HEFEL PREMIUM

BEDDING RANGE 2024/2025



BEST QUALITY FOR REFRESHING SLEEP.

BEST QUALITY

FOR REFRESHING SLEEP





In a world flooded with cheap mass-produced goods we at HEFEL have committed ourselves to a strategy based on uncompromising quality. For this reason the product quality of our bedding, the service quality of our collaborative approach to working with our customers, the creative quality of our countless innovations, the marketing quality of our sales support at the P.O.S., sleep and recuperation quality for the consumer and working environment quality for our employees lie at the heart of our thinking and our actions. This quality thinking underpins the rigorous pursuit of two goals. We would like to give our partners worldwide the opportunity of differentiating themselves primarily through high quality products and we wish to turn the precious hours of the nighttime recovery phase into a uniquely refreshing experience for as many consumers as possible. We are passionate about making our quality strategy the cornerstone of all our activities. Valuable and widely appreciated products and satisfied customers and consumers are regarded by our employees as an acknowledgement of their efforts and as an incentive.

We have created a wide range of bedding that is as individual as each person's sleeping patterns. HEFEL comforters, HEFEL pillows and HEFEL mattress protectors are noteworthy for offering a sometimes very diverse set of product characteristics. All the products in the HEFEL PREMIUM bedding range epitomise our pursuit of quality, our feeling of responsibility for our truly unique natural environment and our determination to achieve perfection. We remain focussed on a clear concept to guarantee the perfection of our products: 100% Made in Austria!

We hope you will be extremely satisfied with our HEFEL bedding.

Or. Dietmar Hefel

Mag. Ulrike Hefel

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TRADITION AND INNOVATION

FOR HEAVENLY SLEEP

"Only through craftsmanship can one rise to art" - Johann Hefel, pioneer, visionary and passionately committed textile manufacturer, was absolutely committed to this philosophy when he took over HEFEL & Co. in 1924 from his uncle Josef Anton Hefel, who had founded the textile firm in 1907. Today as in times past HEFEL lives by this philosophy and can now look back at a success story stretching back 115 years.



FROM THE "SCHIFFLISTICKERFI" TO THE BEDDING PROFESSIONAL

Josef Anton Hefel established the "Schifflistickerei" in Schwarzach in 1907. Some 30 years later, in 1936, the ticking weaving mill was opened in Schwarzach, which is now the last remaining mill in German-speaking Europe. After the acquisition of the quilt factory in Kefermarkt, Upper Austria in 1972, HEFEL forged ahead with the production of comforters in the early 1990ies. This decisive step laid the foundation stone for the strong HEFEL brand name which represents the company today and makes us THE bedding professional.



YOUR SLEEPING COMFORT

The constant stream of new developments in the field of innovative production techniques has enabled HEFEL to make unbeatably fine fabrics and the fluffiest comforter fillings. Its unwavering commitment to research and development over the years has made HEFEL today one of the leading international innovators. The introduction of the very latest functional fibres such as TENCELTM or Vitasan® has left a legacy of lasting improvement to sleeping comfort. And that sums up what HEFEL is about.

100% MADE IN AUSTRIA

QUALITY FOR GOOD SLEEP

Today, as in days gone by, HEFEL bedding has always been 100% Made in Austria. This is just an important part of our corporate culture as employing a highly qualified skilled workforce, many of whom have been working for HEFEL for two or three generations. With a great deal of experience, care and skill they produce and check every single HEFEL quilt – item by item.



TICKING WEAVING MILL IN SCHWARZACH

In the HEFEL ticking weaving mill in Schwarzach (Vorarlberg) the finest down batiste and down/fibre-proof fabrics are produced either as material to be sold by the metre or as finished shells. This is the origin of the quality and purity of all HEFEL products.

OUR TEAM - OUR GREATEST ASSET

Exceptional quality is only made possible by the HEFEL's greatest asset: its loyal, flexible, inquisitive and highly qualified employees. It is thanks to them that HEFEL today has developed into one of the leading European producers of bedding, constantly setting new standards in the industry and dazzling with new innovations every year. The proof lies in the numerous national and international prizes that have been awarded to HEFEL bedding.



QUILT FACTORY IN KEFERMARKT

Quilted products with premium animal hair, natural fibre and fibre fillings are processed in Kefermarkt (Upper Austria). Therefore primary materials are carefully selected according to the strictest criteria which the factory then makes into finest.

THE ART OF MANUFACTURING

HEFEL remains true to its philosophy: One can only achieve art by mastering craft. This is why HEFEL comforters are quilted in the timeconsuming traditional way, one piece at a time, on made-tomeasure ramin wood frames. Experienced hands stretch the fabric on the frame like a precious painting. The highest degree of precision and a trained eye are necessary when the filling and fabric have to be precisely aligned and prepared for quilting.













ÖSV-PARTNERSHIP

HEFEL SHOWS ITS SPORTY SIDE



Since 2011, HEFEL has been an official outfitter for the Austrian ski teams. The Austrian Ski Federation (ÖSV) is the by far the most successful Austrian Sports Association. Its athletes are notable for their outstanding performance and a high level of trust. They are popular personalities and rolemodels and thus accord perfectly with the HEFEL philosophy. The Alpine athle-tes are provided with made-to-measure HEFEL bedding. In particular the travel pillow has become an indispensable companion on extended trips to events in Europe and overseas.



Nina Ortlieb, Teresa Stadlober

THE RIGHT COMFORTER

FOR EVERY SEASON

HEFEL All-Year Comforters (GD) are suitable for the autumn and spring months and for all-year round use for city dwellers. The all-year comforters are light yet warm and ideal for every room environment. The all-year

comforters - light have been specially

developed for waterbeds. (GD light)

are double comforters. These comforters are particularly warm as they consist of individually quilted pairs of comforters. An air cushion is created between these two layers, offering perfect heat insulation and preventing cold areas.

HEFEL Winter Comforters (WD)

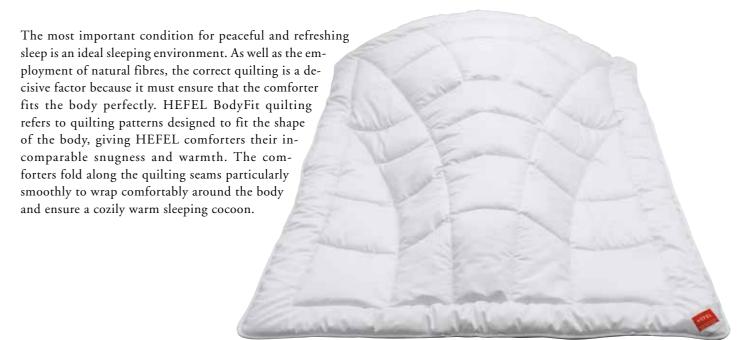
HEFEL Summer Comforters (SD) are pleasantly light and regulate the temperature. Their excellent moisture management function enables you to enjoy wonderfully refreshing sleep, even on hot summer nights.





HEFEL BODYFIT QUILTING

FOR SNUGNESS AND WARMTH



FINEST FABRICS AND BEST FILLINGS

HEFEL produces the incomparably fine fabrics for its bedding in-house. The raw materials are exclusively made from premium yarns such as highest quality cotton up to Nm 290, finest certified organic cotton and silky shimmering TENCELTM. These selected yarns are the raw material for innovative products. Ecological and economical standards are thus always exceeded by HEFEL.

Only the best fillings are good enough for HEFEL comforters. The very best cashmere from the Himalayas, finest camel underhair from Mongolia, soft silk from China and exclusive pure new wool from France. We also offer the latest bioactive fibres such as bamboo, stone pine (Zirbe), Ingeo made from maize and TENCELTM made from wood cellulose. 100% pure natural enjoyment. The use of high-tech functional fibres such as Vitasan® ensures perfect hygiene and effective protection against allergens.





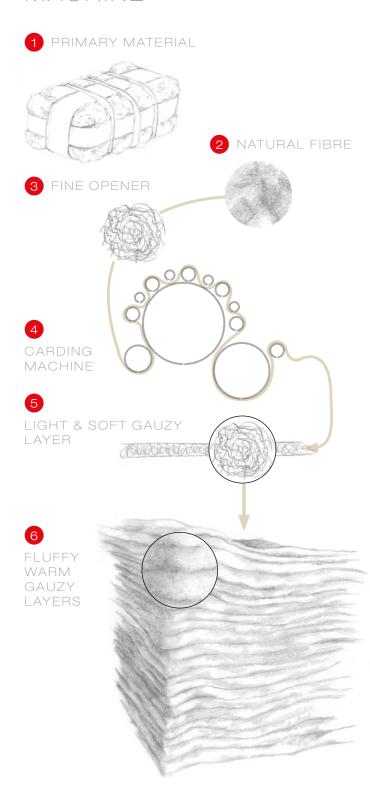






MAXIMUM FLUFFINESS

THANKS TO ULTRA THIN GAUZY LAYERS/CARDING MACHINE



1 PRIMARY MATERIAL

Only the best is good enough.

2 FINEST FILLING FIBRES

The starting point for manufacturing a non-woven fabric is the fibre. During the first stage this is simultaneously roughly loosened up and de-dusted. The processed fibre material is blown through pipes to the fine opener. The fibres open up further during this process.

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3 FINE OPENER

In the fibre opener the fibre mass is further opened up, dedusted, dirt particles and unwanted short fibres are removed.

4 HEFEL TOPBAUSCH PROCESS

In the carding machine the filling fibres are gently and evenly cleaned one last time and arranged. The various different rollers "comb" the fibres, combining them in such a way that they hook around each other. This gives them better elasticity and filling volume.

5 EVERY GAUZY LAYER

- light, smooth and soft
- maximum air volume
- for maximum warmth
- through maximum fluffiness
- individual delicate gauzy layers
- with natural frizziness
- laid on top of each other in a criss-cross pattern and bonded together by a special compression process
- up to 25 gauzy layers are needed to fill one comforter

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• each individual gauzy layer has 20-30 g/m²

6 FLUFFY WARM GAUZY LAYERS

- maximum fluffiness
- maximum warmth
- maximum sleeping comfort

The basis for the very finest sleeping comfort with HEFEL natural hair comforters.

