing on the baton in the internal sales department

Lars Bollmann is taking over from Sophia Langfeld, who has decided to move out into the big wide world.

Since November 2015, Sophia Langfeld has been on hand whenever customers have had any questions about their orders, expressed special delivery requests or sought other support. A state-certified business economist specialising in logistics, wholesale and foreign trade, she was always there to assist “her” customers. Now the youngest member of the export team has other plans. Born in Bocholt and eager to explore the big wide world, she embarked on a one-year backpacking trip to Latin America on 27 October 2019. Her first port of call is Cuba, which she fell in love with on her first trip to the Caribbean island in 2018. Now she

wants to get to know the country and its people even better and at the same time improve her knowledge of Spanish. She does not yet know which countries will follow. However, she knows from her many years of experience that she will have to expect the unforeseen during her journey: “Flexibility is the order of the day.” But she has plenty of practice in this, having demonstrated this capability at Dibella for almost four years.

A knowledgeable textiles expert

Lars Bollmann is the “new” member of the internal sales team. He joined Dibella on 1 September 2019 to ensure a seamless change of personnel for customers and is perfectly qualified for his new duties, after training as an industrial business assistant at Gerhard van Clewe, a local textile finishing company. At Dibella he is now dealing with a completely new and interesting product range. He loves his job: “I really wanted to stay in the textiles world and work in an open and friendly atmosphere. Dibella offers both,

giving young people like me the opportunity of serving customers with a high degree of individual responsibility.” This area isn’t entirely new for him: after completing his traineeship in the sales department for sun protection textiles, he was offered a permanent employment contract. This means that he has practical experience in solving customers’ problems.

The return of a familiar face

The internal sales team has been additionally strengthened from its own number with Claire Chanboursa. A sales representative who has been working for Dibella since July 2012, she has recently returned from maternity leave and will now be supporting the “other” side of sales on a part-time basis. She will be devoting the rest of her time to her two twin girls, who turn two years old in November.



Lars Bollmann (centre) is taking over from Sophia Langfeld, who has decided to pursue new challenges in the big wide world. Claire Chanboursa (right) has returned from maternity leave and is supporting the internal sales team.

Getting to work on the company bicycle

Kilometres covered by Dibella employees who cycle to work

Year	Distance covered by cycling to work
2018	8.891 km
2017	7.511 km
2016	5.083 km



Dibella employees Thomas Schlütter and Gonda Ridder have already obtained a “JobRad” bicycle.

Employees who wish to cycle to work can lease a “JobRad” bicycle via Dibella if they wish to.

For many years, Dibella has been committed to reducing its carbon footprint. One aspect of this entails encouraging the use of environmentally friendly means of transport. And with great success, as can be seen from the fact that the distance covered has increased by about 1,500 km each year. Now Dibella has created a new incentive to break the 10,000 km mark, by teaming up with JobRad (Freiburg) to offer every employee an opportunity to lease a company bicycle. Two cycling enthusiasts have already made use of the offer, ordering their own personal company bicycle including comprehensive insurance cover and a mobility guarantee from an affiliated dealer. Now they are setting a good example and pedalling hard for the environment, their fitness and a new distance record.

For we know what we are doing

How does fairtrade organic cotton affect the living and working conditions of farmers in India? Dibella’s “impact study” offers some answers.

“Since the introduction of the first range of sustainably produced linen almost ten years ago, we have developed into one of the world’s largest buyers of organic fairtrade cotton. Now we wanted to find out more about the positive effects that our sourcing activities have on the living conditions of the Indian smallholders,” explains Dibella’s Managing Director Ralf Hellmann. To this end, the company enlisted the support of the Chetna Cooperative, with which it has been working for a long time and which collected essential facts from the affiliated organic fairtrade cotton farms over a period of two years. This data was evaluated in the light of living and working conditions such as demographics, housing situation and level of education. “We then compared this data with the data pertaining to our procurement volume in the 2017/2018 harvest season to gain an accurate impression of the effects of our company’s activities. The results have now been published in our “impact study”. It is one of the first of its kind anywhere in the world and will by no means be the last for our company. By updating this data, we want to show our customers that our Dibella+ range has a lasting positive influence right from the very beginning of the textile supply chain.”



