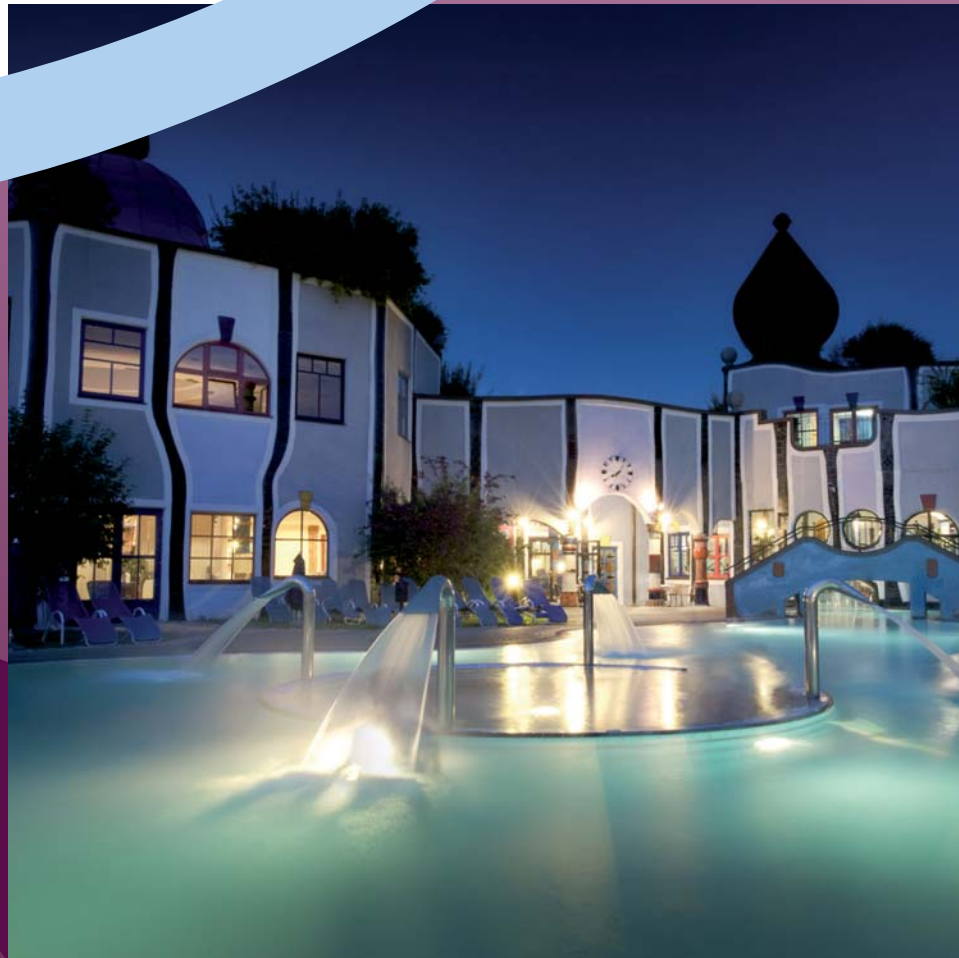


Sustainable business activity gaining ground
Good-practice examples
Dibella a driving force



Anything but ordinary

2/2014

True commitment pays off

Dibella viewed as a top company

Being part of a down-to-earth company which is based in the western part of Germany's Münsterland region doesn't mean that we are oblivious to what is going on in the big wide world. On the contrary, whereas many other countries are afflicted by turmoil, we in Germany and most of Europe are fortunate enough to be living in the lap of luxury. In any case, we can afford to devote several weeks to one of life's most pleasant pastimes, namely football, at least as far as the male of the species is concerned. Well, there are also plenty of other nice things to do - especially in the summer with its countless town and street fairs of all kinds, good food, carefree opportunities for meeting friends and so on. As is so often the case, we do this unconsciously and become obsessed with negative aspects which are frequently overrated in everyday life. Generally speaking, the average German tends to see the glass as being half empty rather than half full. In this respect, we could learn a thing or two from our European neighbours, who are generally a little more laid-back than we are.

I'm sure that when I say that everything is relative this will not really be news to you. By the same token, it is important to realise just how fortunate we are. When watching the news on TV each night, I'm regularly struck by the amount of injustice of this world: civil war in Syria, Iraq and Ukraine, Ebola in Western Africa, to name just a few examples. We don't know how lucky we are to be living in good, old, peaceful Europe rather than in one of the numerous crisis-ridden regions somewhere around the world.

