

A close-up photograph of a dining table setting. In the foreground, a gold-colored butter knife lies diagonally across a grey, textured placemat. To the left, a white plate with a gold rim is partially visible. In the center, a clear wine glass stands on the placemat. To the right, a heavy, cut-crystal tumbler glass is partially filled. The background shows more of the table setting, including another white plate and a white napkin. The overall lighting is soft and warm, highlighting the textures of the placemat and the clarity of the glassware.

BeirTex®

BeirTex®

it's all about
feeling good

comfortable cotton outside,
economical polyester inside



Créadore’s products with BeirTex®

With BeirTex® the “feel-good” sensation of cotton preferred by end-users is as convincing as in cotton products. At the same time, the laundry saves on overheads, as the new product is less susceptible to pilling and retains a superb, attractive finish throughout the product’s life cycle – just as it has the potential to significantly reduce laundry costs.

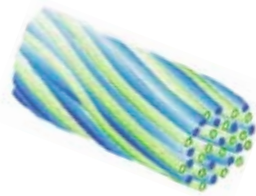
We have incorporated all the knowledge acquired – ranging from fibre technology to end-user needs – in our development work, and combined it in new ways. Partly to live up to increasing competition in your market, and partly in order to create the best possible textile solutions for your customers and your laundering operations.

The products are designed for industrial laundering and manufactured at state-of-the-art production facilities. The result is improved shape retention and reduced shrinkage.

BeirTex® products enable you to meet your customers’ needs for 80/20%, 60/40% and 50/50% P/C in one and the same fabric. In terms of the end user market, BeirTex® fabric satisfies the desire for a higher proportion of cotton against the body, as more than 80% of the cotton is on the surface of the product. BeirTex® 50/50% P/C yarns are the ideal choice of material for the laundry, thanks to the longer service life of the products and their potential to significantly reduce consumption of resources in the production processes.

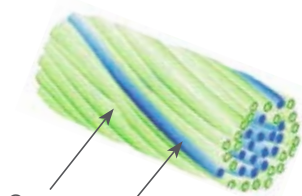
What’s more, we use BCI (Better Cotton Initiative) cotton in our BeirTex® yarns, so the product you get is far more sustainable and ethically produced, as cotton cultivation is the most polluting form of farming on the planet. BCI cotton gives you the assurance of cultivation under better conditions, with long-term economic, environmental and social benefits, both for the people whose living conditions are dependent on cotton farming and for the environment in which the cotton is cultivated.

Ordinary spinning technology



Intimate polyester and cotton

BeirTex® spinning technology



Cotton

Polyester



With BeirTex® textiles, you are assured of operational-fit products in your laundry production and readily saleable, market-fit textiles:

- Low energy consumption
- Increased utilisation of capacity
- Significantly less dust
- Long service life
- Efficient handling
- Excellent comfort
- Excellent finish
- Superior feel
- Attractive, classic designs that effectively support the environments in which your customers will use them

...Without compromising on the environment, the working environment or quality.



When you buy products labelled with the EU Ecolabel, you are effectively helping, the manufacturing sites within Europe, to:

- Minimise the use of substances harmful to the environment
- Impose strict requirements to safeguard against the use of chemicals that are hazardous to health
- Impose strict requirements to safeguard against harmful emissions and discharges of waste water
- Impose strict health and safety requirements in the production process
- Impose high standards for the textile fibres and the characteristics of the finished product
- Ensure that independent experts verify compliance with the requirements

BeirTex® bed linen and table linen are manufactured in compliance with the strict requirements of the EU Ecolabel. The EU Ecolabel ensures that only fibres produced in the most eco-friendly way are used. With strict requirements regulating all chemicals used in the production process. There are also requirements concerning waste water from dye-works, and requirements regulating the quality of the finished product.

We have chosen to produce all our BeirTex® products with BCI cotton, the EU Ecolabel and Oeko-Tex® 100, this enables us to deliver the same price level as for conventional Créadore manufacturing.

BeirTex® products with BCI cotton, EU Ecolabel and Oeko-Tex® 100 certification are ground-breaking textiles that are sure to change many people's idea of the use of polyester in bed linen and table linen. This fabric offers a hitherto unparalleled combination of three top benefits: maximum comfort, the lowest processing costs and a high level of sustainability.



When you buy products with BCI cotton, you are helping globally to:

- Minimise the use of pesticides and insecticides
- Conserve water and care for the availability of water
- Take account of the health of the soil
- Conserve natural habitats
- Take account of and preserve the quality of the fibres
- Promote decent work



When you buy Oeko-Tex® 100 products, you are effectively helping globally to ensure:

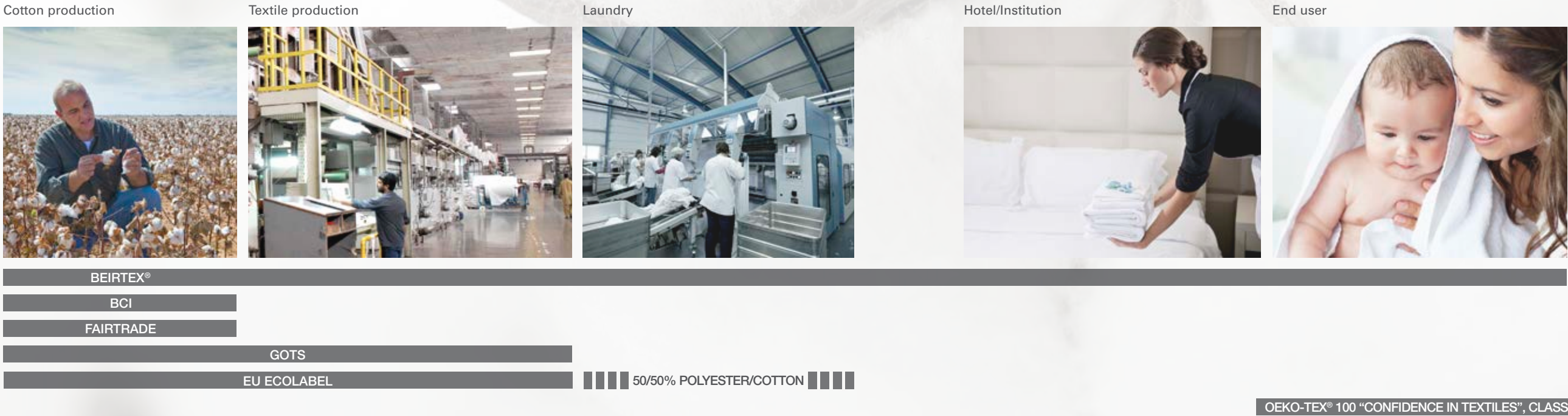
- That the users - including babies and children up to age 3 - are not exposed to effects from textiles that can be harmful to health
- Support for the world's leading health labelling for textiles with uniform requirements across the world

Our BeirTex® products are certified to Oeko-Tex® 100, Confidence in Textiles, Class 1, which is the strictest classification you can achieve intended for babies and children up to age 3.



Sustainability in the institutional and hospitality business

Key elements that affect the degree of sustainability in the product's lifecycle.





CRÉADORE
beyond linen

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