COSY WARMTH AND HEAVENLY SLEEPING ENVIRONMENT

FROM FIRST CLASS WORKMANSHIP

1 FLUFFY FUNCTIONAL FILLINGS WITH HEAVENLY QUALITIES

The fluffiness of the comforter filling determines the degree of comfort whilst asleep and also the warmth retention. HEFEL comforters have more fluffiness than standard quilts and keep their shape better. A HEFEL comforter retains its fluffy volume over years of usage.

2 OPTIMAL SPRINGINESS ACHIEVED BY THE "TOPBAUSCH" (SUPER-FLUFFY) PROCESS

In addition, the fluffiness is further optimized by the HEFEL "Top-Bausch" process. The spirally curled form individual fibres enables them to be arranged gently and evenly in a springlike manner. The filling thus has outstanding elasticity and capacity.

3 SNUG WARMTH WITH EXTRA FINE LAYERS OF GAUZY MATERIAL

The finer the individual layers, the more air and thus warmth can the filling store. Every HEFEL filling consists of up to 25 separate layers of gauzy material. These are laid criss-cross on top of each other and secured to make a particularly hard-wearing and stable fleece.

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4 THE HEFEL "COMFORT" BORDER: AN EXAMPLE OF GENUINE HANDIWORK

The HEFEL "comfort" border which surrounds the quilting design is an indication of the traditional individual finishing. Approximately 15 cm wide and not quilted, it encloses the sleeping surface and gives protection from cold outside air.



5 THE HEFEL EDGING BAND ENSURES THAT THE SHAPE IS MAINTAINED

The edging band is sewn by hand throughout and secured by the HEFEL quilting stitch. This guarantees exceptional shape stability and durability. The "round corners" of HEFEL comforters are characteristic of the handiwork with a single finishing seam.

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6 LUXURIOUS APPEARANCE OF THE HEFEL BRAND QUILTING

The filigree HEFEL brand quilting is finished with particularly short quilt stitching and great attention to detail which complete the high quality appearance.

7 HEFEL QUILTING STITCH FOR DURABLE QUILT SEAMS

HEFEL's very modern quilting stitch technology gives the stitching an exceptionally fine appearance which visibly enhances the select quality of HEFEL comforters. Each of the approx. 6,400 stitches is individually secured so that a HEFEL seam can never come undone even if the thread breaks.

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HEFEL SUSTAINABILITY

IN HARMONY WITH NATURE



For HEFEL, sustainability means placing equal emphasis on social, environmental and economic aspects. Only a harmonious relationship between the environment, society and the economy, between ecology and economics, whilst taking into account society's standards and social values, can safeguard long-term economic success and thus protect jobs or create new ones.

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THE PLEASURE OF PURELY NATURAL SLEEP

HEFEL bedding is not only healthy to sleep in, but also allows sleep with a clear conscience, because HEFEL shows responsibility for future generations through the sustainable orientation of the entire bedding production process. For HEFEL, the careful handling of raw materials, gentle production processes, short transport di-



stances due to 100% of production taking place in Austria and the social environment of employees all interact in harmony with each other. HEFEL is an Austrian organic bedding specialist and one of the most innovative and ecologically sustainable bedding producers in Europe.

SUSTAINABILITY STARTS ON THE FARM

HEFEL knows its textile chain from the cultivation of the fibres and throughout every stage of production to the finished product. By sourcing certified raw materials, HEFEL guarantees transparency and traceability along the supply chain. The company focuses on natural resources and renewable raw materials from sustainable



cultivation and sustainable livestock farming. Suppliers, mainly from nearby areas, are deliberately selected according to the highest socioecological criteria. By basing production in Austria, ecological and social standards in the manufacturing process can be guaranteed.

"ORGANIC" HISTORY

"Organic", "Natural" and "Sustainable" – for decades HEFEL has consistently based its product development strategy on these criteria and time and again sets new standards with special innovations for "healthy sleep" – including from an ecological point of view.



Milestones - HEFEL as a pioneer

1992: Production of the first natural ticking fabric

1996: Organic Cotton: the world's first ticking fabric made from certified organic cotton

1998: World first: HEFEL introduces TENCELTM Lyocell bedding 2007: World's first comforter with wood from the stone pine

Excellent quality

2008: GOTS certification

2010: IVN Best certification

2012: First Fairtrade-certified bedding range by HEFEL

2014: ÖKO-TEST award "Very Good" for stone pine comforter

2015: Down products receive RDS certification

2018: "Ecologically Exemplary" award (FOCUS Magazine, Germany)

2019: Bio-Hemp comforter becomes "Austria Product of the Year" (Austrian Society for Consumer Studies, ÖGVS)

2020: Vegan certification for linen, hemp and cotton

2021: Award: "Outstanding Quality" (ÖGVS)

SHORT DISTANCES

HEFEL sustainability is also a philosophy of short transport distances. HEFEL produces exclusively at two locations in Austria: Schwarzach/Vorarlberg and Kefermarkt/Upper Austria.

Wherever possible, regional or European suppliers are chosen, such as the Austrian company Lenzing AG, from which the

wood cellulose fibre TENCELTM Lyocell is sourced and which means that HEFEL KlimaControl Comfort is the comforter with the world's smallest CO2 footprint.

HEFEL is the only bedding manufacturer worldwide that produces its comforters entirely in-house, from the fabrics and fillings to the finished product. In this way, the highest quality standards, impeccable workmanship and shot distances can be guaranteed.

SOCIAL RESPONSIBILITY

Social commitment and employee responsibility are an integral part of HEFEL's corporate philosophy, and just as important as the aspects of sustainable raw material purchasing, sustainable production and sustainable products. HEFEL supports disadvantaged and vulnerable people with a range of Corporate Social Responsibility (CSR) activities. Here the focus is on regular product donations for projects by charitable organisations and institutions.

RECYCLING

FOOTPRINT

All forms of waste arising during production are carefully separated, collected and appropriately recycled. Cardboard boxes and films are recycled, transport containers are partly returned to suppliers, fibre waste is returned to the production process, and much more besides. In this way, the vast majority of waste generated from production can be recycled.

CERTIFICATES & AWARDS

GOTS: HEFEL Organic Cotton fabrics have been "GOTS" certified since 2008. The Global Organic Textile Standard (GOTS) is recognized as the world's leading standard for the processing of textiles from organically produced natural fibres. The entire production chain, from the sourcing of raw materials to the labelling of the finished products, is monitored, controlled and certified – according to strict ecological and social criteria.

IVN BEST: Since 2010 HEFEL Organic Cotton fabrics have been "IVN Best" certified. Since 2000 the NATURTEXTIL IVN ZERTIFIZIERT BEST quality mark has reflected the guidelines for natural textiles drawn up by the International Association of Natural Textile Industries (IVN) and covers the entire textile production chain, from both the points of view of ecology and social responsibility.

RDS – Responsible Down Standard: Since 2015 HEFEL has exclusively used RDS-certified down in its bedding products. The RDS certificate guarantees that feathers and down are sourced from ducks and geese farmed in species-appropriate and healthy conditions. The standard applies to the entire supply chain. The welfare of the animals is the highest priority – this means best conditions for keeping and feeding the poultry (no force-feeding!) and also a ban on live-plucking.

Oeko-Tex Standard 100: The Oeko-Tex Standard 100 is one of the best-known quality marks in the textile industry and distinguishes textiles that have been tested for harmful substances. The standard is based on a globally uniform system of test methods, test criteria and pollutant limit values, according to which the Oeko-Tex testing institutes certify that a textile product is not harmful to health.

Fairtrade: In 2012 HEFEL launched a bedding range with Fairtrade-certified cotton fabric for the first time. The Fairtrade mark stands for fairly grown and traded raw cotton and guarantees fair working conditions for cotton producers. Fair terms of trade allow small-scale farmers in the producing countries to invest in a sustainable future.

V-LABEL – 100% VEGAN: In 2020, the Organic Linen comforter was awarded the V-Label, the internationally recognised and protected seal of quality for vegan and vegetarian products. HEFEL thus offers a genuine natural alternative to synthetic bedding for everyone who prefers 100% vegan sleep.

Ecologically exemplary: The German magazine FOCUS has identified the "ecological role models" from a pool of around 4,800 companies that carry an ecological seal of quality and has given the award to HEFEL as the only ecologically exemplary company in the bedding segment.

















Certified by Control Union CU 811099

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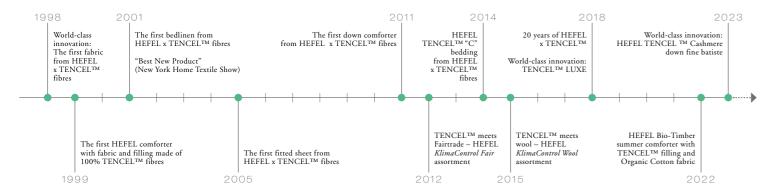
Certified by Control Union CU 811099

HEFEL - TENCELTM PIONEER



SINCE 1998

The successful collaboration between the Austrian fibre manufacturer Lenzing AG and HEFEL began more than 20 years ago. HEFEL presented the first fabric with Lyocell fibres (later known by its TENCELTM brand name) at the Heimtextil trade fair in Frankfurt in January 1998 – the first bedding manufacturer worldwide to do so. This was followed just one year later by "the first comforter made from wood" – with a fabric and filling that was 100% Lyocell fibres. In the following years, the range was continuously expanded, so that HEFEL now has the world's greatest competence in bedding with TENCELTM Lyocell fibres. Thanks to many years of experience in processing, sewing and finishing the TENCELTM fibre, HEFEL is today able to offer its demanding and environmentally-conscious customers the widest and deepest range of bedding products made of TENCELTM fibres.



SUSTAINABLE PRODUCTION

TENCELTM fibres consist 100% of the sustainable raw material wood, which is obtained from certified and controlled sources. The production of TENCELTM Lyocell fibres is revolutionary. The production process is based on a solvent spinning process and represents the greatest achievement in cellulose fibre technology. The unique closed manufacturing process makes TENCELTM the fibre of the future, because the solvent is almost 100% reused. This closed loop was awarded the European Award for the Environment (2002) by the European Union. TENCELTM Lyocell is also unbeaten in terms of water consumption during production.

For one kilogram of Lyocell fibres, 263 litres of water are required as opposed to 5,000 litres for organic cotton and as many as 11,000 litres for conventional cotton.