This should encourage us to take responsibility and to exert a positive influence. At Dibella, we are committed to playing an instrumental role in advancing the cause of sustainable business activity in the production of our textiles. As far as we are able to, we take account of ethical and environmental concerns along the value chain. With our commitment to sustainable activity, we have initiated a process which is irreversible for us and with which we are aiming to become more sustainable and better step by step.

That said, however, we have no intention whatsoever of neglecting our existing values and strengths: the systematic focus on satisfying our customer's requirements, the greatest quality, flexibility, skills, reliability or, in a nutshell, the best possible performance.

It is particularly gratifying for us to see that this is how we are viewed in the industry - as reliable, strong and innovative, yet down-to-earth and likeable or, to use a buzzword, "simpatico".

Be that as it may, I invite you to read about Dibella's current activities on the following, hopefully entertaining pages.

And remember, we're there whenever you need us. Regards Frank Neumann



Authorized signatory and
CO-partner

Frank Neumann

Feedback on the first issue:

“Anything but ordinary” seen as an enrichment.

The managers and staff at Dibella were thrilled to learn how much readers enjoyed the first issue. Here is a brief selection of the reactions we received:

Dear Mr Hellmann,

I've finally gotten around to taking a look at your new magazine. And I must say that it is really good. Congratulations on this successful new form of communication! I wish you every success in your future dialog and in your efforts to spread the word on sustainability! Yours sincerely, Ulrike Upmeyer, UPJ Netzwerk

Dear Mr Hellmann,

I would like to praise you on the first issue of your magazine. It is entertaining, appealing and interesting with a generally good blend of subject matter. I look forward to reading the next issue! Andrea Rechtsteiner, head of central procurement and product management, Larosé Textil Service

Dear Ralf,

I have been thinking about producing a NETGO magazine of my own for quite some time and you simply go ahead and do it. Congratulations! The result is very good. I particularly liked “Dibella - up close”, an idea which I will be taking the liberty of copying in my own magazine. Benedikt Kisner, owner/manager, netgo

Dear Mr Hellmann,

I received mail from you again and what I saw greatly impressed me: your new Dibella magazine. It is a great success as it demonstrates in a very credible way the things you do and the motives that inspire you. My compliments! Silke Masurat, managing director, compamedia

....By the way, the first issue is quite spectacular. What a pleasant surprise it was for me to find it waiting for me on my desk today. Congratulations and keep up the good work! Sven Schöppe, Leo System

Dear Mr Hellmann,

An excellent magazine and, in my view, a good example of how to engage in a narrative on sustainability with stakeholders. I hope it meets with a good response on the part of your customers. I eagerly await the next issues. ... Warm regards to the entire Dibella team (the magazine gave us an opportunity of putting faces to the names of the people we work with ;-)) Moritz Blanke, UPJ Netzwerk

Dear Mr Hellmann,

The Dibella magazine was a joy to read! It is well designed and executed! Congratulations Yours sincerely, Dr. Geert Böttger, owner of Expo + Consulting Associates

By the way, your magazine is really excellent and fun to read. You're a great team and we enjoy working with you. And if ever a problem arises, a solution is always found. Please pass on our best wishes to your team. Thank you for this first issue ! Patrick Buchholz, Buchholz Textilpflege



Textiles a visiting card

Brolli systematically placing store by quality

Based in Styria, Austria, Brolli has been an outstanding provider of full textile services for more than 90 years. The company assists hotels and restaurants wherever hygiene and top-quality cleanliness are crucial factors for success. With innovative solutions addressing all textile requirements, it seeks to maximise regional content, while focusing on ecological responsibility and providing services which are fully sourced from within Austria. To this end, Brolli places store by its partnership with and the skills held by Dibella.



Brolli - the benchmark company based in Graz, Austria.

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3,000 customers, 450 employees, 3 facilities, one family company ...

Established in 1922, it was originally a private laundry and has since evolved into one of Europe's most modern textile rental companies. With its sophisticated automation technology, optimised logistics and its own fleet of 50 trucks, it is able to handle 90 tons of laundry a day.

It is committed to attention to detail with respect to both customers and textiles from the smallest bed-and-breakfast to 5-star restaurants and from towels to table cloths. Helmut Brolli, the third-generation manager, knows that textiles are particularly viewed as a visiting card in the hospitality industry. As he puts it: "Table cloths, bed linen, towels and wellness textiles, uniforms and also protective mats set a characteristic note, which guests perceive as a welcoming and pleasant factor. Hotel and restaurant

operators particularly appreciate our broad range of collections in a wide variety of different colours and formats, allowing the use of leased textiles which reflect the unique identity of the hotel or restaurant in question.”

