



DOWNPASS STARS

Traumina

Passion and Courage for the Extraordinary



From hemp wholesaler to bedding manufacturer - this is how Traumina GmbH from South Baden describes the path it has taken over the past 100 years. Many things are still made by hand in the bedding manufactory. "Made in Germany" applies to all products that leave the company in the direction of bed retailers and renowned specialty mail-order companies. Meeting the demands of a modern society in an innovative and sustainable way, supporting restful sleep and also working in a courageous and design-oriented way - these are the goals of the medium-sized company.



Downpass talked to Andreas Veil, the managing director of Traumina GmbH.



The beginnings of today's bedding manufactory TRAUMINA can be traced back to 1921. From the 1950s onwards, the company concentrated on the production of box-quilted duvets and down comforters. Today, the product range includes a wide variety of products with fillings made of animal hair, plant fibres, functional fibres and down. What values will shape the future of the company and what are you planning for the next 100 years?

Our top priorities have always been and will continue to be quality, working in partnership with our custom-

ers, and the well-being of our employees. Especially in the future, it will be even more important for consumers to know who are the people behind the goods and the products. To know where the products come from and where the raw materials originate. Because especially if we have set ourselves the ultimate goal of offering a high-quality product, it must be guaranteed that the entire supply chain, from the raw material to the end product, consists of the finest materials and is manufactured by qualified employees.



White bedding is often said to be "boring". Traumina is passionately committed to being bolder with colour, patterns and high-quality processing techniques. For this reason, you have created an exclusive design collection. How exciting do you find bedding and how are retailers and consumers reacting to it?

Bedding is always said to be all white and constant. We don't see it that way! Because today, and also in the future, light colour accents and detailed workmanship are a guarantee for outstanding products. With our design collection we wanted to proof that especially colour can be attractive and sexy for bedding. For us, it is a confirmation when we receive feedback from our retail partners, where consumers enter the stores and ask directly for these products because of their outstanding colours and shapes.

It is precisely the customers of the upmarket bed retail of today, and also tomorrow, who are looking for the extraordinary, and not just for "off the peg" products.



In recent years, the topic of sleep has received unprecedented attention. From sleep hygiene to sleep medicine, there are always new guides and studies. On your homepage you can find a "short guide for healthy sleep". To what extent do you incorporate new findings into your product design and collections? Especially with regard to product physiology, we work very closely with institutes that provide us with excellent support in the form of measurements and test results. For customers, the climate is a very important point, especially in the area of duvets. A duvet must not be too warm, but also not too cool. It must also be able to manage moisture regulation and still be cosy and soft.



To achieve this, we use outstanding and innovative materials in our collections in addition to sophisticated processing techniques - for cosy sleeping comfort, night after night.

How important are independent certifications for your success, and why do you rely on the DOWN-PASS seal as a sign of animal welfare & quality?

The DOWNPASS is a very important quality seal for us. Especially in the age of transparency, sustainability and animal welfare, it therefore represents an independent and well-known certification for us.

In our view, this will become even more important. Because it is clear that simple confirmations are no longer sufficient to quench consumers' thirst for knowledge.

For this reason, we have also been working very closely with other labels from other sectors for many years. These include, for example, the GOTS seal, which has made organic materials and labour conditions its top priority. Because not only animal welfare is on everyone's lips today, but unfortunately also working conditions, especially in third countries, are a very big issue, which interests the consumers.



Andreas Veil
Managing Director Traumina GmbH

Source: Downpass e.V.