The “impact study” can be downloaded from Dibella’s website at www.dibella.de/news-download.

Port logistics live

A team of employees from different departments at Dibella went on a tour of Rotterdam Port with logistics partners.

A container with textiles for Dibella arrives at the port almost every week – together with 86,530 others! At the same time, roughly the same amount is loaded for shipping to destinations all over the world. Dibella's logistics partner Hamacher has to keep track of this almost endless volume of freight, which is handled at Europe's largest seaport. The consignments arriving from Asia are often tied to important delivery dates that must be adhered to. For this reason, customs clearance and transportation of the containers to the inland waterways that bring the goods to Hengelo have to be executed quickly. In order to better understand the complex logistical processes involved, a twelve-strong team from Dibella embarked on a tour of Rotterdam Port on 29 June 2019. They were accompanied by representatives of Hamacher and Dibella's second logistics partner CTT, which is responsible for ensuring that the containers find their way to Hengelo from Rotterdam via inland waterways.

Awe-inspiring experiences

The tour was led by Piet, a humorous Dutchman who got on the bus in a good mood despite the heat. He has spent his entire life between docks, cranes and pontoons and knows every corner of Rotterdam Port. The group could not have wished for a better companion! During a one-and-a-half-hour tour through the customs port and other parts of the port, he described



The simulators at the Maasvlakte 2 - Future Land Information Centre were another highlight for the group, providing an excellent overview of the complex system in place at Europe's largest seaport.

the processes at the port and explained the routes taken by the containers. He quoted awe-inspiring figures and also had some interesting tales to tell. In short, he described in great precision the enormously interlocked processes of the port, arousing his listeners' interest with his explanations. This was followed by a visit to the Maasvlakte 2 – Future Land information centre, which is also located at Rotterdam Port. This information centre uses simulators and game consoles to simulate all the port processes in the form of virtual reality, allowing the participants to gain an additional understanding of what is going on. By sitting in the operator's seat of a crane, you can gain an excellent overview of the complex system in place at Europe's largest seaport.

Rotterdam Port

Cargo ships at the 20 landing bridges of Rotterdam Port, carry Dibella textiles from Asia to Europe among other things.



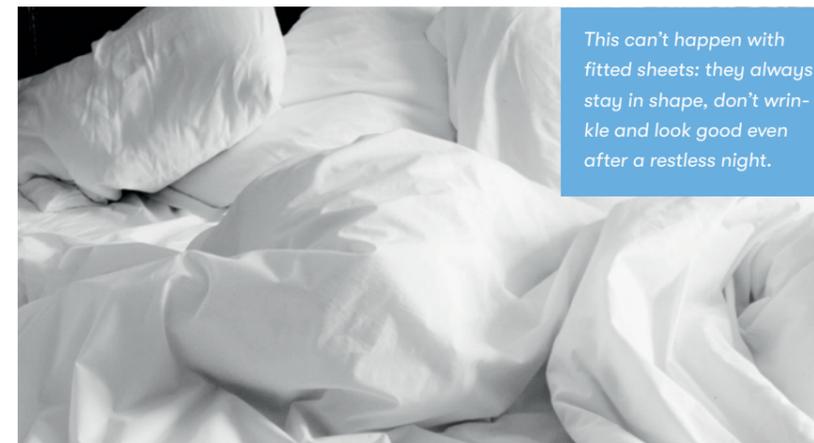
Data (2018)

- Port area:** 12,713 ha, including land of 7,903 ha and water of 4,810 ha
- Total length of the port:** 42 km
- Maritime landing bridges:** 20
- Landing bridges:** 105
- Pontoons:** 106
- Employees (2017):** 121,800
- Inbound containers:** 4,499,591
- Outbound containers:** 4,136,191
- Ships handled:** 29,476
- Inland waterway ships handled:** 107,000
- Goods handled (incl. containers):** 469 million tons

Source: Havenbedrijf Rotterdam: FACTS & FIGURES. A WEALTH OF INFORMATION. MAKE IT HAPPEN, Rotterdam 2018

Great convenience for little work

Jersey fitted sheets from Dibella simplify processes for textile service companies and their customers.