All in a day's work

Day for day, more than 3,000 customers in the hospitality sector, industry, commerce and healthcare rely on receiving the right textiles at the right time and at the right place in perfect hygienic condition. Over 400 employees based at the three facilities in Graz and the logistic centres in Radstadt and Vienna provide top-quality integrated textile solutions addressing all requirements such as collection, processing and punctual return deliveries. These integrated textile services cover daily laundry requirements, thus avoiding the high energy requirements and expense of internal laundering and particularly also eliminating maintenance and inventory costs. At the same time, maximum flexibility can be achieved as laundering volumes are adjusted to match capacity requirements, thereby turning fixed costs into variable ones.



Helmut Brolli
Third-generation managing director

Hygienically clean and environment-friendly

90 tons of laundry a day And for all this, Brolli requires around 75% less water per kilo of laundry washed than, say, private households or small laundries thanks to environment-friendly washing processes which reduce water, detergent and energy requirements. In addition, a certified recycling process and regular audits by an external hygiene institute make sure that the textiles meet the highest possible requirements.

Accordingly, quality, innovation and environmentally conscious activity are the standards to which Brolli is committed and which it observes in the provision of its services for customers.

Dibella ticker:

Dibella elected a guild member

Representatives of the most successful small and mid-size companies and many celebrities attended the German SME summit in Essen. Held on 27 June, it attracted extraordinary people from the business world who are driving economic development with great dedication, excellent staff and fresh ideas. They are all "pioneers out of passion", to quote the motto of the whole-day conference. Organised by compamedia, the German SME



From left: Mentor Hannes Jaenecke, actor; initiator of Ethics in Business Silke Masurat; award-winner Ralf Hellmann, Dibella; compere Jan Hofer, ARD

Summit conference was attended by 1,000 representatives from the business world and included presentations from such luminaries as former federal government minister Dr. Heiner Geißler, top manager Prof. Dr. Utz Claassen, scientist/astronaut Prof. Dr. Ulrich Walter and Lars Hinrichs, the founder of Xing. The compere for the day was TV journalist Claudia Bissinger, while Ranga Yogeshwar held an "impulse" presentation. Individual panels discussed such matters as innovation management, human resources management, CSR and consulting for small to mid-size companies.

News anchor man Jan Hofer was the host for the evening. During a celebration held at Colosseum Theater Essen, awards were presented to top innovators and employers in the German SME sector. "Innovator of the year" and "employer of the year" awards were bestowed on the recipients in the individual size categories by the mentors of the two competitions, Ranga Yogeshwar and Wolfgang Clement. The "innovators of the year" were

selected by a jury of experts. In the ethics category, Dibella was elected to the "Ethics in Business" guild as an ambassador for ethic business activity. www.ethics-in-business.com

Benefits of sustainable textiles

On 15 May, the Swiss Textile Services Association (VTS) organised a one-day seminar in Zurich entitled "Sustainability in textile service – the benefits of corporate social responsibility (CSR)", which was expertly chaired by the charming Melanie Saner. Alongside Melanie Dürr, Max Havelaar-Stiftung (Switzerland), Carsten Best, Berendsen Healthcare (Germany), Andrea Rechtsteiner, Larosé, and Peter Langkafel, UPL, Ralf Hellmann held a presentation, in which he highlighted the opportunities awaiting textile service providers.

In his speech, he covered much terrain, explaining the use of recycled polyester in professional textiles as an alternative to normal polyester. Hellmann outlined the problems for people and the environment caused by cotton production and then proceeded to explain the advantages of organic cotton and other types of sustainably produced fibres.

He also stressed that Dibella was convinced of the merits of its sustainability strategy, adding that it was possible to play a pioneering role in a development which was of crucial importance for all society, while enhancing the company's own reputation, reinforcing customer relations, developing new business thanks to new products and, finally, tapping new markets.