BIODEGRADARIE

TENCELTM Lyocell fibres help to maintain environmental balance through a natural cycle. And it goes even further than that. In summer 2019, the research laboratory "Organic Waste Systems" and TÜV Austria confirmed the complete biodegradability of TENCELTM Lyocell fibres in water, soil and compost. Lenzing AG is thus taking a significant step forwards in terms of sustainability and awareness of nature.





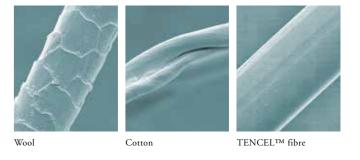
FEEL-GOOD PROPERTIES

OF THE TENCELTM FIBRE

The TENCELTM fibre with botanical origin is a truly talented all-rounder. It offers long-lasting, natural sleeping comfort, thanks to its numerous feel-good properties.



TENCELTM Lyocell fibres are naturally gentle and offer lasting comfort. Under the electron microscope the TENCELTM Lyocell fibres reveal their smooth surface, which gives the fabrics a soft feeling and guarantees comfort for sensitive skin. If you look at the fibre surfaces of cotton or wool, you can see at a glance that they are rougher on the skin than TENCELTM fibres. Rough fibre surfaces can cause skin irritation. TENCELTM fibres are therefore particularly recommended for people with sensitive skin.





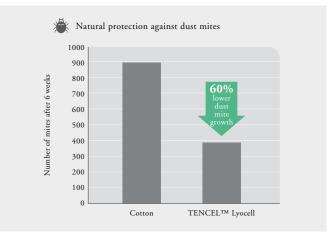
TENCELTM fibres are the No.1 in moisture management. The fibre absorbs excess moisture and transfers it outwards in a completely natural way. This moisture transfer is unique compared to conventional fibres. Cotton is known to be a very absorbent fibre, but in fact TENCELTM Lyocell fibres absorb twice as much moisture as cotton. Synthetic fibres, on the other hand, do not absorb any moisture at all. The unique structure of the microscopic fibrils of the TENCELTM Lyocell fibre is responsible for the absorption and release of moisture. This supports the body's natural heat regulation and gives the skin a pleasant and dry feeling day and night.







The perfect moisture management of the TENCELTM Lyocell fibre is responsible for low bacterial growth, because any arising moisture is immediately transferred into the fibre interior. As a result no film of moisture can form on the fibre and become the basis for bacterial growth. This enables bacterial growth to be reduced in a natural way – completely without chemical additives. Consequently TENCELTM Lyocell fibres do not provide an ideal environment for dust mites, making the bedding perfect for allergy sufferers.



Source: Laboratoire T.E.C. Report No. 2277/1117R. Tested according to the Standard NF G 39-011)

HEFEL PREMIUM FIBRE RANGE



HEFEL KLIMACONTROL

TEMPERATURE-REGULATED SLEEP

For perfect, comfortable climate the whole night through with the wood-fibre TENCEL™.



HEFEL BIO

You can enjoy refreshing and snug, soft sleep night after night with HEFEL Premium bedding. Amazing fluffiness, high

quality filling materials and specially developed quilting designs that fit the shape of the body give HEFEL comforters their unique shape and exceptional ability to retain warmth. In addition, HEFEL premium bedding contains the most modern

textiles which support the natural characteristics of the body. To sleep under a HEFEL comforter is a heavenly feeling.

HARMONIC SLEEP

For sustainable sleep in 100% certified organic raw materials.



HEFEL CASHMERE

EXCLUSIVE SLEEP

The most precious natural hair from the Himalayas for incomparably luxurious sleeping comfort.



HEFEL WELLNESS

HEALTHY SLEEP

Actively healthy comforters for peaceful and revitalizing sleep.



HEFEL PURE

NATURAL PURE SLEEP

Fine natural comforters for those who demand luxury.



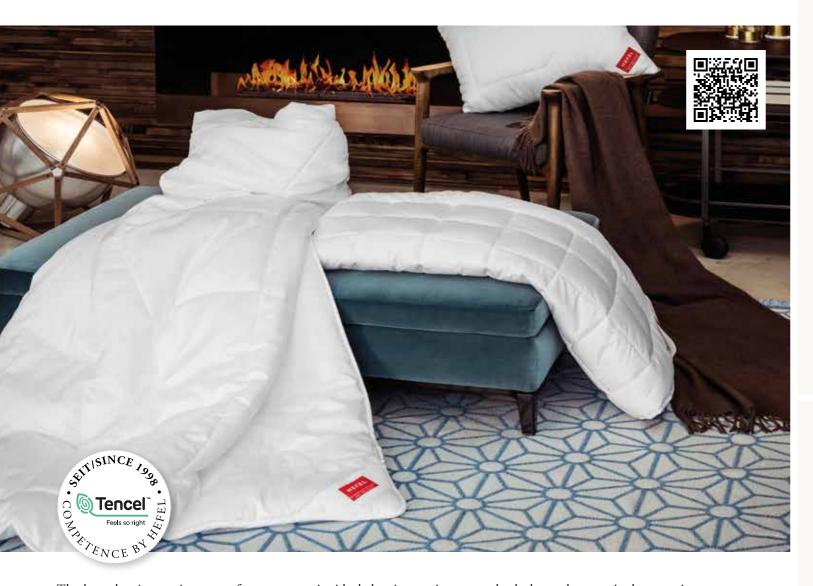
HEFEL SOFTBAUSCH

SOFT SLEEP

Maximum fluffiness and hygiene for cosily clean sleeping pleasure.

HEFEL KLIMACONTROL

TEMPERATURE-CONTROLLED SLEEP



The best sleeping environment for everyone. An ideal sleeping environment, both dry and warm, is the most important requirement for restful and refreshing sleep. HEFEL KlimaControl comforters are characterised by optimum temperatureregulating qualities and perfect moisture management. KlimaControl comforters are exceptional examples of innovative, ecological and future-proof bedding products - of the highest quality and with a unique effect for restful sleep.

TENCEL™ LETS COMFORTERS BREATHE

Due to their unique nanofibril structure the natural TENCEL $^{\text{TM}}$ fibres can absorb very large amounts of moisture very quickly and rapidly disperse it in the surrounding air. TENCELTM thus acts as a buffer by absorbing liquid and dispersing to the outside. No other fibre has similar properties.

QUILTS	FABRIC	FILLING	CARE	VERSIONS
HEFEL KlimaControl Comfort	100% TENCEL TM -Satin	100% TENCEL™ Lyocell	washable	SD, GD light, GD, WD
HEFEL KlimaControl Fair	100% Cotton-Satin, Fairtrade certified cotton	100% TENCELTM Lyocell	washable	SD, GD, WD

HEFEL KLIMACONTROL COMFORT

HEFEL KlimaControl Comfort is defined by its 100% naturalness. "THE COMFORTER THAT BREATHES" was the world's first comforter with filling and fabric made from 100% TENCEL™ Lyocell, a purely plant-based fibre made from wood. HEFEL KlimaControl Comfort comforters guarantee an ideal sleeping climate. Thanks to their unique nanofibril structure, TENCELTM fibres can absorb very large amounts of moisture very quickly and rapidly disperse it in the surrounding air. No other fibre has similar properties. The comforter always feels pleasantly dry even when exposed to strong perspiration. The comforter breathes with in tune with the sleeper and maintains a pleasant constant sleeping climate. A special benefit for

Triple award winner:

- The Austrian Industry Environment Prize
- European Environment Prize
- "Best Product" at the New York Home Textile Show



Matching pillows and mattress protectors available!

- Optimal temperature regulation
- 100% natural fibre made from pure wood cellulose is used in the fabric and filling
- Optimum moisture management
- Ideal for sensitive skin due to the smooth surface of the fibres
- Maximum comfort, even in the event of strong perspiration
- No opportunities for bacteria
- Easy-care: washable
- The comforter with the smallest CO₂ footprint worldwide







HEFEL KLIMACONTROL-FAIR

The HEFEL KlimaControl Fair comforters are filled with the TENCELTM natural fibre and enveloped with fabric made from cotton of guaranteed controlled fair origin - from the cotton field to the cosy comforter. This is guaranteed by the FAIRTRADE mark which stands for products and raw materials that have been grown and traded in a fair way. With buying products with the FAIRTRADE mark, you pport farmers and workers as they work to improve their lives and their communities.

- FAIRTRADE-certified cotton satin
- Filled with the TENCELTM natural fibre
- Optimal moisture management
- Perfect temperature regulation
- 100% natural sleeping climate





HEFEL CASHMERE

EXCLUSIVE SLEEP



HEFEL cashmere goats live on the high plateaux of the Himalayas at altitudes up to 5,000 metres. Their premium quality wool is processed to create the wonderfully light fillings for HEFEL cashmere comforters. In order to survive the extreme environment in which they live, where temperatures can fall to -45°C, these exceptional animals have evolved a type of hair that protects against the cold like no other.

In the icy remoteness of the Himalayas, people and animals still peacefully coexist in a state of natural symbiosis. Cashmere goats are not shorn; instead small quantities of their superfine underhair is combed out by hand once a year. The yield per goat is only 100g to 300g. It is therefore not surprising that high quality cashmere is hard to find and expensive. HEFEL's cashmere experts regularly travel to the region to check the quality of the underhair. HEFEL Himalayan cashmere has the finest curls of any natural hair and an absolutely unbeatable capacity for warmth retention. Cashmere quilts are by far the lightest natural quilts in relation to warmth they provide.

QUILTS FILLING 100% TENCELTM Premium Satin 70/30% HEFEL Cashmere/Pure New Wool SD, GD, WD HEFEL Cashmere Deluxe

HEFEL CASHMERE DELUXE

The dream team for magical winter nights.

HEFEL Himalayan cashmere meets French pure new wool. A touch of luxury surrounds this exclusive combination, expressively emphasized by the silky sheen of the TENCELTM premium satin. The incomparably fine underhair has a softness and cosiness that puts all others in the

- Combination of HEFEL Himalayan cashmere and finest French pure new wool
- Revitalizing properties of pure new wool
- Elegant TENCELTM premium sateen for exquisite sleeping dreams





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HEFEL PURE

NATURAL PURE SLEEP



In nature, there are many different high quality hairs and fibres, which naturally provide excellent functional characteristics. These fibres can provide warmth, temperature control or cooling and thus always ensure a wonderfully dry sleeping environment. Whether the filling is HEFEL pure new wool, HEFEL camel underhair, HEFEL wild silk, HEFEL bamboo fibres or HEFEL maize fibres – they can all absorb approx. three times as much moisture as cotton and still feel pleasantly dry and soft to the touch. HEFEL Pure comforters combine their 100% pure natural character in perfect harmony with modern sleeping comfort. When it comes to inventions mankind has always been inspired by nature. HEFEL is just the same: its core range is directly derived from nature. Special characteristics that ensure wonderful sleep serve as inspiration and are applied to the core product range with the help of innovative technologies. In this way HEFEL increases your natural sleeping comfort night after night.