This can't happen with fitted sheets: they always stay in shape, don't wrinkle and look good even after a restless night.

When a bed needs to be made quickly, jersey fitted sheets make the work so much easier. The elastic textile is pulled over the mattress in a few simple steps and then lies on top as if freshly ironed. Smoothing is superfluous because the knitted fabric does not crease. This still applies after the bed has been used: even after a restless night, the bed looks exactly as it did on the first day. So it is little wonder that the practical mattress covers are very popular in the healthcare sector and in large parts of the hotel industry – especially in guesthouses, hostels, youth hostels and 2 to 3-star hotels.

Fitted sheets for every bed

With its sophisticated fitted sheet design, Dibella offers the right solutions for uncomplicated bed coverings. The range suitable for leasing extends from versions for the smaller mattresses widely used in

hospitals to king-size beds for the hotel industry with a web height of up to 35 cm.

Balanced new products for the hotel industry

Recently, three new products have been added to the range. The light "Braga" ideally matches the dimensions of mattresses in the health sector, offering reliable quality at an entry-level price thanks to the durable fibre mix.

"Atlanta" is a fitted sheet made of single jersey, whose web heights also accommodate box spring beds. The combed cotton/polyester yarns give the sheets high durability, a pleasant feel and good climate properties. In short, "Atlanta" provides optimum sleeping comfort at a good price.

Special surface construction

"Lagos" is a top-line article for hotels. The cotton content is located on the top side of the fitted sheet, thus ensuring an excellent sleeping climate. The polyester underside and a special surface structure prevent thread breaks, running meshes and the resultant frequent formation of smaller holes. This also gives "Lagos" outstanding pilling resistance and good folding properties, which facilitate handling by textile service and house-keeping considerably.

Dibella fitted sheets

Item name	Description
Atlanta NEW	50% cotton/50% polyester, 155 g/m ² , single jersey
Braga NEW	50% cotton/50% polyester, 150 g/m ² , single jersey
Lagos NEW	70% cotton/30% polyester, 155 g/m ² , plated, upper side cotton, backside polyester
Almada	50% cotton/50% polyester, 155 g/m ² , single jersey
Lissabon 155	50% cotton/50% polyester, 155 g/m ² , single jersey with elastic fine rib
Lissabon 190	50% cotton/50% polyester, 190 g/m ² , single jersey with elastic fine rib
Porto	50% cotton/50% polyester, 195 g/m ² , single jersey

The first government textile seal launched

Dibella has been awarded the “Green Button” on the occasion of the introduction of a government seal for sustainably produced textiles in Germany.

In 2013, the Rana Plaza catastrophe marked the beginning of a unique measure taken by the German government. After the collapse of the factory in Bangladesh killing more than a thousand sewers, the German Minister for Economic Cooperation and Deve-

Acknowledged product seal for the “Green Button”

GOTS
Fairtrade Textile Production
Made in Green
IVN Naturtextil
SAI 8000
FairWearFoundation
Cradle to Cradle
Bluesign

lopment, Dr. Gerd Müller, saw urgent need for action: in October 2014, he launched the “The Partnership for Sustainable Textiles”, an initiative to improve social and ecological conditions in global textile production. He called for support from businesses, associations, trade

unions, non-governmental and standard organisations. As Dibella was already committed to sustainably produced flat linen Managing Director Ralf Hellmann was in no doubt as to his involvement in the “The Partnership for Sustainable Textiles”. Accordingly, Dibella has been a member for the outset. “We see the initiative as an opportunity for defining serious social and environmental criteria and for developing an acknowledged seal of social responsibility. We don’t want ‘greenwashing’ to have any chance in the future,” says Ralf Hellmann. In the autumn of 2019, this sustainability seal finally saw the light of day, with the “Green Button” officially presented by Minister Gerd Müller on 9 September 2019. Dibella is the first company operating in flat linen to receive this important award.