The speakers, from left:
Peter Langkafel, Carsten Best;
Melanie Saner (host);
Andrea Rechtsteiner;
Ralf Hellmann

Comprehensive CO2 report published by Dibella

Dibella is one of the few companies in the textile industry to have published a detailed CO2 report, the first time it has done so. In this way, it is taking a further step towards establishing itself as a sustainably producing company oriented to a healthy future. In 2013, the company generated total CO2 emissions of 280.89 tons, substantially less than in previous years. In fact, according to internal calculations, emissions were reduced by some 20 per-



cent over the prior year across all departments. Known as the “corporate carbon footprint”, the calculations were performed in accordance with the Greenhouse Gas Protocol (GHG) Corporate Standards. Internationally, the GHG Protocol is the most common and widely acknowledged standard for calculating corporate carbon footprints and incorporates five basic principles, namely relevance, completeness, consistency, transparency and accuracy. The various emission readings are converted into CO₂ equivalents (CO₂e) using a method defined by the Intergovernmental Panel on Climate Change (IPCC) and set out in the Kyoto Protocol to aid comparability among companies and sectors. In this way, it is possible to record direct and indirect emissions, electricity and water consumption as well as the carbon footprint caused by fleets, paper consumptions, printing and copying. “We are pleased to have started off with very good results,” says Ralf Hellmann, managing director of Dibella. “Looking ahead over the next few years, we will be implementing further improvements with the aim of achieving the long-term goal of climate neutrality.” As it is, the company is already able to very largely offset its emissions by means of acknowledged carbon certificates.

The detailed 17-page CO₂ report can be downloaded from <http://dibella.de/csr/nachhaltigkeitsbericht/index.php>

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Dibella is a UTOPIA Changemaker!

At the end of February, Dibella signed the UTOPIA Changemaker Manifesto as an expression of its particular commitment to sustained business management.

The Utopia Changemaker Manifesto is a voluntary undertaking on the part of responsible companies in favour of sustainable business management. It entails ten commitments all relating to key aspects of sustainable economic activity, such as energy efficiency, climate protection and ethical standards along the value chain. Specific and measurable targets and measures are defined for each of the commitments.

Observance of the voluntary obligations is monitored by an independent network of experts on behalf of the Utopia foundation. Not every company can become a “Changemaker”. To be eligible, they must undergo a process in which they disclose their sustainability efforts and goals to the Utopia foundation. Only companies that set standards in their own sector can be

named “Changemakers”. On Utopia’s website, the “Changemaker” companies publicly declare their commitment to sustainable activity, transparency and open dialogue with all stakeholders. All “Changemaker” manifestos are published on the Utopia website at www.utopia.de/utopia-changemaker-manifest

This places Dibella in illustrious company with such renowned companies as Bionade, Frosta, OTTO-Versand and the FRAUNHOFER INSTITUTE. At the same time, it is the first company in the textile industry to have adopted this voluntary obligation. In their profiles, the “Changemakers” regularly report on their progress in meeting their goals and any setbacks which they may have experienced.

Dibella rated “Best supplier of 2013”

Textile service provider Larosé takes its responsibility as a corporate citizen seriously. Rather than merely paying lip service to CSR, it has adopted these principles as a material part of its corporate strategy. This is reflected in memberships in the UN Global Compact and other organisations as well as the adoption of its own CSR guidelines. The resultant requirements with respect to sustainable purchasing are formulated precisely and communicated to its suppliers, which are expressly required to observe them. In an annual audit, suppliers are reviewed for their efficiency in terms of quality/logistics, service/confidence and CSR/sustainability. In the last audit for 2013, Dibella was the top performer and ranked the highest not only on an aggregate basis but also separately in each of the three individual complexes. During a function held in May by the Swiss Textile Service Association (VTS) entitled “CSR in textile service”, Andrea Rechtsteiner, Larosé, presented the award to Ralf Hellmann, Dibella. He was visibly pleased and accepted the award with the following words: “This is very welcome confirmation of our efforts in the past and simultaneously incentive to continue on this course with the same verve in the future.”



Andrea Rechtsteiner (Larosé) presenting Ralf Hellmann (Dibella) with the “Best Supplier 2013” certificate.

Family festival at Dibella

At the end of June, the first family festival for staff and their families was held at Dibella's premises, offering a varied programme for the entire family. The younger guests were kept busy with face-painting activities, balloon modelling and bubble-blowing as well as a bouncy castle and a soccer field. There was coffee and cake followed by a barbeque to ensure that none of the guests went home hungry.

And to satisfy all the football fans, a large TV screen was set up on our semitrailer to broadcast the World Cup matches taking place on the same day. The visitors were also able to participate in guided tours of the offices to gain an idea of the varied activities performed by staff and to take a closer look in the showroom at the many different text products for the bedroom, bathroom and dining room. One of the highlights of the day was the fact that all employees were clearly identifiable as they were all wearing a blue Fairtrade polo shirt featuring their name and the Dibello logo.



