

Sustainability made simple.

The story of **D**reamGreen.





INTRODUCING

DreamGreen

ENVIRONMENTALLY SUSTAINABLE BEDDING

WHAT IS THE ISSUE?

Of the 380 million tonnes of plastic produced globally every year, only 9% is recycled!

The remaining 345 million tonnes is left to find its way into our landfills, incineration facilities, or the environment, which is why an estimated 8 million tonnes of plastic enter our fragile oceans every year.

WHAT IS A SOLUTION?

To stop adding to the problem, we created DreamGreen bedding.

The microfibre fill in bedding is traditionally created from virgin plastic, so to help combat the plastic issue, we perfected the skill of using plastic from recycled bottles. Genius!

WHAT IS THE RESULT?

A luxury, sustainable and commercially viable bedding range, the hoteliers and guest rave over.

The positive environmental impact of hoteliers' purchasing decisions is truly remarkable, because since the launch of DreamGreen in 2016, our valued customers have successfully recycled...

25,305,668

PLASTIC
BOTTLES





DREAMGREEN

DreamGreen
ENVIRONMENTALLY SUSTAINABLE BEDDING

The DreamGreen Process.

1. Source & Sort

Plastic bottles are sourced from recycling centers and waste management facilities and are carefully examined by trained personnel and/or automated systems to eliminate contaminants and non-recyclable items (i.e bottle caps) are removed.

2. Clean & Shred

The plastic bottles undergo a thorough cleaning and sterilisation process to remove any contamination. After cleaning, the bottles are subjected to shredding, where they are transformed into small chips or flakes.

3. Chips to Thread

Next, we use controlled temperatures to melt the flakes into a molten plastic which is then passed through an extrusion tool, shaping the molten plastic into long strands, known as filaments. Following this is a process called Drawing, which involves stretching these filaments into a fine fibre, commonly known as microfibre.

4. Fiber to Fluff

Next the microfibre is processed through a specialised machine that 'crimps and cuts' the fibre. This introduces waves or bends into the fibre which adds volume and resilience to the fibres, ensuring they can provide adequate loft and support when used as fill.

5. Carding

The crimped fibres are loosened then fed into a carding machine which aligns the fibres into parallel arrangements, removing tangles and irregularities. The fibres are now processed to form a thin and continuous web or mat. Once the web is formed, it is compressed and consolidated to increase its thickness.

6. Combining

Now the web/mat is trimmed to the correct size and weight with the amount of fibre used determining the loft and firmness. The outer top and bottom fabric layer is added, then the complete item is sent for quilting.

7. Binding & Finishing

Following quilting, binding is added to the edges of the outer fabric, to enclose the edges and finish the item. Labeling adds the finishing touches: Quilts have varying labels attached to identify the brand, size, care instructions etc.

8. QC & Packaging

The finished item is now subjected to rigorous quality control checks to ensure it warrants the DreamGreen brand. Areas such as stitching, seam quality, size and filling are inspected, and once approved, the product is compressed and vacuum sealed, ready for international transport.

**Of course there are a few features we keep secret, but this is a comprehensive overview!*

The DreamGreen Brilliance.



LIVE & PROMOTABLE METRICS

While “sustainability” is a positive term, it can sometimes lack in tangible results. Measuring the impact of your efforts can be challenging, and leveraging those outcomes can be even more difficult. Part of DreamGreen’s brilliance lies in our ability to provide real-time tracking of the exact number of bottles recycled by your property or group. We then equip you with the tools to effectively communicate these results to your stakeholders, team, and guests.



SUSTAINABILITY WITHOUT COMPLEXITY

Sustainability is a word that is often followed with terms like “process changes,” “increased costs,” or “added complexity.” However, DreamGreen integrates sustainability into an area already embedded in your operations, without any change in process, additional costs or complexity. Incorporating DreamGreen is as simple as switching suppliers, and we make that transition effortless as well!



POSITIVE GUEST REVIEWS

Negative guest reviews can have a serious impact on your ratings and property rankings, making it essential for hoteliers to secure positive feedback. Each week, we receive inquiries from guests worldwide, eager to purchase items from the DreamGreen range after enjoying them during their stay. We believe that when a guest wishes to recreate their experience at home, it’s one of the highest compliments a property can receive.



A PERFECT FEATHER ALTERNATIVE

While Feather and Down bedding is often considered the pinnacle of luxury bedding, it is fraught with many drawbacks. These include an increase in guest allergies, high costs, and awareness around animal cruelty to name a few. Keeping these issues in mind, DreamGreen was designed to replicate the luxurious feel of Feather and Down bedding while addressing these concerns and avoiding the associated drawbacks.



COMMERCIALLY VIABLE

Embracing sustainability often implies higher costs and/or a compromise in quality and functionality. All these points impact your budget and guest experience, which can off-set any gains. When developing the DreamGreen range, it was imperative for us to deliver a high-quality product that guests love, while remaining within existing price points. We’re pleased to say that we have achieved that balance.



DREAMGREEN

Leveraging DreamGreen.