QUILTS	FABRIC	FILLING	CARE	VERSIONS
HEFEL Pure Camel	100% TENCEL™-Satin	100% HEFEL Camel Hair	air regularly	GD light, GD
HEFEL Pure Silk	100% TENCEL™-Satin	100% HEFEL Pure Silk	SD washable	SD, GD
HEFEL Pure Bamboo	100% Cotton Satin	80% HEFEL Bamboo, 20% Maize	washable	SD, GD
HEFEL Pure Wool	100% Cotton Satin	100% HEFEL Pure New Wool	washable	SD, GD
HEFEL Pure Maize	100% Cotton Satin	100% HEFEL Maize	washable, suitable for tumble dryers	SD, GD, WD

THE FASCINATION OF NATURE

THE SOURCE OF INSPIRATION

SUPER COSY WITH SOFT CAMEL UNDERHAIR

HEFEL camels live in Mongolia in climatic areas with extreme temperature fluctuations of up to 60°C between day and night. Their hair is perfectly adapted to these conditions and has a highly effective temperature regulating function. It behaves like a "natural air conditioning system", on the one hand providing excellent warmth and on the other protection from the heat, thanks to its maximized actively breathable qualities.



HEAVENLY LIGHTNESS WITH WILD SILK

Wild silk comforters are made from 100% pure silk produced by free-range Oak Eggars. The natural cooling properties of this wild silk make it the ideal filling for wonderfully revitalizing summer comforters. This soft and supple comforter catches the eye with its authentically luxurious silky sheen. With silk your sleep becomes a soft and airy summer night's dream.

OPTIMAL CLIMATE WITH BAMBOO

Bamboo has excellent temperature-management and moistureregulating characteristics. Comforters with a bamboo filling create the perfect microclimate in your bed. You enjoy heavenly sleep and start the day feeling refreshed. Comforters made from bamboo are extremely easy to care for and durable. 100% naturalness for a wonderful sleeping environment.





NATURAL WARMTH THANKS TO PURE WOOL

The natural hair of sheep makes HEFEL comforters superbly warm and exceptionally breathable. The pure new wool is exclusively obtained from French free-range sheep. This unique breed offers the finest quality with a strongly curled wool. Thanks to a special finishing process the comforters can be washed at 40°C – which is unique for natural hair fillings.

THE PURE POWER OF MAIZE

Maize bedding products bring together naturalness and very good sleeping comfort. Maize fibres balance out temperature fluctuations and ensure a harmonious, pleasantly warm sleeping environment. Maize comforters are also very easy to care. The full power of maize ensures naturally soft and healthy sleep.



HEFEL PURE CAMEL

100% soft and cosy camel underhair for natural temperature regulation.

HEFEL camels live in climatic areas with extreme temperature fluctuations of up to 60°C between day and night. Their hair is perfectly adapted to these conditions and has a highly effective temperature regulating function. It behaves like a "natural airconditioning system", on the one hand providing excellent warmth and on the other protection from the heat, thanks to its maximized active breathing qualities. This function of the Pure Camel comforter is supported by the 100% TENCELTM fabric which removes moisture from the body particularly quickly. Pure Camel comforters are made exclusively from the incredibly soft underhair of Mongolian

- Finest camel fluff 100% natural
- Optimum temperature regulation thanks to TENCELTM premium satin
- Very actively breathable and excellent moisture dispersion



HEFEL PURE SILK

Pure Silk is the supple, light-weight summer night's dream made from 100% pure silk. The naturally cooling properties of natural silk make it the ideal filling for this wonderfully revitalizing summer comforter. The silk fleece is very hardwearing despite its delicacy thanks to the evenly spaced quilting design. The high quality TENCELTM premium satin fabric disperses moisture rapidly, thereby assisting the cooling effect of the silk. But for those who do not want to be without their silk comforter when the weather turns a bit colder, there are wonderful Pure Silk all-season comforters.

- Naturally cooling and revitalizing combination of silk and TENCELTM fabric
- Extremely light and snug for incomparable sleeping pleasure
- summer comforter: washable



HEFEL PURE BAMBOO

100% natural - with bamboo fibres for a wonderful sleeping environment.

The comforter has an 80% bamboo fibre and 20% maize filling that creates a perfect microclimate in your bed. The temperature-balancing and moisture-regulating characteristics of bamboo provide the ideal sleeping environment. HEFEL Pure Bamboo comforters with finest cotton fabrics Made in Austria are extremely easy to care for and durable. They are best suited for refreshing summer nights but also as all-year city comforters.

- 100% natural made from bamboo and maize fibres
- Particularly snug and refreshing
- Perfect sleeping environment
- Easy-care and washable

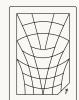




• 100% HEFEL pure new sheep's wool

• washable thanks to a special refining

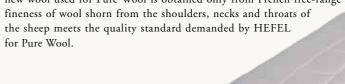
• Particularly warm and actively breathable



Matching pillows available!

HEFEL PURE WOOL

The exclusive quality of HEFEL pure new wool makes pure new wool comforters comfortably warm and gives them exceptional breathing ability. This guarantees a pleasant dry sleeping environment and refreshing rest. A special refining process ensures that the comforters can be washed at 40°C, which is unique for natural hair fillings. The pure new wool used for Pure Wool is obtained only from French free-range sheep. Only the fineness of wool shorn from the shoulders, necks and throats of





process



mattress protectors available!

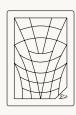
HEFEL PURE MAIZE

Maize bedding products harmoniously combine naturalness and very good sleeping comfort. Maize fibres balance out temperature fluctuations and thus ensure a harmonious, pleasantly warm sleeping environment. HEFEL Pure Maize comforters are easy to care for and meet the highest demands for use and hygiene. The comforters feature finest cotton shell fabrics and a 100% maize filling.



- 100% natural made from maize fibre
- Particularly snug and warm
- Agreeable sleeping environment • Easy-care and washable,
- suitable for tumble dryers
- Durable





Matching pillows available! 26 HEFEL PREMIUM BEDDING RANGE 2024/2025

HEFEL BIO

HARMONIC SLEEP



Natural resources and renewable raw materials are the top priority of the HEFEL Organic range. Particular attention is therefore paid to sustainable farming and animal welfare - ecology from the ground up. Cotton comes from controlled organic cultivation and pure new wool from controlled organic livestock. The fillings (with the exception of TENCELTM and linen) are GOTScertified and the Organic Linen comforter has also been awarded the vegan V-Label. All HEFEL organic products are made with the finest GOTS-certified organic cotton fabric.

ECOLOGICALLY PACKAGED

All products from the HEFEL Organic range are now packed in natural-coloured carrier bags made of GOTS certified cotton - the appropriate choice given their pure natural quality.

A conscious decision was made to opt for plastic-free packaging, thereby taking a further step towards sustainability & ecology.

Further information is available in the "HEFEL Organic Cotton" folder

QUILTS	FABRIC	FILLING	CARE	VERSIONS
HEFEL Bio-Wool	100% organic cotton (kbA)	100% HEFEL pure new wool (kbT)	air regularly	GD, WD
HEFEL Bio-Linen	100% organic cotton (kbA)	70% HEFEL linen, 30% TENCEL TM	air regularly	SD
HEFEL Bio-Timber	100% organic cotton (kbA)	100% TENCEL TM	washable	SD, GD
HEFEL Bio-Stone Pine	100% organic cotton (kbA)	100% HEFEL pure new wool (kbT) and stone pine flakes	air regularly	GD

THE BEST OF NATURE

100% SUSTAINABLE & ECOLOGICALLY CERTIFIED

WONDERFULLY WARM PURE NEW SHEEP'S WOOL (KBT)

Sheep's wool is one of the oldest fibres known to man and is probably one of the best known The pure new sheep's wool used for HEFEL Bio-Wool comes from certified organic sheep farms (kbT) in Austria. The focus is on species-appropriate livestock farming in harmony with nature. The use of pesticides and insecticides is rigorously avoided - for the sake of the animals themselves and the soil on which they graze.



ENJOY REFRESHING SLEEP THANKS TO LINEN

Linen is extracted from the flax plant and is also known as the "Silk of the North". It is considered the oldest textile fibre in the world. Especially in the clothing sector, linen is often used for light summer fashions, as it feels cool on the skin and is very absorbent. Linen can absorb more than a third of its weight in moisture without feeling damp, and also dries again very quickly. This makes it the ideal filling for wonderfully refreshing summer comforters.

BEST SLEEPING CLIMATE THANKS TO TENCEL™ LYOCELL

TENCELTM fibres consist of the 100% sustainable raw material wood, which is obtained from certified and controlled sources. A unique closed loop manufacturing process makes TENCELTM the fibre of the future and TENCELTM Lyocell is also unequalled in terms of water consumption during production. Its numerous feel-good properties make it a true all-round talent.





WITH THE WOOD OF THE STONE PINE

The stone pine defies all weather conditions. It grows in the extreme climate of the Tyrolean Central Alps, above the tree line at 1,500 to 2,000 m above sea level. The trees can live for up to 1,000 years and survive temperatures as low as -40°C. Exceptional resilience is needed in order to survive in such adverse conditions. During processing the stone pine passes its power on to us through its wood and essential oils.

HEFEL BIO-WOOL

For cosy, 100% natural sleep.

HEFEL Bio-Wool comforters with a 100% pure new wool filling surrounded by Organic Cotton fabric (kbA) create a particularly cosy sleeping environment. The pure new sheep's wool used by HEFEL is sourced from certified organic livestock farming ("kbT" standard) in Austria. Pure new sheep's wool is temperatureregulating and reliably warming. It has excellent moisture absorption characteristics and ensures that the sleeping environment remains consistent. With the beneficial power of pure raw materials from nature.