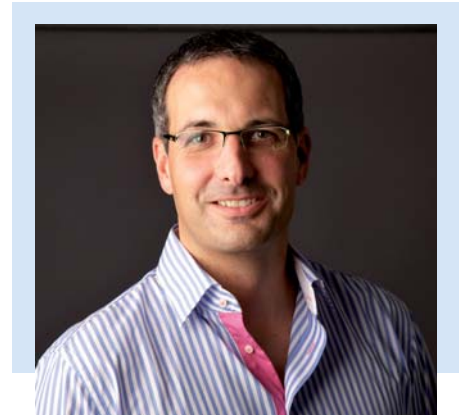
In his address, managing director Ralf Hellmann briefly mentioned all the employees by name, describing their duties. The employees assembled according to their length of services, creating an impressive "blue" circle. The successful day drew to a close to the sound of dance music, with everyone stressing how much they were looking forward to the next family festival.

Dibella – never far away:

“Our sales office in Fulda is conveniently located,”

says Klaus Baur and he is not wrong. This is because the town of Fulda is close to the middle of Germany in the state of Hesse. Bavaria is 15 kilometres to the south east and Thuringia to 25 kilometres to the east. With 65,000 inhabitants, it is the largest town in Eastern Hesse and the region's political and cultural centre. It is a charming baroque town but has remained young at heart thanks to the university. Its particular claim to fame is that it is the seat of Catholic diocese of the same name. The town's hallmark is the cathedral.

It's very easy to feel at home here. “When I joined Dibella in 2001 as a sales manager to expand distribution, there was no reason to change anything,” says Klaus Baur. Now aged 40, he originally came from Weberei Langheinrich in Schlitz, a producer of table and bed linen. After leaving school, he joined that company as an office trainee, moving from Schlitz to Fulda once he had established a family. He is proud of his home and calls himself a true “Vogelsberg” original with an upright character and open-mindedness. He would never start a conversation without first asking the other person how he or she was.



Klaus Baur

Wilfried Schmidt provided reinforcement in 2005, when he became the second half of the team. A trained textile machine operator, industrial foreman for the textile sector and the holder of a degree in business administration, he is an old hand in this business - and not just because of this age (54 years). He is responsible for production matters (weaving, fitting and picking) as well as sales. “After 35 years in this business, I am anything but a greenhorn when it comes to production processes and fabric quality,” Wilfried Schmidt says with a wink of the eye. Like Klaus Baur, he lives in Fulda and came to Dibella from Langheinrich, where he was in charge of fabric production. He is particularly proud of his two adult sons.



Wilfried Schmidt

Thanks to this convenient location, Dibella customers in Southern Germany, Austria, Switzerland and South Tyrol - which include Greif, Bardusch, CWS-boco, Initial, Salesianer, Wozabal, Brolli, Stangelmayer, Urzinger, BW-Textil, Lavarent, to name just a few - can be reached quickly by train or car. "This proximity to our customers is a real advantage," they both agree.

Together, Klaus Baur and Wilfried Schmidt manage the Fulda sales office, which they share with other companies in Petersberg, with great verve.

As a result, Dibella has an effective yet lean presence in Fulda, with internal support provided by Sandra Schulten and Claire Lefevre, who are based in Bocholt. This is a proven model with a bright future.



Sales agency Dibella: Located at the wonderful Fulda.

Pilot project at Hotel Rogner Bad Blumau

Sustainability in the bedroom and the bathroom

Since June 2013, Hotel Rogner Bad Blumau has been testing ecologically produced and ethically traded bed linen and bathroom textiles. It has been relying on the services of Salesianer Miettex for many years.

Regina Dicken from Fairtrade, Dr. Andreas Philipp from Salesianer Miettex, Christa Lorenz, housekeeper, and Melanie Franke, the director of Rogner Hotel, have jointly developed a pilot project, for which Dibella's ecologically produced and ethically traded Breeze range is being used.

In doing so, the hotel is nurturing its image as an environment-friendly oasis of wellbeing. Designed by Hundertwasser, the building features natural elements combined with an unusual aesthetic. The hotel has its own geothermal system for generating green energy and uses regionally organic foods, Fairtrade uniforms with an "eco" label, natural cosmetics in the spa applications and recycled paper. The goal is to achieve 100% sustainability in the products and services which are utilised. Accordingly, it is now also using Dibella bed linen and bath textiles, which are produced in accordance with the GOTS principles and traded under Fairtrade rules.