A holistic approach

Dibella was audited on the basis of a comprehensive catalogue of criteria before being awarded the

seal. This not only takes account of the products but also the company as a whole, as the “Green Button” takes a holistic approach. For textiles, the government seal defines 26 social and ecological requirements that serve to protect people and nature. With its GOTS and “Made in Green” certification, Dibella has long exceeded these criteria. The “Green Button” requirements have been provisionally laid down for the making-up and finishing steps along the production chain, with further production stages to follow. The use of hazardous chemicals, for example, is banned. Limits have been defined for waste water together with specifications

Basic principles of the ILO and OECD

- Freedom of association and the right to collective bargaining
- Elimination of forced labour
- Abolition of child labour
- Ban on discrimination in employment and jobs

April
2013

Collapse of the Rana Plaza factory building in Bangladesh; over 1,000 killed and 2,500 injured

October
2014

The Partnership for Sustainable Textiles initiated by Development Minister Dr. Gerd Müller

April
2015

First meeting of the The Partnership for Sustainable Textiles with industry representatives

July
2017

129 members submit concrete action plans

Begin-
ning of
2018

Members pursue social and environmental goals

Early
Sept.
2019

“Green Button” officially presented on 9 September



As one of the first members, Dibella was awarded the new government seal. Ralf Hellmann (centre) accepted the award from Minister Dr. Gerd Müller (right).

for testing fibres for harmful substances and for reducing air pollution. The materials used must be biodegradable. The social criteria are based on the guiding principles of the United Nations for business and human rights and the recommendations of the Organisation for Economic Cooperation and Development (OECD) for the textile sector. All aspects must be documented. However, since documenting each individual criterion is complex, the “Green Button” recognises legitimate product labels, several of which Dibella already holds.

Sustainable procurement made easy

During a compulsory company audit, Dibella was able to prove that a holistic approach to sustainability in both word and deed is firmly anchored in its corporate philosophy. This is supported by the sustainability reports that have been published and updated since 2012 and the anti-corruption business principles. On top of this, the many projects initiated by the company in India and the recently published impact study on the living conditions of Indian organic fairtrade cotton farmers also provide impressive

examples of Dibella’s commitment to social responsibility. “As complex and time-consuming as the audit was, we are all the more pleased that we were awarded this seal during the official presentation of the ‘Green Button,’” reports Ralf Hellmann. “This independent, government-awarded seal will also benefit public institutions that are required to procure sustainably produced articles from 2020 onwards. No matter whether it’s responsibly produced textiles for the hotel industry and hospitality industries or for healthcare, Dibella has the appropriate products with the ‘Green Button’.”

Let deeds speak for themselves!

Two dedicated experts are Dibella's mouthpiece for sustainable business success.

Dibella has made a name for itself far beyond the textile service industry with its sustainable product policy. With Michaela Gnass as CSR Manager (CSR = corporate social responsibility) and Silke Brüggemann as Marketing Manager, the company will systematically be continuing its strategy and further honing its profile.

A decade ago, Dibella laid the foundation stone for textiles that are produced with great environmental awareness and social responsibility. "Since then, we've been working hard to understand the conditions faced by the farmers who grow our certified organic fairtrade cotton. Our holistic approach has shaped our sustainable corporate governance with which we are playing a pioneering

role in our industry. The installation of a quality and environmental management system in 2016 additionally strengthened our commitment and numerous social and ecological projects have been implemented in the intervening period of time," explains Michaela Gnass. "At the same time, we are committed to obtaining important sustainability certifications for our products. I was very happy to accept the newly created position of CSR Manager to oversee and coordinate all these activities."