- Finest pure new sheep's wool
- Cotton fine satin (kbA)
- 100% naturally pure
- Warm and snug
- Total product is GOTS-certified



HEFEL BIO-LINEN

HEFEL Bio-Linen comforters are simply perfect for deep natural sleep even at higher temperatures. The filling consists of 70% linen and 30% TENCELTM. Linen, the "silk of the north" can absorb more than a third of its weight in moisture without feeling damp, but dries out again very quickly. HEFEL Bio-Linen therefore feels pleasantly fresh in summer nights. The TENCELTM fiber in the filling optimally supports natural temperature and moisture management. The 100% organic cotton fabric and the special HEFEL BodyFit quilting is also especially pleasant next to the skin.

- Natural linen and TENCELTM filling
- Cotton fine satin (kbA)
- Highest degree of comfort for heavenly summer nights



HEFEL BIO-TIMBER

Ideal sleeping climate thanks to TENCEL™ Lyocell.

HEFEL Bio-Timber comforters are filled with 100% TENCEL $^{\text{\tiny{TM}}}$ Lyocell, a natural fibre made from the raw material wood. Their temperature-balancing and moisture-regulating properties mean that TENCELTM fibres are the ideal filling for wonderfully light comforters. Thanks to the perfect moisture management, bacteria hardly stand a chance. As a result HEFEL Bio-Timber comforters are also ideally suited for house dust allergy sufferers. Fine organic satin cotton fabric completes the comforter perfectly. Washable at 40°C.

- Amazing TENCELTM Lyocell filling
- Cotton fine satin (kbA)
- Fabric is GOTS certified
- Perfect moisture management
- Optimal sleeping climate



HEFEL BIO-STONE PINE

The positive properties of the stone pine have been known for centuries. And since 2007, the stone pine has been an integral part of beds too - when HEFEL launched the world's first comforter with stone pine flakes. With Bio-Stone Pine, HEFEL now goes one step further in terms of naturalness - finest pure new wool from certified organic farms in Austria, refined with real Tyrolean stone pine flakes and enveloped in a fine organic cotton satin fabric. The power of the stone pine - for restful sleep.

- Fine pure new wool refined with Tyrolean stone pine flakes
- Cotton fine satin (kbA)
- With the power of the stone pine
- Subtle stone pine scent
- Total product is GOTS-certified



HEFEL WELLNESS

HEALTHY SLEEP



An oasis of well-being for refreshing and revitalizing nights. HEFEL Wellness products bestow the gift of recuperation and regeneration in particular on those who place very special demands on their bedding products. Functional fibres specially developed for allergy sufferers and natural raw materials such as Stone Pine result in wonderfully pleasant bedding products that perfectly meet their individual requirements.

"VERY GOOD" FOR WELLNESS STONE PINE ALL-YEAR COMFORTER

The September 2014 issue of Öko-Test magazine took a close look at the natural comforters of all well-known producers in Germany and Austria. Of the 15 natural comforters tested it was the HEFEL Wellness Stone Pine all-year comforter (140x200cm) that achieved the highest possible rating: "Very Good".

QUILTS	FABRIC	FILLING	CARE	VERSIONS
HEFEL Wellness Vitasan	100% Cotton Satin	100% HEFEL Vitasan PES hollow fibre	washable, suitable for tumble dryers	SD, GD, WD
HEFEL Wellness Zirbe	100% Cotton Satin	100% HEFEL Pure New Wool + Stone Pine wood flakes	air regularly	GD, GD light, WD

HEFEL WELLNESS VITASAN

lightly protection against house dust mites.

The specially developed Vitasan® hollow fibres in Wellness Vitasan comforters not only offer excellent sleeping comfort, but also inhibit the development of house dust mites within the fibre filling. The fibres also reduce the growth of fungi and bacteria that are necessary for the food chain of the house dust mites, thus ensuring a hygienic and hypoallergenic product. Vitasan® hollow fibres are exceptionally light and breathable and the filling can retain a particularly high volume of warm air. To ensure best hygiene, Wellness Vitasan comforters are washable and can be tumble-dried.

- Protection against house dust mites, bacteria and fungi
- The active substance is integrated in the filling fibre – it remains effective even after frequent washing
- Hygienic and easy care: can be washed and tumble-dried
- Vitasan® fibres for heavenly volume



HEFEL WELLNESS STONE PINE

The life force of the stone pine for restful sleep.

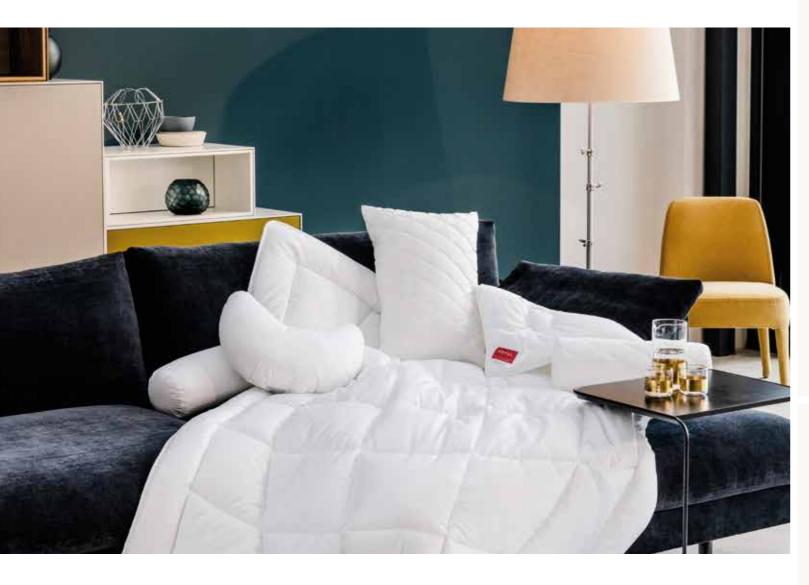
The filling of the Wellness Stone Pine comforter consists of the finest pure new sheep's wool and stone pine flakes. The genuine Tyrolean pine flakes are carefully mixed into the fluffy wool fleeces by hand, and then encased in fine cotton satin. HEFEL recognized the power of the pine as long ago as 2007 with the launch of the first stone pine comforter on the market. Since then it has become a best seller.

- 100% natural product from renewable resources
- Tyrolean pine flakes are mixed into the fluffy wool fleeces by hand
- Natural self-cleaning properties of the filling simply needs airing
- All-year comforter rated "very good" by Öko-Test magazine
- Part of the HEFEL range since 2007



HEFEL SOFTBAUSCH

SOFT SLEEP



Softbausch comforters are uniquely fluffy, wonderfully light, actively breathable and particularly easy to care for – which all goes to make Softbausch comforters a delightfully cosy experience of cleanliness and freshness. The special properties of HEFEL Softbausch are based on the spirally curled hollow fibres, that ensure amazing volume and perfect moisture dispersion. The tubular cross-section of each individual fibre guarantees to maintain the internal structure and a high degree of elasticity even after the comforter has been washed numerous times over many years. The perfect hygiene characteristics make it ideal for allergy sufferers who require a clean sleeping environment.

QUILTS	FABRIC	FILLING	CARE	VERSIONS
HEFEL Softbausch Home	100% Cotton Satin	50/50% PES/TENCEL TM	washable, suitable for tumble dryers	SD, GD
HEFEL Softbausch 95	50/50% Cotton/PES	100% PES Softbausch Hollow Fibre	washable, suitable for tumble dryers	GD light, GD, WD

HEFEL SOFTBAUSCH HOME

The easy-care, soft and fluffy dream of cosiness for everyone.

Softbausch Home comforters ensure an optimal sleeping climate, thanks to the TENCELTM filling fibre. The integrated microfibres also ensure wonderful loft - so every night becomes a cosy experience. A joy for all those who appreciate the highest comfort and uncomplicated care. The HEFEL Softbausch Home comforter always emerges spotlessly clean from the washing machine and tumble dryer, with its fill power and volume completely unaffected. The Softbausch special finish ensures the particularly gentle drape and suppleness of this wonderfully light comforter.

- Optimal sleeping climate, thanks to TENCELTM
- Unequalled filling volume thanks to HEFEL Topbausch technology
- Very easy to care for: 60°C washable, suitable for tumble dryers
- Excellent ability to maintain its fluffiness and refreshing characteristics for many years



HEFEL SOFTBAUSCH 95

Matching

pillows available!

Light and fluffy quilts that meet the most demanding hygiene and durability standards.

Softbausch 95 comforters are extremely hard-wearing and have excellent shape retention – even after numerous 95°C washes. Because these comforters are so incredibly long-lasting they are firm favourites for care institutions and the hotel trade. Thanks to Softbausch technology, special finishing and particularly robust quilting, Softbausch 95 comforters are just as fluffy and light after years of heavy-duty use as they were on their first day. Their perfect hygiene characteristics are also ideal for those who suffer from allergies and require a clinically clean sleeping environment.