Hotel Rogner now wants to find out what its guests think. In a questionnaire, they are asked to state their satisfaction with the comfort provided by the textiles such as a dry and warm sleeping environment, and differences and characteristics which they perceive in the bed linen and towelling. The hotel also wants to gauge the importance which guests attach to sustainability, regional sourcing, organic foods and fair trade in the selection of their accommodation and, not least of all, their willingness to pay more for ecological and fair hotel management.



Hotel Therme Rogner, Bad Blumau:
people, ambiance, equipment- all
compatible to feel good.

Partners committed to ethical business working together

To date, 46 rooms have been fitted with Dibella Breeze. Assuming positive feedback – and the preliminary evaluations have indeed been encouraging – Breeze will be introduced throughout the entire hotel. Ecologically oriented investments account for 10% of Salesianer Miettex's annual revenues. Dibella was the first company to launch flat linen meeting ecological/social requirements. This range was a perfect match for a hotel such as Rogner Bad Blumau with its commitment to sustainability.

Good, good, better!

Signed and sealed (Part 1)

As previously reported in Issue 1, certificates play a crucial role in the textile industry. In this issue, we want to take a closer look at sustainable activity and the main certificates in this connection.

Sustainability is one of the major trends of our times as well as being one of the most ballyhooed terms in politics, business and society at large. Yet, sustainability is not a new concept. In fact, its roots go as far back as the 15th century. In documents from the early 18th century, it is possible to find evidence of an approach to business which takes account of future generations. The three elementary dimensions of sustainability are the environment, the economy and ethicalness.

More and more people are attaching importance to ecologically and ethically manufactured products and companies which act authentically.

A genuine challenge

Producers of textiles and clothing are therefore required to implement the principles of sustainable business activity. In this respect, they are wise to perform a comprehensive review of all their processes with the aim of optimising production to create products which are beyond reproach both ecologically and ethically.

Unfortunately, it's not quite as easy as it sounds. And to make matter worse, there is no seal fully covering all the criteria of sustainable business activity. All the certificates and labels have a different emphasis; while some tend to focus on ethical working conditions, others attach particular importance to environmentally sound operations.

This means that a producer must make a choice as it is not possible to apply for all certificates given the effort and financial resources required. Consequently, it is up to the consumer to gather as much information as possible.

A company which takes its responsibility as a corporate citizen seriously

Separate verifiable codes of conduct, proof of participation in the UN Global Compact (www.unglobalcompact.org) or DIN/ISO 26000 certification (www.iso.org) are indispensable for demonstrating a company's commitment to its social and environmental responsibility. Membership in environmental and social organisations such as B.A.U.M. (Bundesdeutscher Arbeitskreis für umweltbewusstes Management – www.baumev.de), the German network of ecological businesses UPJ (www.upj.de) or the textile industry association MaxTex (www.maxtex.eu) is possible only provided that strict criteria are satisfied.

A sustainable product

Responsible companies in the textile and clothing industry have realised that they must take effective steps going beyond what is required by law to preserve natural resources and to protect customers, staff and the environment. They take their responsibility as corporate citizens seriously and prove that their products are sustainable as well as ethically and environmentally acceptable.

A company selling sustainable products can be identified the most readily by the certificates which it has been awarded.

On top of this, it is advisable for textile and clothing manufacturers to obtain Fairtrade, FairWear, Blue Sign, GOTS, Ecolabel and ÖkoTex 1000 (SteP) certificates and labels or “cradle-to-cradle” certification as proof of ethical production activities. The extent to which this is necessary depends on the position which the company holds along the value chain.

Help? - Help!

Yet, what do these certificates and labels tell us? We would like to answer these questions in this as well as in the following few issues and present some of the most important seals.

Bluesign® is a seal confirming that the textiles in question are free of any hazardous substances. Based in St. Gallen, Switzerland, Bluesign Technologies was established in 2000. Producers wishing to use this seal must pay licence fees, the amount of which depends on their sales and size. Bluesign audits various sub-categories of the production and work processes along the value chain to determine the absence of any harmful materials in dying or printing activities. Its website sets out lists of critical and questionable chemicals. Aspects such as waste water, ventilation and site safety are also taken into consideration. Bluesign Technologies AG is occasionally criticised on the grounds that the thresholds which it applies are not always strict enough.



Newly established association for sustainable business activity:

MaxTex committed to enhancing confidence and transparency in the text value chain

MAXTEX
competent – fair – sustainable

Fires in factories causing hundreds of fatalities, child labour, starvation wages and the use of chemicals harmful to the environment and health, to name just a few examples, have repeatedly cast a negative light on the textile and clothing industry. MaxTex is a new association established at the end of May to expressly encourage sustainability along the entire value chain in the interests of enhancing confidence in the textile industry. The association held its inaugural meeting at the beginning of July at the offices of textile producer Larosé.

