



DOWNPASS STARS

More than just a Slogan: Heinrich Häussling Made in Germany



Heinrich Häussling GmbH & Co. has been part of the Herbert Neumeyer Group since 1988. Since Häussling was founded in 1850, the company has been clearly committed to Germany as a production location. Consumers can find its high-quality down and feather-filled bedding in exclusive specialist and furniture retailers as well as on selected online platforms.



Downpass talked to Markus Ertel, Managing Director of Heinrich Häussling GmbH & Co.

Heinrich Häussling GmbH & Co. produces its bedding articles exclusively in Germany. What were the reasons for this location decision and how do you see the prospects for your site?

The Heinrich Häussling company was founded in 1850 in Lambrecht near Neustadt a. d. Weinstr. by Jakob Häussling. So - out of tradition - we are committed and loyal to Germany as a location, but we also appreciate the geographical advantages, such as the high quality of the water that we use for washing our feather and down fillings. This is why we can largely do without washing additives. We value the people here we work with - their expertise and their reliability. Even afterwards, when Herbert Neumeyer took over the

company in 1988 as a sister company to fan frankenstolz, we continued to do so. Made in Germany was and still is the philosophy of our company group.

HERBERT NEUMEYER GRUPPE

Today, the Herbert Neumeyer Group includes the sister companies Centa Star, fan frankenstolz and Heinrich Häussling. We produce down bedding, fibre and natural hair duvets, mattresses and box spring beds in six production facilities in central and southern Germany with over 170,000 m² of production space - 100% Made in Germany. We are a one-stop-shop provider for everything to do with sleep. Häussling is the specialist for all down and feather-filled bedding.



Markus Ertel,
Managing Director at Heinrich Häussling



At Häussling – from the washing machines for down and feathers, to the sorting facilities to the sewing room - we have all the production stations on site and therefore direct access to the various production processes, right up to the dispatch of our products. This is very important for our quality promise, but also for the service and speed we offer our customers. We are extremely flexible and can react quickly to special requests. In order to maintain this high level, we constantly and continuously invest in our company.

This answers the question about the perspective for our location - we stand for it! There are certainly major challenges ahead of us. The topics of sustainability, circular economy, energy efficiency, environmental protection and digitalisation will fundamentally transform our economy. But we will actively face these challenges. We are well positioned for this, belong to a strong group of companies and have one of the most modern production facilities in Europe. And, by the way, great employees.



The beginnings of the Heinrich Häussling company can be traced back to 1850. For 85 years you have been working with down and feathers and producing high-quality bedding. What is so fascinating about this material and what will you be particularly proud of in 2036 - the 100th anniversary?

Down is fascinating with its three-dimensional fine structure, its lightness, fantastically soft and warming - a



pure natural product that is 100% biodegradable - no fibre in this world can do that. The awareness for these important sustainable materials is growing in society. And as far as the future is concerned - we are currently finalising our energy renovation concept. Extensive structural measures will follow in order to eventually have a completely climate-neutral production. That would be a fantastic birthday present!

You have two children - what will you tell them at home when they ask you in a few years' time: Dad, what have you actually done in terms of sustainability with the company?

It makes me smile a little and thinking of home. I am already faced with this situation, so are many of us - the topic is present and there is a lot to talk about. Sustainability and emission reduction are our focus in all areas. The entire company group is already certified according to STeP by OEKO-TEX® as sustainable textile production.



DAUNENLIE[♥]LING

We have developed great sustainable product lines - with fine organic cotton fabrics and sustainable packaging materials. We rely on environmentally friendly detergents, which we use with minimal dosage, and do not stop with the simple polybag made from 100% recycled material. At Häussling, we already live the idea of a circular economy. It is a constant development...



#bewusstnachhaltig



How important are independent certifications for your success and why do you rely on the DOWNPASS seal as a label of animal welfare & quality?



It is essential for Häussling not to use down and feathers from live animals in its bedding articles. Alike we do not use goods from foie gras production and want to ensure that our supply chains are monitored and certified.

Thus, we can produce an ecologically sensible product from a by-product of the poultry industry through our craft. In addition, the DOWNPASS operates a policy of randomly purchasing in the shops as part of the mystery shopping for quality controls to ensure a higher quality standard in the market

Consumers can trust the quality.

Source: Downpass e.V.