Sustainability as a personal calling

A qualified textile technology specialist, she dedicates all her resources to each and every project – an important reason why Dibella's sustainability management is in good

hands with her. Her high level of personal commitment was further strengthened in the winter of 2018 when she went back to the origins of organic cotton during the Dibella business trip. The personal contact with the organic cotton farmers and their families left a deep impression on her: "Companies are responsible for the products they place on the market. Every product manufactured is directly linked to people and the environment. This especially applies to the production of our textiles. The ecofair Dibella products improve the living and working conditions of the people in the producing countries. I saw this for myself in India. I would like to share our experience of responsible action with our customers and other interested parties – and advance it."



Michaela Gnass

Michaela Gnass was deeply impressed by her trip to India where she was able to observe the origins of organic cotton.

Michaela Gnass has been working in the international textile industry for over thirty years. Her career began with an apprenticeship as a wholesale and foreign trade office assistant, followed by further training as a textile technician. After further years of work, she continued her education by embarking on part-time studies to become a state-certified business economist. She then held positions in textile purchasing for the Far East/Asia and in international sales and marketing. After joining Dibella at the end of 2015, she initially worked in purchasing. A short time later she assumed responsibility for developing Dibella's sustainability marketing and has been in charge of the company's CSR department since spring 2019.



Silke Brüggemann (left) and Michaela Gnass are committed to sustainability at Dibella.

Committed to optimum understanding

Michaela Gnass' appointment as CSR Manager coincided with the recruitment of a new Marketing Manager, with Silke Brüggemann assuming this position in March 2019. Born in Dortmund, she is responsible for all communications inside and outside the company. A graduate in communication design, she handles corporate media and press relations, organises trade fair activities and develops

marketing measures to support the Dibella sales team and customers.

New brand identity for Dibella

In order to enhance brand management, she has initiated a cautious "refreshment" of Dibella's face to the market. Starting with the logo, all forms of communication are to be overhauled and given a new look step by step. In addition to the new website, this can already be seen in this first edition of wash! in the new layout. In order to provide custo-

mers and other interested parties with the best possible access to the company's latest news, she also manages Dibella's social media presence, via which she shares relevant information with the company network.

A meaningful mission

Silke Brüggemann greatly enjoys the diversity of her duties. But she is particularly enthusiastic about Dibella's dedication to sustainability, which gives her daily activities real "meaning" for the first time. "I am fascinated by the passion with which the company acts on and implements its social and ecological responsibility. Dibella's commitment to sustainability sets it very strongly apart in the textile industry, where it has already set high standards. But although a lot has already been achieved in this area, this is just the beginning. In order to come to terms with the broad range of tasks, we at Dibella are therefore working together towards this goal. In marketing, I do my part to convince people of the benefits of a fairer textile world. I'm particularly looking forward to this year's business trip to India, which will be taking place immediately after this edition of wash! goes to press.

Born in Dortmund, Silke Brüggemann remained loyal to her hometown during her studies, studying communications design at the local university of applied sciences. Her subsequent professional career led her to various industries and fields of work. She has worked in agencies, commerce and industry, where she has acquired extensive know-how in the fields of communications, marketing and press relations over a period of around 25 years. In March 2019 she was appointed Marketing Manager at Dibella.

Silke Brüggemann

After her visit to India, Silke Brüggemann has brought home new food for thought in the interests of even more responsible consumer behaviour.



Broadening the value horizon

A develoPPP funding project initiated by Dibella is having a major impact in Pakistan.

Sustainably produced textiles arise when all companies involved in the production process act with a sense of responsibility. For this reason, Dibella only works with long-term partners that observe high social and ecological standards in their operations and comply with the company's code of conduct. In addition, the majority of manufacturers are able to translate Dibella's product strategy into sustainably produced, high-quality textiles suitable for leasing. This year, the circle of ambitious producers has widened once again. Thanks to a develoPPP project at Dibella's Pakistani towelling producer, the underlying conditions for people and

the environment have been optimised to such an extent that the company has been able to obtain STeP certification. develoPPP is an initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ) that provides financial and technical support for private sector development projects in emerging markets.