As part of joining the DreamGreen movement, we give you the tools and assets to leverage the brand for your own benefit. Whether it be via social media, in-room compendiums or in your lobby, showcasing your sustainability efforts has never been so easy.

BRAND IDENTITY PACK

Upon joining DreamGreen, your marketing department can request a comprehensive Brand Pack designed to help you effectively showcase the positive impact of your sustainable procurement efforts.

This Brand Pack includes:

- > Logos & Icons
- > Primary Fonts
- > Brand Messaging
- > Color Palette
- > Product & Broader Imagery
- > Video Assets



CERTIFICATION & PROMOTABLE METRICS

The DreamGreen platform provides real-time tracking of the number of bottles your venues have recycled through their purchases. At any time, you can download an up-to-date, personally branded DreamGreen certificate, which you can showcase to your desired audience via social media, in-room compendiums, reception displays, ESG reports, and Board & Stakeholder presentations.



BRANDED PRODUCT

Each DreamGreen item is thoughtfully branded, sharing the unique story. Every week, guests worldwide discover our labels and reach out to learn more about the product's journey. This positively reflects on the venues hosting these guests, showcasing their commitment to sustainable procurement and highlighting the global interest in responsible consumption.



The DreamGreen Range.

DreamGreen Pillows

Our popular hypo-allergenic, down alternative pillow range adds 'wow' to your beds - not just in comfort but also sustainability. 100% premium japara cotton cover filled with premium DreamGreen® fibre - made from recycled plastic bottles.

14-25 BOTTLES
RECYCLED



DreamGreen Protection

The range includes a broad selection of mattress and pillow protectors to suit varying needs and budgets. Durable microfibre outer and filled with hypo-allergenic, premium DreamGreen® fibre - made from recycled plastic bottles.

6-14 BOTTLES
RECYCLED



DreamGreen Quilts

The DreamGreen range of duvet inners has a selection of weights to suit every property and season. Featuring a durable, soft microfibre outer and plush hypo-allergenic premium DreamGreen® fibre filling these add warmth and comfort to your beds.

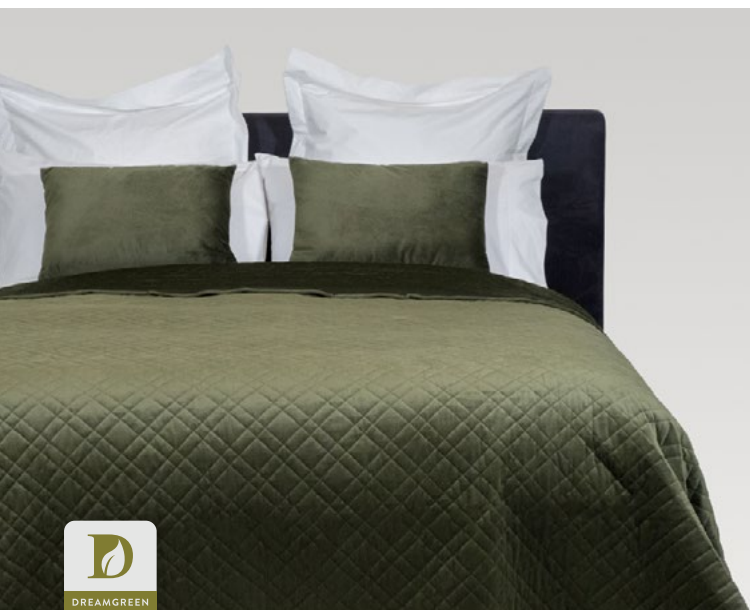
20-74 BOTTLES
RECYCLED



DreamGreen Loft Toppers

Adding a DreamGreen loft comfort topper over the mattress is super-soft fibre-filled plushness that your guests will rave about! 100% premium white japara cotton outer filled with premium DreamGreen® fibre - made from recycled plastic bottles.

44-155 BOTTLES
RECYCLED



DreamGreen Verve Bed Covers

The Verve Collection will add class and a whole lot of style to your guests rooms. Durable, fade resistant, Holland velvet has a soft luxury look and feel. The sustainable quilting is filled with premium DreamGreen® fibre - made from recycled plastic bottles.

2-25 BOTTLES
RECYCLED



Makers Mattresses

Our innovative range of mattresses, provide comfort across all accommodation types. With the quilting filled with premium DreamGreen® fibre, these mattresses have a sustainable impact.

4-10 BOTTLES
RECYCLED



Global Accreditation.



Headquartered in Paris, EcoVadis is a leading global platform that assesses companies' environmental, social, and ethical practices, and is providing Vendella with global benchmarks to improve and manage our sustainability performance.

In 2024, we were proud to be awarded a Gold EcoVadis Rating, placing us in the 95th percentile of over 2 million companies screened, in over 180 countries, and across 220+ industries.



Headquartered in California, the Global Recycled Standard is intended for use with any product that contains at least 20% Recycled Material. Each stage of production is required to be certified, beginning at the recycling stage and ending at the last seller in the final business-to-business transaction. Material Collection and Material Concentration sites are subject to self-declaration, document collection, and on-site visits.



Contact.

Furniture Partners Pty Ltd

Phone: + 61 438 588 839

Email: kate@furniturepartners.com.au