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Sustainable filling fibres for bedding

Company name: ADVANSA Marketing GmbH

Product category: Textiles

Country of origin: Germany

License holder since: 2008

Available in: Germany, France, Spain

Website: www.advansa.com

For bedding products: www.sleep-comfort.co.uk / www.markenbettwaren.de / www.fibres-confort.fr

What convinced them to apply for the EU Ecolabel?

"We are operating with branded filling fibres for bedding in different countries in the EU and worldwide. The possibility to use the same logo to promote the sustainable advantage of the filling fibre for bedding products was a main decision point. Major retailers have expressed the high value of this certification.

The EU Ecolabel logo also has the advantage of being known to consumers across different categories."

How has being certified with the EU Ecolabel given them an edge over competitors?

"The ecological aspect of the textile fibre is defined by the EU Ecolabel in a standardised way. EU certification is recognised as a serious reference point.

The use of the EU Ecolabel in marketing is a valued tool to talk about sustainability."

Has the EU Ecolabel increased their revenue and allowed them to enter new markets?

"The EU Ecolabel has added the option to offer a sustainable and eco-friendly option as filling fibre to the bedding range in retail.

EU Ecolabel for the filling fibres allowed significant revenue growth by opening a new category for sustainable bedding products."

How do they evaluate consumers' and general demand for sustainable products?

"We are checking this by consumer panel studies in countries as well as through the decision makers at pillow and quilt manufacturers and in retail.

The feedback is a strong demand for sustainable products if they are backed by credible certification, such as the EU Ecolabel."

How are they contributing to the circular economy?

"ADVANSA has invested heavily together with our partner to allow industrial use of recycled polyester bottles as high quality filling fibre.

Independent life cycle analyses show a reduction of 80% of the greenhouse gas emissions and 77% reduction of non-renewable energy use for recycled polyester fibre."



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Should you wish to use the above photos, quote a company representative or have any other questions please contact:

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