Need for improvement identified

"Despite the above-average standards applied by all our production partners, there is still room for improvement when it comes to sustainable activity. A few years ago, we identified such scope for optimisation on the part of our partner in

STeP is a holistic analysis of all sustainability factors

- Chemicals management
- Environmental performance
- Environmental management
- Social responsibility
- Quality management
- Health protection and occupational safety

Karachi. We also saw a need for improvements in the areas of health and safety. For example, chemicals were not being stored as well as they could have been and personal protective equipment was not being used consistently enough," report Ma-

naging Director Ralf Hellmann and Purchasing Manager Simon Bartholomes. "Although the company had already defined various ecological and social measures, it had not implemented them systematically. However, because we also wanted to source sustainably produced towelling products from this partner, we turned to the Federal Ministry for Economic Cooperation and Development (BMZ) for assistance."

Encouraging results

Together with the company in Karachi and consulting partner Hessnatur Stiftung, Dibella developed a project plan defining far-reaching goals for the sustainable development of the fully integrated textile production operations. The main cornerstones of the sustainability strategy that was developed included the adoption of ecological and social standards, the definition of key performance indicators (KPIs) for all stages along the production chain as well as rules and targets for the use of sustainable materials. Launched in 2017, the project was successfully completed



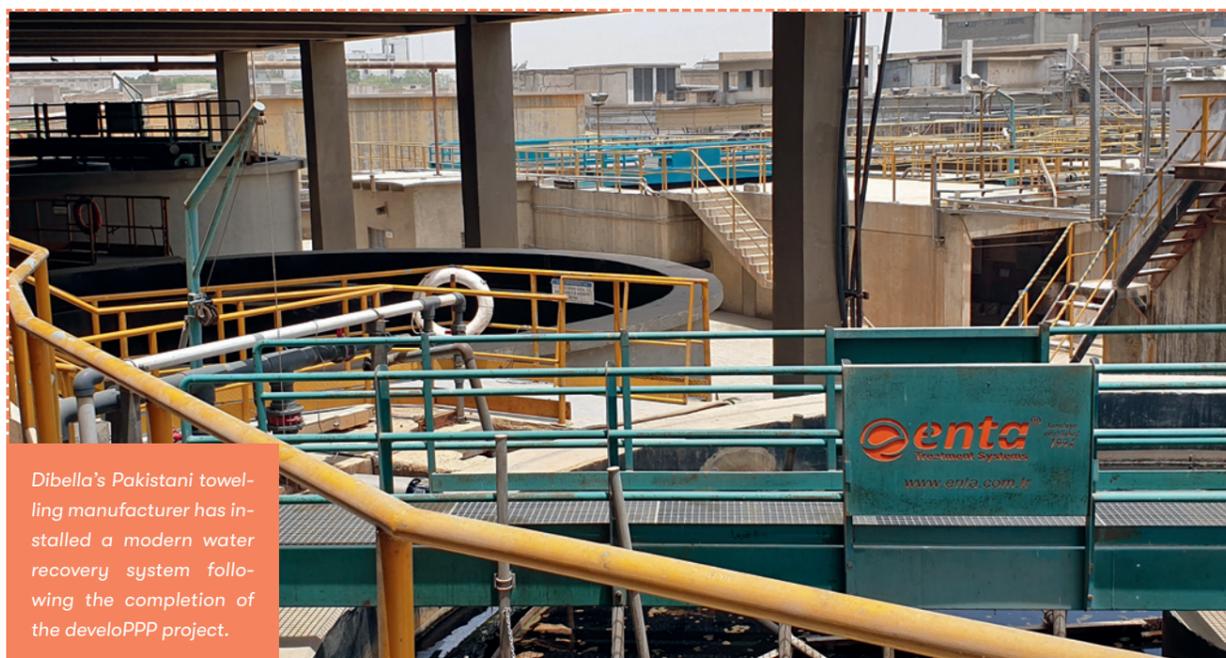
One goal of the develoPPP project was to improve chemicals management and to encourage a more comprehensive understanding of the substances used.

after two years in autumn 2019. Thanks to intensive joint activities, the Pakistani textile company achieved all the defined goals and also qualified for STeP certification. Currently, one of the most modern water recovery plants is about to go into operation.