- Clinically clean: Shell and filling 95°C washable and suitable for tumble dryers
- Extremely hardwearing, retains its shape and long-lasting even after numerous washes
- Perfectly suited to demanding care situations and the hotel trade





HEFEL QUALITY PILLOWS

IMPORTANT FOR REFRESHING SLEEP



Good sleep begins with the right pillow. The HEFEL pillow range offers more than 100 different pillows, ranging from snug Softbausch ones to Wellness and Organic pillows and a greatly expanded choice of ergonomic neck support pillows. HEFEL pillows provide optimal pressure relief, a correct sleeping position and quiet, refreshing sleep. It does not matter whether you sleep on your back, your front or your side - in the HEFEL range everyone can find their individual pillow. HEFEL quality pillows are available in three firmness grades - soft, medium and compact. High quality fabrics, luxurious quilting and finest "Made in Austria" workmanship are the outstanding characteristics shared by all HEFEL quality pillows.





who sleep on their side



who sleep on their back





Fabric: 100% Cotton Filling: 100% PES Softbausch fibre balls Care: washable, suitable for tumble dryers **Style:** with or without zip



WELLNESS VITASAN NECK

Fabric: 100% Cotton Filling: 100% Vitasan®-fibre balls Care: washable, suitable for tumble dryers Style: with zip



WELLNESS VITASAN SOFT

Fabric: 100% Cotton Filling: 100% Vitasan®-fibre balls Care: washable, suitable for tumble dryers Style: with zip



WELLNESS VITASAN KIPFERL

Fabric: 100% Cotton Filling: 100% Vitasan®-fibre balls Care: washable, suitable for tumble dryers



SOFTBAUSCH HOME NECK

Fabric: 100% cotton Filling: 100% PES Softbausch fibre balls Care: washable, suitable for tumble dryers Style: with zip



WELLNESS VITASAN COMFORT

Fabric: 100% Cotton Satin Shell: 100% Vitasan® PES hollow fibre Filling: 100% Vitasan® fibre balls Care: washable, suitable for tumble dryers Style: quilted, with zip



Fabric: 100% TENCELTM Satin Shell: 100% TENCELTM Filling: 100% PES Softbauch fibre balls

Care: washable, air drying Style: quilted, with zip



Fabric: 100% Certified Fairtrade Cotton Shell: 100% TENCELTM Filling: 100% PES Softbausch fibre balls

Care: washable, air drying Style: quilted, with zip



PURE BAMBOO

Fabric: 100% Cotton Satin Shell: 80% Bamboo/ 20% Maize Filling: 100% PES Softbausch fibre balls Care: washable, air drying Style: quilted, with zip



PURE MAIZE

Fabric: 100% Cotton Satin Shell: 100% Maize Filling: 100% PES Softbausch fibre balls Care: washable, suitable for tumble dryers Style: quilted, with zip



MEMORY SOFT

Fabric: 100% Cotton Filling: 100% Memory fibre Care: washable. tumble dryer necessary! **Style:** with zip



PURE SILK

Fabric: 100% TENCELTM satin Shell: 100% Wild silk Filling: 100% PES Softbausch fibre balls Care: washable, air dry Style: quilted, with zip



SOFTBAUSCH 95

Fabric: 50/50% Cotton/PES fabric Shell: 100% PES



Filling: 100% PES Softbausch fibre balls Care: 95°C washable, suitable for tumble dryers Style: quilted, with zip





WELLNESS STONE PINE

STONE PINE

cotton (kbA)

Fabric: 100% organic

and stone pine flakes

Style: quilted, with zip

Fabric: 100% Cotton Satin

Shell: 100% Cotton Filling: 100% Pure new wool and stone pine wood flakes Care: air regularly, shell washable Style: quilted, with zip

Shell: 100% Organic cotton (kbA)

Care: air regularly, shell washable

Filling: 100% Pure new wool bobbles



PURE WOOL

Fabric: 100% Cotton Satin Shell: 100% Cotton Filling: 100% Pure new wool bobbles Care: air regularly, shell washable Style: quilted, with zip

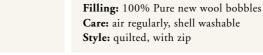




BIO-WOOL Fabric: 100% Organic

Cotton (kbA) Shell: 100% Organic Cotton (kbA)





HEFEL SPECIAL PILLOWS

FOR ANY SITUATION THE RIGHT PILLOW



HEFEL MY FACE PILLOW

Thanks to its specially developed shape and silky smooth surface the HEFEL My Face pillow prevents facial pressure marks on the face at night.



Fabric: 100% cotton
Filling: 100% HEFEL Vitasan® fibre balls

Care: washable, suitable for dryers

Style: with zip **Size:** 40 x 60 cm

matching jersey covers available



HEFEL SIDE SLEEPER PILLOW

The HEFEL side-sleeper pillow provides optimal support and comfort for people who sleep on their side. Many people like to sleep in this position as it relieves pressure on the spine.



Fabric: 100% cotton

Filling: PES Softbausch fibre balls **Care:** washable, suitable for dryers

Style: with zip **Size:** 35 x 160 cm

Alternative: also available with a pure new wool

+ stone pine flake filling



HEFEL STOMACH SLEEPER PILLOW

The flat and particularly soft HEFEL pillow for stomach sleepers relieves strain on the neck and back to ensur e comfort for stomach sleepers. Also suitable as a flat pillow.



Fabric: 100% cotton
Filling: 100% PES Softbausch fibre balls
Care: washable, suitable for dryers
different sizes available

HEFEL VISCO-CLASSIC PILLOW

The HEFEL Visco-Classic pillow boasts a visco-elastic core that individually adjusts itself to the specific position of the head to ensure maximum pressure relief.



Fabric: cover: 45% TENCEL, 55% PES
Filling: visco-elastisc foam core with PET jersey inner cover
Care: cover washable, suitable for tumble drying;
core not washable
Style: with zip
Size: ca. 50 x 70 cm

HEFEL TRAVELLING PILLOW

No matter in the car or aircraft, in the tent or alpine hut. With your own soft wad Hefel travelling pillow you always lie and sleep comfortably and calmly on the way.



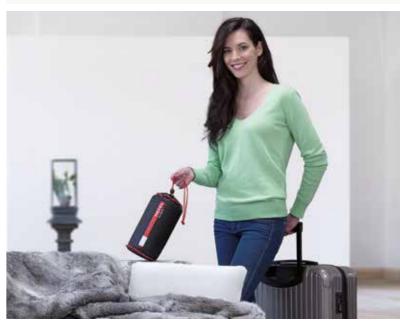
Fabric: 60/40% PA/PES

Filling: super soft visco-elastic memory foam

Care: cover washable, suitable for tumble drying;

core not washable **Style:** with zip **Size:** 25 x 45 cm

matching jersey covers available



HEFEL NECK SUPPORT PILLOWS

THE INDIVIDUAL PILLOW FOR EVERY TYPE OF SLEEPER

It does not matter whether you like to sleep on your back or your side - the new ergonomic HEFEL neck support pillows offer optimal pressure relief and a pleasant, correct sleeping position. Every pillow adjusts itself exactly to the contours of the head and neck and therefore provides best support for every individual person, regardless of their sleeping position.

Special TENCELTM covers provide cosy comfort: they are soft and fleecy, easy care and add to the beneficial effect. HEFEL neck support pillows with TENCEL™ covers have pronounced temperature-regulating characteristics and are incredibly actively breathable.



HEFEL MEMORY M

WITH MEMORY EFFECT MOULDABLE AND ADAPTABLE

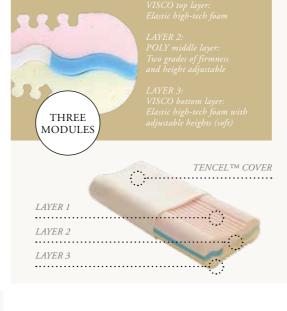
HEFEL MEMORY pillows are made from visco-elastic high-tech foam with a memory effect. They adapt to the individual shape of the head and provide maximum pressure relief. When not in use they regain their original shape - for the lifespan of the pillow.

"MEMORY" ADVANTAGES

- Individual adjustment to the head
- Perfect pressure relief in every sleeping
- Retains its shape thanks to the memory foam
- Unique air circulation
- \bullet Actively breathable TENCEL TM jersey cover

"MEMORY" FACTS

- Core: visco-elastic memory foam
- Sizes: 30 x 50 x 7/10 cm
- Volume weight + compression load deflection: 50 kg/m³, 4.0 kPa
- Cover: 45% TENCELTM, 55% PES
- Cover fabric washable, suitable for tumble dryers



HEFEL MEDIFLEX

FLEXIBLE AND MODULAR FOR ALL THREE SLEEPING POSITIONS

HEFEL Mediflex pillows feature an innovative modular system that allows the three different layers to be arranged in any combination for individual adjustment of firmness and pillow height. It can be adjusted to suit individual preferences and requirements and provide pressure relief exactly where it is needed.

"MEDIFLEX" ADVANTAGES

- Flexible adjustment due to the three different layers
- Firmness and height individually adjustable
- Precise relief of pressure points
- Very comfortable support • Actively breathable TENCELTM jersey cover

"MEDIFLEX" FACTS

- Core: Visco-Poly-Visco
- Size: 30 x 65 x 11/13 cm
- Volume weight + compression load deflection: variable
- Cover: 45% TENCELTM, 55% PES
- Cover fabric washable. suitable for tumble dryers

HEFEL MY NECK

THE SPECIAL PILLOW RECOMMENDED BY DOCTORS AND THERAPISTS



More and more people have problems caused by head, neck and shoulder tensions, which can result in severe pain, neck stiffness and restricted mobility. Appropriate positioning, support and relief of the spine can prevent or reduce pain. This is exactly how HEFEL My Neck works.

The pillow supports and relieves the cervical spine in back sleepers and side sleepers. Cushioning the upper part of the spine feels liberating and is also practical and effective. At the same time, the chest muscles are stretched and the thoracic spine is mobilized. HEFEL My Neck is perfect for the resting phase, regeneration and the well-being of the spine.



"NATURI ATEX" CORE

naturally processea

Natural latex is derived from

the milk of the rubber tree and

HEFFI NATURAL LATEX

NATURAL AND ECOLOGICAL FOR NATURE LOVERS

HEFEL Natural Latex is 100% made from the milk derived from rubber trees. The neck support pillow is suitable for allergy sufferers and ensures lasting relaxation of the neck muscles. Thanks to the special pore structure it is moisture-regulating and actively breathable.

"NATURAL LATEX" ADVANTAGES

- 100% natural latex
- No chemical additives
- For healthy, clean sleep
- · Moisture-regulating and actively
- Actively breathable TENCELTM jersey cover

"NATURLATEX"-FACTS

- Core: pure natural latex
- Size: 34 x 65 x 8.5/9.5 cm
- Volume weight: 55 kg/m³ • Cover: 45% TENCELTM, 55% PES
- · Cover fabric washable, suitable for tumble dryers





HEFEL MY NECK





HEFEL My Neck is a special pillow recommended by doctors and therapists* - this comfortable pillow is produced by HEFEL based on the ergonomic design developed over the years by the South Tyrolean physiotherapist Günther Forer and has been awarded the "Aktion Gesunder Rücken e.V." seal of approval (the AGR Campaign for Healthier Backs).

THE LIBERATING FEFECT OF HEFEL MY NECK

The unique shape of the HEFEL My Neck pillow makes the product unmistakable and is its trademark. The pillow is ideally suited to both back sleepers and side sleepers.

