



DOWNPASS STARS

**billerbeck Betten-Union**

**Individual bedding for every sleep requirement**



**billerbeck Betten-Union GmbH & Co. KG is an owner-managed family business based in Kraichtal, Germany. Since 1921, it has been manufacturing high-quality duvets, pillows, toppers, mattresses and other bedding products with selected filling materials and cover fabrics. Research results from scientists and institutes form the basis of the bedding. An environmental management team certified according to DIN ISO 14001 takes care of product and company-related environmental issues for more sustainability.**



Downpass talked to Friedrich Ermert, Managing Director of billerbeck Betten-Union GmbH & Co. KG.

**When you visit the billerbeck Betten-Union website, one statement immediately catches your eye: "A PERFECT DAY BEGINS AT NIGHT®". In your experience, what actually constitutes good sleep and how can bedding support it?**

Sleep is not a stand-by mode, but a process of regeneration of body and mind - true to our motto "A PERFECT DAY BEGINS AT NIGHT®".

Restful sleep strengthens our immune system, supports our metabolism and our brain processes what it has experienced during the day. Among many other factors, the best prerequisite for restful sleep is a balanced sleep-wake cycle. It is particularly important to pay attention to a balanced sleep pressure and our own

biorhythms.

In addition to our physical factors, the right bedding also determines good and restful sleep. After all, who hasn't experienced it? If you don't sleep in your own bed, you start to sweat under a strange duvet, the beloved cozy down pillow is missing or the much too soft mattress robs you of the sleep you need.

This shows us that sleep needs differ from person to person. What we recognized early on has been confirmed by science, and so we have developed and manufactured individual bedding for every sleep requirement. We attach particular importance to high-quality materials, because they influence our sleeping comfort.



**The internationally active billerbeck Stiftung Schlaf & Gesundheit® (Sleep & Health Foundation) brings together specialists from a wide range of disciplines: physicians, physiologists, psychologists, biologists, physicists and textile research institutes. They award targeted research contracts in order to expand the state of knowledge about sleep behavior sustainably and on a broad basis. What findings in particular have been incorporated into your products in recent years?**



The billerbeck Stiftung Schlaf & Gesundheit® (Sleep & Health Foundation) develops billerbeck bedding together with selected scientists and institutes. The focus is particularly on product properties such as thermal insulation capacity, air permeability, moisture balance, weight and the importance of lying surfaces and how they can relieve and relax. As a result, we have already been able to develop a wide variety of product innovations for healthy sleep, such as one of the first neck support pillows in Germany (1981).

As our ecological standards are very high, we attach great importance to sustainability and have been successfully expanding our natural product range for many years, so that we are currently the market leader in the natural bedding sector.

With the latest findings of science and institutes, world novelties have been created in the natural assortment. These include the neck support pillow COSINECK® NATURE (2017) and the natural latex mattress COSICOMFORT® (2018) with a 100% natural latex core consisting of Natural Vita Talalay® latex. This latex core is manufactured entirely without artificial additives using the Talalay process and is 100% certified

organic.



Friedrich Ermert  
Managing Director of  
billerbeck Betten-Union GmbH & Co. KG

**Billerbeck is celebrating its 100<sup>th</sup> anniversary this year. Much has changed since 1921. Today, the company operates with its own environmental management team. Environmental policy, climate, recycling, packaging, logistics, commitment to the region and corporate social responsibility - how do you fill these tasks with life?**

Environmental protection, climate protection and sustainability are the driving forces behind our thoughts and actions. Not only do we make an important contribution to the climate and the environment by supporting numerous environmental projects, we are also particularly concerned about ecologically relevant issues within the company. The billerbeck CSR report provides an insight into our entire environmental commitment.

A logical step in our ongoing commitment to the environment was the certification of our environmental management system in accordance with the strict guidelines of the internationally recognized DIN ISO 14001 standard.

Through this system, we have bundled our competencies in this area. This has resulted in a dedicated environmental team that deals exclusively with product- and company-related environmental issues for greater sustainability. To this end, there are environmental goals set, that pursue a CO<sub>2</sub>-neutral carbon footprint. Together as a team, we discuss on a monthly basis, plan in detail and implement consistently all necessary environmental and climate-relevant projects from the various divisions.

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

In addition to sustainability, animal welfare is particularly important to us. That's why we pay particular attention to certified and controlled origins for down and feathers, where the geese and ducks are guaranteed traceable back to the egg, are not plucked alive and are not kept for foie gras production.



We are grateful that there are quality seals like DOWNPASS, which check the processes with regular inspections of the standards to be met at the farms, in order to keep the commitment to animals and



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humans and let us sleep with a clear conscience also in the future.

*Source: Downpass e.V.*