

Damai introduces a lovely bedding-design collection:

Damai Organics

Better for people. Better for the environment.

Damai. A contemporary and leading bedding design brand. We innovate, set the trends and are aware of how we produce. And we don't see climate change and environmental issues as political matters, but as facts that compel us to assume our responsibilities as an organisation.

That vision has led to a beautiful collection of bedding design made of 100% organic cotton. Fashionably designed and produced sustainably in gorgeous qualities: 'Damai Organics'. A collection in which we meet the strong and growing demand for customers for products that are environmentally friendly and that are produced sustainably. And without having to give up anything of their demands for quality and design.

Organic cotton. 100% contemporary.

When people think of 100% cotton, they often think of a natural product that is pure and beautiful. The truth is different, however. Cotton is, in fact, one of the most polluting crops in the world. More than 25% of all insecticides and 12% of all pesticides are used in growing cotton. Estimates are that 90% of those chemicals end up in the soil, air and water around the fields.

Every year, more than 3,000,000 people worldwide suffer the effects of pesticide poisoning, and 20,000 people die from exposure.

In addition, dyes that can contain heavy metals are used in the traditional processes for processing cotton. The most important component of 'easy care finish' is formaldehyde and chlorine is used for bleaching. It has been shown that those substances are not only bad for the environment, but are harmful to people, as well. Research has shown that those hazardous substances can lead to oversensitivity and skin irritation in people.

Damai Organics. A pure and natural

base. Organic cottons are grown on plantations where the farmers make excellent use of natural raw materials and methods. No chemicals or artificial fertilisers are used on the fields. Cotton is picked by hand and other crops are regularly rotated into the cotton fields to prevent the soil from deteriorating.

Bleaching, dying and fixing the cloth are done naturally. Organic cotton, for example, is bleached with hydrogen peroxide rather than chlorine. For dying and printing, no dyes with heavy metal bases are used, but plant dyes are used as much as possible. Pre-shrinking the material is done mechanically rather than chemically and formaldehyde is

absolutely not used.

Damai Organics. A pure, contemporary collection.

All Damai Organics products are 100% cotton and have been granted the Eko certification. That ensures that the whole production chain is monitored to ensure that the cotton is grown organically. Whether the cotton was processed in an environmentally friendly way and whether the working conditions for the whole production process meet the social standard.

With this pure, natural textile, we have designed a beautiful, contemporary collection with a first-class percal quality. A pure blessing for every bed. With Damai Organics, we have a collection that completely meets the strong and rising demand by customers for products produced in an environmentally friendly and sustainable way. And without having to give up anything of their demands for quality and design.

The benefits of Damai Organics in brief:

- Contemporary designs
- Beautiful percal quality
- Hypoallergenic and skin-friendly
- Soft for children and babies
- Produced sustainably
- No harm to the environment



damai
organics®

Damai Organics is a registered trademark of the Arli Group
b.v. - Voorjaarsweg 5 - 7532 SJ Enschede - +31 53 461 50
55 - www.damai.eu