Favourable outlook for the future

More importantly, however, the project has a beacon effect within the company. A new water recovery system is being installed in the towelling factory to help preserve

this important resource. Coal is gradually being replaced by solar cells and modern gas burners as the main source of energy. In addition, new, modern dyeing plants, which will significantly reduce the use of resources while increasing productivity, are soon to be purchased. The company is also considering the construction of a new production hall in the near future. For the first time, the plans are to be based on an integrated sustainability approach and take equal account of ecological, economic and social aspects.



Dibella's Pakistani towelling manufacturer has installed a modern water recovery system following the completion of the develoPPP project.

Highlights of the develoPPP project in Pakistan

- Optimisation of chemicals, environmental, quality and personnel management processes
- Training materials for occupational safety, health, environmental protection and labour law
- Training for 50 employees in chemical and environmental management
- Training for 60 participants on social standards and quality management
- Training for 9 participants on internal assessments in these areas
- Training for 10 employees as trainers ("train the trainer")
- Adoption of KPIs and survey methods in all process stages
- Implementation of processes and structures for sustainable procurement
- Successful SteP audit with best possible result (Level 3)
- Operationalisation of all improvements, active continuation of work to complete remaining tasks
- Successful STeP certification
- Final employee survey: at the end of the project, the positive atmosphere at the company had been strengthened significantly

50 Shades of Grey

Terry textiles tend to turn grey after two or three years. However, this can be avoided according to our expert Martijn Witteveen.

A laundry pool offers many advantages in textile service. However, it has a disadvantage that becomes evident when the articles are dried in a tumbler. White terry towels turn grey over time, resulting in a wide colour variation. This means that the towels must be pre-sorted to

avoid having different shades in one and the same hotel room. According to textile technologist Martijn Witteveen, this consumes the time saved in the drying process, if not more.

When things get hot

The main cause of greying is the high-temperature process in the

tumbler which aims to dry the terry towelling as quickly as possible at a maximum temperature. What is theoretically thought to be the best solution leads to more than one problem in practice, however. In high temperatures, the outside “layers”, i.e. the loops of the towel, are the first to dry. Only then does the inner base fabric release the bound water. This results in a “drying gradient” with a dry pile and a moist “centre”.

Attractive to dirt

The residual moisture is detected by the tumbler’s moisture sensors, which is why the drying process continues until the pre-set residual moisture value is reached. During this time, the outer cotton pile may be over-dried, something which also has consequences:

- Overdried cotton becomes statically charged on contact with the metallic dryer drum and attracts the particles contained in the air stream like a magnet. These extraneous substances settle on the surface of the towel, causing it to become progressively greyer
- The natural fibres become brittle and cause a greater amount of fluff to occur.
- The process control also causes the loops to “stick” together, preventing them from “standing upright”, which is why the towels become flatter and harder.



Expert tip

from Martijn Witteveen

Martijn Witteveen provides important process information for ensuring that terry products retain their long-lasting whiteness and a soft feel with plenty of volume even after countless cycles of use:

1. Increase the temperature and set the sensor to 5 percent residual moisture
2. Load the dryer with towels of the same weight class (uniform laundry items)
3. Loosen the product for approx. 2 to 3 minutes at an initial temperature of max. 90°C
4. Remove the towels when the defined residual moisture threshold has been reached.