Sustainable activity is mandatory ...

MaxTex is committed to furthering the sustainable production of textiles along the entire value chain and is focusing on supporting its members in their efforts to market sustainable textile products in B2B business. "I was initially rather sceptical when I first heard about it," admits Annette Imhoff, owner of Larosé and MaxTex's first sponsoring member. However, Ralf Hellmann, the managing director of Dibella, was quickly able to win her over. His company has been using Fairtrade raw materials for a number of years and is additionally certified under the Global Organic Textile Standard (GOTS). These are amongst the two most respected international ecological labels.

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Inaugural meeting well attended ...

... and not just for altruistic reasons

In addition to the ethical obligations which companies have as responsible corporate citizens, there are also good business reasons for sustainable activity. The sector faces stringent requirements on the part of non-governmental organisations, while bidding processes in both the public and private sector are increasingly calling for the submission of specific proof of sustainable business activity in the form of certificates, labels etc. And not least of all, observance of certain standards is required by law. This is all reason enough to take a closer look at sustainable activity in good time and on a pre-emptive and self-determined basis. "This is no longer of concern only to strident environmentalists but also to large parts of the population," explains MaxTex president Ralf Hellmann, summarising the importance of sustainability as a concept, going on to say that "customers and consumers expect credible activity."



During a guided tour of the production facility

No closed shop

"We are no heroes or Robin Hood and we don't always do everything right," says Guido Töpfer, managing director of MIP Europe, which produces textiles for the health sector, "but we do take sustainability as an issue seriously and want to join forces in addressing it rather than going it alone." He goes on to say that MaxTex is not a closed shop and does not pursue any business interests of its own:

Töpfer invites all companies along the textile value chain to join in: "Max-Tex unites companies which are committed to environmental and ethical activity and which want to document the responsibility that they have assumed."

MAXTEX
competent – fair – sustainable

At least one sustainability label required

Conditions for joining MaxTex are clearly defined. Ordinary members are required to prepare and regularly update sustainability reports. In addition, they must hold one of the following labels: Fairtrade, Global Organic Textile Standard (GOTS), Global Recycle Standard, SCS Certified, EU Ecolabel, Bluesign, Cradle to Cradle, Fairwear Foundation or Sustainable Textile Production (STeP). Sponsoring members are also required to possess at least one of the following labels: UN Global Compact, Fairtrade, ISO 14001, ISO 26000 or comparable certification. MaxTex also welcomes scientific members who have extensive expertise with respect to any of the above certificates. The first such member is 360report, which has developed a program to help companies prepare sustainability reports.

Pending membership for companies with no label

This does not mean that there is no room for interested companies which are not yet certified. They are able to initially apply for pending membership. Once they have received the necessary certification, they are entitled to full membership, allowing them to use the “MaxTex” logo. “We deliberately opted for international labels as national standards would have been more of an obstacle,” stresses Hellmann, explaining that ethical and ecological issues transcend national borders. And the founders want MaxTex to operate on a European level so as to exert the greatest possible influence.

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Kirsten Kaage shows visitors all the things that make Larosé so special

MaxTex founder members



Dibella



Unifi



GREIFF Mode GmbH & Co.KG



LAROSÉ



MIP



360 report

Setting a good example

After the completion of MaxTex's inaugural meeting, Larosé as the host invited the participants to take part in a guided tour of the company. Managing director Dominik Schröder explained that under its CSR policy Larosé made high demands in the selection of its suppliers, executing detailed audits. "CRS/sustainability is the third main pillar alongside quality/logistics and service/confidence," Schröder explained. At the moment, the company is devoting particular attention to improving energy recovery from laundry operations, reducing CO2 emissions and implementing resource-sparing washing and drying technology. These efforts are documented in sustainability reports and external ISO audits.

MaxTex at a glance

More information on membership and MaxTex's activities and initiatives can be found at www.maxtex.eu



From left: MaxTex vice president Guido Töpfer (MIP-Europe), MaxTex president Ralf Hellmann (Dibella), MaxTex vice president Diederick Janssen (Unifi), Annette Imhoff (Larosé), Dominik Schröder (Larosé) and Hans Peter Beck (Greiff)

Know your textiles:

Tencel. This term has been doing the rounds in the textile world for quite some time. Is it a replacement for cotton, a sensible addition and the eagerly awaited solution to problems? A brief explanation should answer these questions.