"MY NECK"-FACTS

- Fabric: 100% cotton
- Filling: 100% HEFEL Vitasan fibre balls
- Washable at 60°C, can be tumble-dried
- · Packaged in a carrier bag with inlay card
- Matching covers available
- * according to AGR "Aktion Gesunder Rücken e.V."

HEFEL MATTRESS PROTECTORS

COMPLETE THE COMFORT OF REFRESHING SLEEP

Unfortunately the importance of mattress protectors is all too often underestimated. In fact mattress protectors simultaneously fulfil several functions needed for ideal sleeping comfort: they provide warmth, ensure the best hygienic environment for sleep and offer a particularly soft surface to lie on without lessening support from the mattress. HEFEL mattress protectors provide heat insulation and rapidly disperse moisture from the body. In the winter no warmth is lost, in the summer a build-up of heat or moisture is prevented. By contrast a mattress alone can hardly absorb any moisture and offers no protection against unpleasant cold draughts. As HEFEL mattress protectors are extremely easy to care for, they also make a valuable contribution to a hygienic sleeping environment.

They can easily be washed or aired and also reduce mattress wear and tear. The functional characteristics of HEFEL mattress protectors perfectly complement the corresponding comforters and pillows.



HEFEL PURE COTTON

Fabric: 100% Cotton Filling: 100% HEFEL Cotton Care: washable, suitable for dryers Style: elastic corner straps

Alternative: also available with a fitted valance



HEFEL PURE WOOL

Fabric: 100% Cotton Filling: 100% HEFEL Pure New Wool Care: washable, air drying

Style: elastic corner straps



SOFTBAUSCH 95

Fabric: 50/50% Cotton/PES Filling: 100% HEFEL PES Softbausch hollow fibres Care: 95°C washable, suitable for dryers **Style:** elastic corner straps

Alternative: also available in a "95 Plus" version with double the filling weight



HEFEL PROTECTOR CLIMA

Fabric upper side: 100% Cotton satin, white Fabric under side: 100% Cotton, white Filling: 50/50% TENCELTM/Maize Care: air regularly

Style: elastic corner straps



HEFEL WELLNESS ZIRBE

Fabric: 100% Cotton

Filling: 100% HEFEL Pure New Wool and Stone Pine wood flakes

Care: air regularly Style: elastic corner straps



HEFEL WELLNESS VITASAN

Fabric: 100% Cotton

Filling: 100% HEFEL Vitasan® PES hollow fibre

Care: washable, suitable for tumble dryers

Style: elastic corner straps



HEFEL KLIMACONTROL FAIR

Fabric: 100% Fairtrade certified cotton Filling: 100% TENCELTM Care: washable, air drying

Style: elastic corner straps



HEFEL BIO-WOOL

Fabric: 100% Organic Cotton fine fabric (kbA) Filling: 100% HEFEL Pure New Wool (kbT)

Care: air regularly Style: elastic corner straps

HEFEL KLIMACONTROL COMFORT

Fabric: 100% Cotton Filling: 100% TENCELTM Care: washable, air drying Style: elastic corner straps



HEFEL BIO-TIMBER

Fabric: 100% Organic Cotton fine fabric (kbA)

Filling: 100% TENCELTM Care: washable, air dry

Style: elastic corner straps

Alternative: also available with a fitted valance

HEFEL COOL

TEMPERATURE-REGULATED SLEEPING COMFORT

HEFEL Cool is a range specially developed for hot summer nights - classic HEFEL products, upgraded with an additional cooling function. Overheating often leads to restless sleep which hardly refreshes. This is exactly what HEFEL Cool sets out to change. A cooling effect is achieved by a special soft fleece with integrated PCM (Phase Change Material) micro-capsules on the upper side. These create as much of a cooling effect as is needed in order to maintain the sleeping person's comfort zone for as long as possible.

2-in-1: As the fleece is only attached to one side of the products they do not have to be dispensed with in cooler weather - just turn them over!

- Pleasantly cooling
- Balanced and comfortable climate in bed
- Integral fleece with PCM microcapsules with a temperature-regulating effect
- 2-in-1 function thanks to dual-sided use



HEFEL COOL SUMMER COMFORTER

Fabric: 100% cotton sateen Underside with 100% polyester fleece with integrated PCM capsules Filling: 100% TENCELTM Care: washable, air dry Style: functional Bodyfit quilting



HEFEL COOL MATTRESS PROTECTOR

Fabric: 100% fine cotton, Upper side has a centrally positioned 100% polyester fleece with integrated PCM capsules Filling: 100% TENCELTM

Care: washable, air dry Style: elastic corner straps

HEFEL OUTLAST® & MAIZE

OPTIMAL TEMPERATURE REGULATION DURING SLEEP

HEFEL Outlast® & Maize combines the advantages of the wonderfully fluffy maize fibre with the innovative Outlast® fibre. Outlast® represents active temperature regulation. The Phase Change Materials (PCM) perfectly adjust themselves to the microclimate of the skin and ensure an even distribution of warmth - not too hot, not too cold, but "just right".

Outlast® materials absorb excess body warmth, store it and then release it again. This results in a permanent comfort cycle in which temperature is actively regulated.

- Combination of Outlast® and maize fibres
- Active temperature regulation
- Optimum temperature and moisture management
- Adjusts itself to warmth requirements





Filling: 30% Outlast® viscose, 70% maize Care: washable, can be tumble-dried Style: functional Bodyfit quilting



HEFEL OUTLAST® & MAIZE MATTRESS PROTECTOR

Fabric: 100% cotton Filling: 30% Outlast® viscose, 70% maize Care: washable, can be tumble-dried Style: elastic corner straps

HEFEL CHILDREN'S BEDDING

ONLY THE BEST FOR THE LITTLE ONES

Children in particular need plenty of sleep and a harmonious environment for their development. Natural, soft, and pleasantly comfortable materials create the best sleeping conditions for babies and toddlers. Good sleep is guaranteed with the new HEFEL children's range – leaving nothing to be desired. When it comes to special hygiene requirements, the SOFTBAUSCH HOME range offers the optimum solution. Those who like to use natural materials will find inspiration in EDITION 101. And if you want to go organic, the new BIO-TIMBER is the perfect choice for you. The collections each consist of a duvet and pillow, available both individually and in a practical set. All HEFEL children's bedding products comply with the DIN EN 16779-1 standard.

HEFEL SOFTBAUSCH HOME KIDS

Easy-care sleep enjoyment

HEFEL Softbausch Home bedding is particularly easy to clean and impresses with its fluffy softness. Your little ones will feel like they are sleeping on clouds.

- Fabric: 100% cotton
- Filling pillow: 100% PES Softbausch fibre balls
- Filling comforter: 50% TENCELTM
 Lyocell/50% PES-Softbausch hollow fibre
- 60°C washable, can be tumble-dried





HEFEL EDITION 101 KIDS

Ideal sleeping climate thanks to TENCEL™

Nature offers ideal raw materials for contemporary sleeping comfort. HEFEL Edition 101 bedding with the natural TENCELTM fibre ensures an optimal sleeping climate.

- Fabric: 100% cotton
- Filling: 100% TENCELTM Lyocell
- 40°C washable, air dry





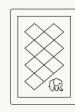
HEFEL BIO-TIMBER KIDS

TENCEL™ enveloped in organic cotton.

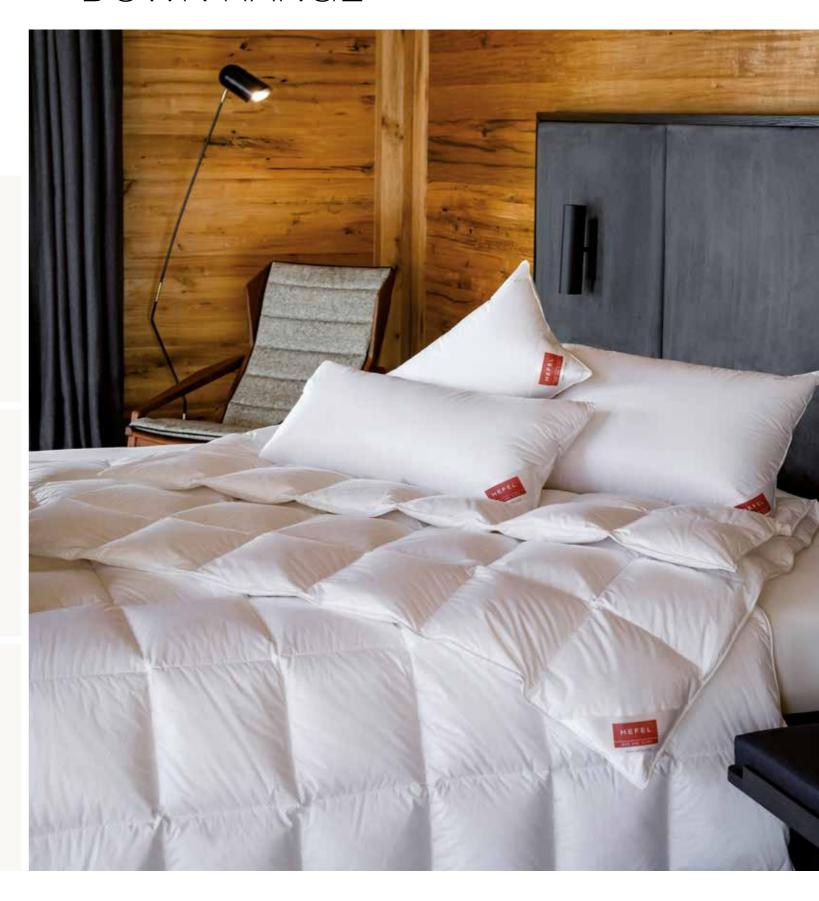
HEFEL Organic Timber bedding combines the finest cotton from certified organic farms with natural TENCEL TM. Best sleeping climate & ecology right from the start.

- Fabric: 100% Organic cotton fine satin (kbA+GOTS)
- Filling: 100% TENCELTM Lyocell
- 40°C washable, air dry





HEFEL PREMIUM DOWN RANGE



HEFEL DOWN ASSORTMENT

SOFT, ADJUSTABLE AND LIGHT



Down is a marvel of nature. One down feather weighs about 1-2 mg. A kilo of down therefore comprises up to approx. 1 million down feathers. Every single large plumule has about 2 million tiny hair-like filaments. These create many small air pockets, which are the reason why down stores warmth so well. The result is a snug and temperature-regulating comforter. Its drape and lightness are not surpassed by any other filling material.