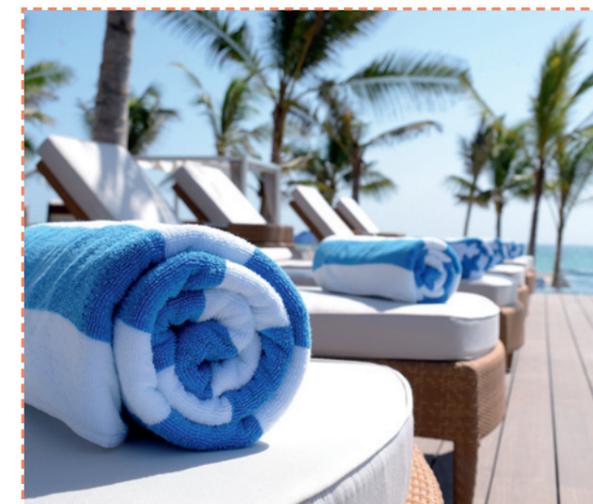
According to his many years of experience, the results of a drying process based on residual moisture are more than convincing and make a solely time-controlled drying process look grey and pale by comparison.

A place at the pool

A special reservation service puts an end to the early-morning ritual in which towels are used to reserve the best sun loungers.

If you opt to stay in a hotel with a pool, the chances are you will witness a strange pre-sunrise spectacle. At dusk, spooky creatures approach the pool and sneak around the sun loungers. Just a few minutes later, the spectacle comes to an end and peace and quiet return to the pool area. When the day finally awakes and the first sun-hungry people stroll towards the pool landscape, they rub their eyes in amazement: the coveted sun loungers are already occupied - clearly recognisable by the towels laid out on each one of them. However, the guests to whom the towels belong are nowhere to be seen, because they will arrive only after a lengthy breakfast. Having secured their place at the pool at dusk, they can now afford to take their time!

In order to spare its customers the burden of early morning territory marking, a tour operator has come



Using a towel to reserve a sun lounger – an unmistakable way of marking your territory while on holiday!

up with a clever additional service. In selected hotels, guests can reserve their personal “dream sun lounger” before the start of their holiday. For a small surcharge, your favourite place will be available exclusively to you throughout your holiday and around the clock - including towels of course!

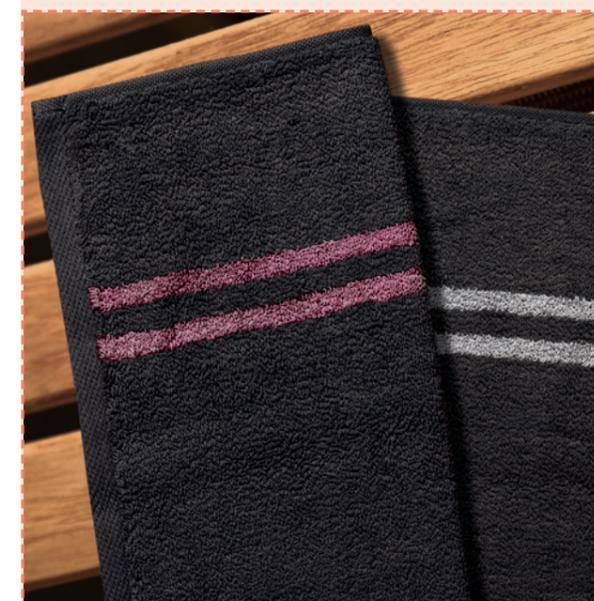
The intelligent laundry warning system

The Mizu towel indicates when it needs to be washed.

In hardly any other culture on earth do cleanliness and hygiene play such a major role as in Japan. The fear of microorganisms has created an industry worth billions in the land of the rising sun. Japan produces anti-bacteria versions of nearly all products – from bicycle handles

to bathroom ceramics to socks and shoes¹. The hype surrounding hygiene does not stop at textiles either: the Mizu towel makes germs visible. When it comes into contact with bacteria, sweat, dirt or residue soap, an intelligent technology provides a warning. Sensors, which are enclosed in discreet colour strips on the towel, change their colour. A change from blue to pink is a clear signal indicating that the towel needs washing. And to prevent any threat from germs and other undesirables, the Mizu terry towel is additionally protected by a silver finish!!

¹ <http://factsanddetails.com/japan/cat19/sub126/item666.html>



A colour sensor indicates when the Mizu towel is ready to be washed.



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