TENCEL® - Nature's functional fibre

From wood to fibre: Lyocell is an industrially produced, regenerated fibre made from cellulose using a solvent spinning process. With its unique closed-end production cycle, Lyocell offers great potential for the future as it is both environment-friendly and economical. In addition to technical applications it is now also being successfully used for making clothing, uniforms and flat linen for private and commercial use. Lyocell is the generic name of this type of fibre, which is sold by Lenzing AG under the name TENCEL®.

What makes Tencel so special is its fibres, which are very strong when wet or dry and silky soft; at the same time, they possess very good moisture-transportation qualities. The resultant textiles drapes very well. They have an extremely low propensity for wrinkling and undergo industrial washing processes without any problems. In practice, Tencel/polyester blends are mostly used. These products are characterised by a pleasant feel to the skin. With their perfect moisture management, they prevent bacteria from forming and offer natural and anti-allergenic hygiene. With these properties, Tencel is superior to cotton. A lifecycle analysis bears out the environment-friendly characteristics of Tencel compared with cotton, polyester and polypropylene.



Product out TENCEL®
to feel good

The result is a fibre which is perfect for professional use!
More details at: www.lenzing.com, www.dibella.de
www.wikipedia.org

Competition:

The winner of the Kindle is Jürgen Pöschl

There was no end to his surprise and joy when Jürgen Pöschl, the owner of Wäscherei Wäschemann in Bayrisch Eisenstein, learned that he was the winner of the Kindle e-book reader in Dibella's first competition.

And what's even nicer is that his company is a long-standing Dibella customer. " 'Why not give it a go?' was my first thought when I read Dibella's new magazine," says Jürgen Pöschl, "and the fact that I actually won is simply marvellous".

By the way, Jürgen Pöschl has been offering his customers the Dibella "Breeze" hotel line, which is certified under Fairtrade and the Global Organic Textile Standard (GOTS), since 2012. The sustainable textiles for beds, bathrooms and tables are washed using a special process which is particularly compatible with the environment and skin-friendly. Well known for its individual services, Jürgen Pöschl's company supplies two "concept" hotels with sustainable textiles: Baby & Kinder Bio-Resort Ulrichshof in Rimbach and Refugium "Lindenwirt" in Drachselsried.

"Whereas as many companies talk about sustainability, it is mostly the owner-managed ones that take their ethical responsibility seriously," explains Jürgen Pöschl. And not least of all, this addresses the requirements of customers who urgently require sustainable textiles. Why is Breeze so successful? Because of the luxurious quality of the sustainable linen. It has a minimalistic design and is as soft as silk yet resilient with an appealing sheen and pleasantly cool feel on the surface of the skin. This is greatly appreciated by hotel guests. Dibella wishes Jürgen Pöschl continued success in his business!

www.waescheportal.eu



From left: Klaus Baur, Dibella presenting Jürgen Pöschl, Wäscherei Wäschemann, with his prize

Would you like to win a prize?

Competition

The extreme-activity box for “true heroes” is bound to make you the envy of your friends!

Are you a fan of sports, cars, action and adventure and are you seeking a spine-tingling experience? Here, you will find everything from A for Audi R8 to W for wild water rafting.

More information can be found at www.jochen-schweizer.de/geschenkbboxen/erlebnis-box-fuer-wahre-helden,default,pd.html

What is the name of Dibella’s certified organic-cotton range?

And here’s what you can win:

The Jochen Schweizer extreme-activity gift box “for true heroes” valued at around € 220,--



The extreme-activity gift box



Fallschirm Tandemsprung



Formel Schnupperkurs

Please send your answer to the editorial team, quoting the word "Competition"

- by e-mail to redaktion@dibella.de

Closing date: 6 January 2015

The winner will be announced in the next issue.

Save the Date:

- **“En route to CO2-neutral production”**

**Presentation of Dibella’s CO2 calculator, Ralf Hellmann,
managing director, Dibella
15 min.**

- **“Climate factors – a sober look at what is currently known
about climatic change”**

**Sven Plöger, meteorologist and TV weatherman
60 min.**

Thursday, 15 January 2015, 4:30 – 5:45 pm

At Dibella’s Heimtextil stand in Hall 8.00, Stand E 50.

Followed by a get together!

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Preview of the next issue:

- Review of the home textiles fair in January 2015,
Frankfurt/Main, with a special focus on Dibella’s new CO2
calculator (world premiere)!
- Day-to-day activities in textile service
- What do certificates involve?
Information on GOTS
- Portrait of Dibella’s picking and packing department

The next issue will be published in the spring.



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