HEFEL down bedding products combine the naturally soft fill power of feather-light down with a cover from the company's own ticking fabric weaving mill, guaranteeing incomparable drape and optimum heat distribution. Filling, fabric and quilting are ideally matched to each other and guarantee the pleasure of 100% cosy warm sleep, Made in Austria.

For the exclusive HEFEL Premium Down range, fabrics from the company's own ticking weaving mill are used. The fine ticking fabrics are all Öko-Tex certified and produced in accordance with the REACH Regulation 2020.

The comforters are offered in summer, winter and all-season versions and matching pillows are available. In addition to the classic version, pillows are also available with a 3-chamber structure. The middle chamber comprises a stable core made of 100% pure feathers, which gives the cushion firmness. The outer chambers have a fine down filling, for a cuddly, pleasant feeling during sleep. The down pillows are also available in three grades – soft, medium and firm.



NOMITE - PURE DOWN SUITABLE FOR ALLERGY SUFFERERS

All HEFEL down comforters are certified with the NOMITE mark and are therefore proven to be suitable for house dust allergy sufferers. Pure down comforters manage climate and warmth in a way that is ideal for us but actually unfavourable for dust mites.





RDS - RESPONSIBLE DOWN STANDARD

The entire HEFEL Down range is RDS (Responsible Down Standard) certified. The certificate guarantees that feathers and down are sourced from ducks and geese farmed in species-appropriate and healthy conditions. This means that the animals have a happy life without suffering pain, fear or stress. The standard applies to the entire supply chain – from the farm/poultry farm to the finished product – in order to ensure seamless traceability. The welfare of the animals is the highest priority – this means best conditions for keeping and feeding the poultry (no force-feeding!) and also a ban on live-plucking.







NO LIVE-PLUCKING

TRACEABILITY

HEFEL SILVER DOWN

The HEFEL Silver Down range impresses with its goose down filling. These supple comforters provide very effective insulation, and thus also have an excellent ability to retain heat. With their excellent quality, they are the perfect introduction to the wonderful world of HEFEL down bedding.

Fabric: down fine batiste
Filling: new white Polish
goose down and feathers, Class 1,
90% down/10% feathers, RDS
Versions: GD, WD







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HEFEL GOLD DOWN

HEFEL Gold Down is the down range for the pampered. The filling made of 100% new, pure, white goose down provides a unique level of warmth in a down comforter that is particularly light and soft, thereby meeting the global trend for ever lighter yet still cosy down comforters. A must have.

Fabric: down fine batiste Filling: new white Masurian goose down, Class 1, 100% down, RDS Versions: GD, WD



HEFEL PLATINUM DOWN

HEFEL down comforters from the Platinum Down range offer a touch of extravagance. The particularly light, pure goose down filling impresses with its extremely high insulation performance and therefore also warmth retention. The particularly soft, cuddly comforter offers the best sleeping comfort. For all those for whom the best is only just good enough.

Fabric: down nanobatiste Filling: new pure white Masurian goose down, Class 1, 100% down, RDS Versions: SD, GD, WD



HEFEL DELUXE DOWN

HEFEL DeLuxe Down comforters are the non-plus ultra. The pure goose down filling has enormous fill power, which ensures excellent insulation abilities. This is topped by a silky fabric made of TENCELTM Luxe – a revolutionary luxury fabric from HEFEL. Delightfully supple, naturally temperatureregulating and breathable, shimmering and flowing.

Fabric: TENCELTM Luxe down noble batiste (55% cotton/ 45% TENCELTM Luxe) Filling: new pure white Masurian goose down, Class 1, 100% down, RDS Versions: SD, GD, WD







HEFEL EIDERDOWN

Eiderdown is considered the most luxurious and exclusive of all filling materials in the world. The fine branching structures of eiderdown form countless small air pockets and thus provide optimal insulation properties. The limited quantities available, the painstaking process of collection and its incredible durability (it lasts for 40-50 years!) make eiderdown the most luxurious and exclusive of all filling materials in the world.

Fabric: Eiderdown: down nanobatiste (268), Eiderdown DeLuxe: TENCELTM Luxe down noble batiste (55% cotton/ 45% TENCELTM Luxe), Eiderdown Silk: silk noblejacquard, Design belvedere Filling: new pure eiderdown, Class 1, 100% down Versions: GD









HEFEL OPULENCE DOWN

A wealth of excellent characteristics become reality in HEFEL OPULENCE: in the ticking it is a symbiosis of the breathable TENCEL fibre with its silky sheen and the unsurpassable ability of the noble cashmere fibre to retain warmth. In the filling it is the finest goose down CUIN 850+ for fluffy comfort. It is the opulence of the precious. An expression of elegance, purity and wellbeing. Royal sleeping pleasure - Opulence for all the senses.

Fabric: 93/7% TENCELTM Lyocell/Cashmere fine batiste Filling: new pure white goose down, Class 1, 100% down, RDS Version: GD





HEFEL TENCEL™ & DOWN

TENCELTM & Down combines the warm, light and fluffy cosiness of a down comforter with the high breathability and moistureregulating properties of the natural fibre TENCELTM. TENCELTM & Down keeps the sleeping area dry and fresh and ensures warm and snug sleep.

Fabric: down fine batiste Filling: 70% down + 30% TENCELTM Lyocell Versions: SD, GD



HEFEL OUTLAST® PROACTIVE NEXGEN DOWN

HEFEL Outlast® Proactive NexGen brings the innovative Outlast Xelerate technology as a delicate grid pattern directly onto the in-house HEFEL down fine batiste. Up to 30% higher thermal conductivity ensures less sweating and even more efficient temperature and moisture management. The new heatspreader technology helps to transport and spread the heat away from the source. Not too hot, not too cold.

Fabric upside: down fine batiste Fabric downside: down fine batiste with Outlast® heatspreader technology Filling: new pure white goose down, Class 1, 100% down, RDS Version: GD







HEFEL AT THE P.O.S.

HEFEL PRODUCTS PERFECTLY PRESENTED

HEFEL supports you in communicating with your customers at the point of sale with professionally designed promotional material. With the new HEFEL product illustrations, the customer gets a quick view of the whole product range and important information about the individual articles. The clear presentation makes the HEFEL products realizable and the exceptional quality immediately appreciated. You can thus convince your customers at the point of sale.

VIDEOS Available on the HEFEL Youtube channel or as a download

link on request















PREMIUM CATALOGUE

Format: A4 Language: German, English, French, Italian, Russian, Positioning: Counter, rack



FOLDER

Format: A4 Various subjects Language: Multilingual Positioning: Counter, rack



PRODUCT SHEET

Format: A4 Various subjects Language: Multilingual Positioning: Counter, rack



MILD DETERGENT

for all washable natural fibers & down especially bedding made from TENCELTM Bottle size: 250ml Packaging Unit: 12 bottles



Format: 500 x 1500 mm Supplied: On request

P.O.S. BANNERS











HEFEL CARRIER BAG

THE NEW RESPONSIBLE IT-BAG

HEFEL Premium bedding is delivered ready-to-go in practical carrier bags. With a classy, modern and premium look, they present themselves in elegant grey with a discreetly printed "H" and a specially created HEFEL zip puller. The country of origin of the bedding is highlighted by the printed "100% Made in Austria" label and a sewn-in Austrian flag. Reducing the amount of plastic used remains important, which is why the size of the viewing window has now been halved and is made of nylon mesh. Attractive inlay cards make it immediately clear to customers at the P.O.S. which product is in the carrier bag.

The sustainability of the carrier bags is also reflected in the material used to make them. Viscose is a material produced with FSC fibres from the renewable raw material wood, sourced from sustainable forestry. A fibre with a future. In addition, the bag has OEKOTEX certification.

Sustainability in the sense of durability is something that characterises HEFEL carrier bags in particular, as they find an ideal use at home as textile storage containers. When summer comes, winter comforters can be stowed in them; conversely summer comforters can be put away for the winter. They are a good place to store pillows and seasonal bedding. The IT bag is an eye-



catcher and practical accessory at the same time.

FLYER

Format: A3 Language: Multilingual Positioning: In the carrier bag



HANG TAG

Format: 90 x 200 mm Language: Multilingual Positioning: In the carrier bag and on the product













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HEFEL INTERNATIONAL

IN MORE THAN 50 COUNTRIES OF THE WORLD

HEFEL is the innovator in bedding production and, time and again, sets new standards in the industry. Its continual further development of production techniques and fabric finishes has already been rewarded with numerous international prizes. The worldwide interest in its products is also reflected in its exports: in more than 50 countries of the world the sleep expert meets the special requirements of its customers with unbeatably fine fabrics and the fluffiest fillings. All around the world HEFEL makes dreams come true.



ALB,	Albania	
ARM.	Armen	iia

AUS, Australia AUT, Austria

AZE, Azerbaijan

BEL, Belgium BRA, Brazil

BRN, Bahrain

BUL, Bulgaria CAN, Canada

CHI, Chile CHN, China

CRO, Croatia

CYP, Cyprus CZE, Czech Republic DEN, Denmark

FRA, France

GBR, Great Britain

GEO, Georgia

GER, Germany

HKG, Hong Kong

HUN, Hungary

IND, India

IRL, Ireland

ISL, Iceland

ITA, Italy

JPN, Japan

ESP, Spain

EST, Estonia

FIN, Finland

KAZ, Kazakhstan

KGZ, Kyrgyzstan KOR, Rep. of Korea (South Korea)

KSA, Saudi Arabia

LAT, Latvia LIE, Liechtenstein LTU, Lithuania

LUX, Luxembourg
MAR, Morocco

MEX, Mexiko MKD, Rep. Of Macedonia

MKD, Macedonia MLT, Malta

MNG, Mongolia MRI, Mauritius

NED, Netherlands NOR, Norway NZL, New Zealand

POL, Poland POR, Portugal

ROU, Romania RSA, South Africa

SIN, Singapore SLO, Slovenia

SRB, Serbia SUI, Switzerland

SVK, Slovakia SWE, Sweden TPE, Taiwan

TUR, Türkiye

UAE, United Arab Emirates UKR, Ukraine

USA, United States

THE MAGIC OF SLEEP.

HEFEL PREMIUM BEDDING IS AVAILABLE AT

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