



DOWNPASS STARS

Treude & Metz

With passion and a love of nature



Climate-friendly products and climate protection are embedded in the core of the corporate DNA of Treude & Metz GmbH & Co. KG. Founded in 1884, Germany's oldest bed feather factory processes feathers and down for pillows and duvets in the Siegerland region. At the end of their product life cycle, reusable products are recycled into a high-quality follow-up product. The down and feathers are processed into a fine plaster and can then be used as an insulating material in construction, both indoors and outdoors.



Downpass talked to Dr. Paul-Friedrich Metz, the Managing Director of Treude & Metz GmbH & Co. KG.

Treude & Metz is the oldest bed feather factory in Germany. Since 1884, the company in Siegerland has been processing feathers and down for pillows and duvets. Today, the company is a pioneer in sustainability. What environmentally friendly processes are used in procurement, production and post-production?

As a company, Treude & Metz takes both economy and ecology into account in all its decisions. We concretise the aspect of sustainability in our entrepreneurial actions and create a transparent, comprehensible decision-making aid for customers with regard to our products.

Climate-friendly products and climate protection are not just a marketing tool for us, but are deeply embedded in our corporate DNA.

The three most important stages of our work are the knowledgeable, animal welfare-friendly selection, the gentle processing and the careful refinement of the raw materials.

We primarily use natural resources in our value creation process. Our laundry gets most of its water from the nearby Laasphe river and does not use any chemical processes at all. The water required for cleaning, as well as the fresh water, is recycled and reused after the washing process. Out of conviction, we observe strict ecological rules (certified company according to Ökoprofit).

At the end of the production process, there is a product with verifiable ecological added value. However, the life cycle of down and feathers does not end after the use phase as bedding, but is significantly extended by our innovative processes. At the end of their life cycle, reusable products are recycled into a high-quality follow-up product. Among other things, the down and feathers are further processed into the lime-clay-feather-fine plaster Anserit®.



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On the way to climate neutrality and circular economy, or in other words: from bedding producer to insulation supplier. What are the company's goals and how did this expansion of the portfolio come about?

As a doctor of agricultural science and ecologically committed entrepreneur, I cannot and do not want to see valuable and multi-layered natural products such as feathers and down simply end up in the rubbish. It has become my life's work to create new innovative products with added value for the customer and society from the leftovers from production or the feathers and down that are no longer needed in the sense of upcycling. This is how the patented idea of the lime-loam feather-

fine plaster Anserit® came into being.

Our commitment to animal welfare and sustainability is regularly checked and certified by independent auditors and institutes. We are currently working on recertification for Ökoprofit - this will be our third recertification. We are also a member of the German Sustainability Code, a Climate Partner and have been a DOWNPASS partner from the very beginning. Of course, all these certifications also mean a lot of work and constant "thinking outside the box". We want to change something, we want to make a difference, we don't want to stand still. The name Treude & Metz stands for quality, passion, tradition and closeness to nature. Therefore, we will continue to work towards ensuring that Treude & Metz produces the highest quality products from natural materials in an environmentally friendly way. Our innovation pipeline is well filled and we will continue to establish new products and production processes on the market.



Treude & Metz is involved in the Ars dormiendi association for good sleep. From top athletes to schoolchildren, the association advises and shows ways to reduce stress and get a restful night's sleep. What is the significance of its health issue, especially in times of corona crisis, and to what extent can choosing the right bedding help?

The Corona pandemic has had a strong negative impact on the quality and quantity of sleep in the population. Recently, a study by Danube University Krems in cooperation with the Medical University of Vienna and the Federal Ministry of Education, Science and Research (Austria) found that 25 per cent of students suffer from sleep disorders. Depending on the study, this represents a five- to tenfold increase compared to the pre-pandemic period.

Ars dormiendi e.V. is based, among other things, on essential findings in sleep research. In order to guarantee the best sleep, each sleeper must be considered in his or her individuality. This means that the sleep products must be adapted to the sleeper according to various parameters, e.g. moisture and heat transport or lying firmness, and that good sleep hygiene must be created. Sleep hygiene means, for example, the duration of sleep, brightness or the start of sleep. Only those who optimise all areas can start the new working, sports or school day rested, refreshed, regenerated and concentrated. Those who sleep well and for a sufficiently long time even strengthen their immune system.

In 2019, the University of Tübingen demonstrated that the function of T cells, i.e. the white blood cells responsible for fighting pathogens, is reduced after sleep deprivation. It is clear that sleep is essential for the regeneration of the body, both in terms of physical and psychological suffering. Corona has upset the sleep rhythm and thus also the body's own processes of many people. Anyone who wants to do something good for their body should therefore make sure to choose the right bedding and go to bed in good time, ideally at 10 pm. This way, all bodily processes such as hormone release and repairs can proceed "according to plan". This is the essential concern of Ars dormiendi e. V.





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Paul-Friedrich Metz
Managing Director
Treude & Metz GmbH & Co. KG

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

Independent certifications are confidence-building measures for the customer!

I As part of my dissertation, I was the first person in the world to prove, among other things, that the feather and down coat of water fowl kept in a species-appropriate manner has better properties than those of animals not kept in a species-appropriate manner. To this day, I continue to update my findings and results in this regard. This has led to the Treude & Metz core message "Buying down is a matter of trust". Animal welfare has always been established in the company philosophy. We have never and will never use feathers or down from live plucking, poor husbandry or even extra breeding for feather and down processing. Every creature deserves to be treated with respect, as do the materials used from it.

We are grateful to nature for this unique product! This way of thinking underlies the DOWNPASS in particular!

The management of the Association of the German Down and Feather Industry VDFI, my colleagues on the board and I have been striving for the welfare of waterfowl for almost 30 years, from the development of the egg to the harvesting of feathers after slaughter. In the meantime, a broad front of supporters has emerged, coming from a wide range of disciplines. Thus, agronomists, poultry farmers and breeders, animal welfare activists and politicians from all political groups are working to ensure that animal welfare is preserved and that consumers can subsequently sleep refreshed in our valuable and transparently created natural products.

Source: Downpass e.V.