

Responsibility Out of Conviction

## Our values since 1854



### Creating Lasting Values and a High Level of Responsibility for People and the Environment

Our family has been guarding the quality of sleep since 1854 and is constantly setting new standards in sleeping comfort. Particularly, our generation has a responsibility towards people and the environment. That's why we are continuously and intensively working on new and innovative products with sustainable, healthy properties that are based on natural and resource-conserving raw materials.

We are proud of the level of sustainability that we have achieved with our products and our production site in Germany. In addition, we are convinced that we will continue to take a step in the right direction every day in the future, true to our philosophy:

To create durable values, where the priority is on uncompromising quality and a high level of responsibility for people and the environment, rather than short-term trends. We want to and will remain your brand with heart in the future. Thank you for your trust and sleep well.

Klaus D. Kremers

Owner and CEO  
Fifth Generation



Climate change and limited resources worldwide are the biggest challenges facing humanity both now and in the future. Saving energy, recycling, and eliminating waste on the basis of a modern circular economy play an important role in climate protection.

With its sustainability strategy, Paradies has dedicated itself to climate neutrality, the conservation of natural resources through recycling, and energy-efficient production, all of which have already been implemented as operational measures.





# Made in Germany

**We Secure Jobs in Germany**



**We've been producing bedding for healthy and restorative sleep in our hometown, Neukirchen-Vluyn, since 1854. The health and technical skills of our employees are our most valuable asset.**

Maybe it all started with a bad night's sleep. It may have also just been a keen sense for a basic human need – to sleep well – that Gertrude and Wilhelm Kremers recognized in 1854. They founded a wadding and quilt factory in the village of Vluyn. To this day, craftsmanship remains a guarantee of high-quality products.

The story of Kremers Paradies bedding is defined by numerous pioneering achievements. The popular blankets were initially filled with torn and cleaned textiles or cotton. This was soon followed by the development of the first duvet filled with sheep's wool. Not long after, they impressed their customers with the first industrially manufactured duvet.

This led to a long success story, which took the company to the top in the truest sense of the word: in 1953 the Willy Merkl memorial expedition, led by Karl Herrligkoffer, was the first to ascend the Nanga Parbat (Himalayas) from the north side. Included in the gear to survive the freezing cold were sleeping bags from the Lower Rhine, filled with the predecessors of the current textile fibers.

As John Lennon and Yoko Ono were demonstrating for world peace in a bed in 1969, the fourth generation of Kremers was ensuring paradisiacal conditions in German bedrooms: with the

invention of the first washable quilts, filled with textile fibers.

We're at home on the Lower Rhine, and have been for many generations. The heart of our company beats in the tranquil town of Neukirchen-Vluyn – here, where the horizon is wide and the air is clear.

The Lower Rhine is characterized by a pragmatic and hardworking breed of people. Down-to-earth, always candid, and with strong leg muscles, because the bicycle is the transport of choice in these parts. Agriculture and horticulture dominate the picture in this rich cultural landscape. Broad fields intermingle with lush meadows. The numerous cows peacefully lift their noses towards the breeze, while old creeks provide a quiet refuge for flora and fauna. Migrating birds are popular guests.

A region with its qualities, and people that preserve and nurture their environment and allow it to prosper with an awareness of these qualities. For us, it is our obvious home – it is where most of our employees live, in peace, and always with a view to the next generation.

Every day we do our best to distinguish between good and excellent raw materials – and to use only the best materials for Paradies bedding. We allow ourselves

the claim that we produce impressive bedding without compromise.

This claim is backed up by the latest test methods and extensive guidelines. While our cutting-edge machines can do a lot, there's one thing they cannot do: replace our employees. Their trained eye, attention to detail, and skilled craftsmanship make the difference between any old duvet and a high-quality Paradies product for restorative sleep.





## Ecologically Sound



Bedding that fulfills our sustainability standards must be produced in a way that is eco-friendly and environmentally conscious and conserves resources and energy.

1

### Lighting

Switch to energy-saving LED lighting in production and administration.

2

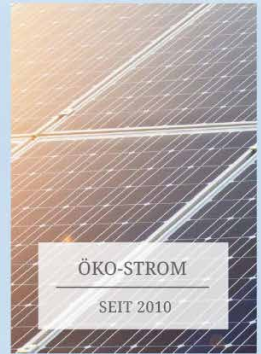
### Thermal Insulation

Roofs renovated in production. Heat retention and optimization of the natural lighting.

3

### Heating System

Modernization of the heating system to increase energy efficiency and eliminate heat loss in pipe systems.



Milestones in Our Sustainability Philosophy

## What Paradies Does for the Environment

### Do more than just talk, take responsibility



A wise forest owner does not chop more wood than they can regrow. This protects their business and ensures that they operate sustainably in the best sense of the word. We also make sure that we do not saw off the branch on which we all sit. All of the things we do as a company are based on the fundamental principle of sustainability. Therefore, we also adhere to these standards when it comes to the actual production process itself. We use natural resources and renewable or recyclable raw materials in our products wherever possible, which means we source 100% of our electricity from solar energy and are a certified Ökoprofit company. Our production has long been climate-neutral and free of harmful

substances, with the most efficient use of power and heat possible and recycling of residual materials. But sustainable behavior is not limited to our company. As part of society, we also take responsibility in this respect: we support numerous aid projects with donations and activities. We do a lot of things right, but not everything is perfect yet. For example, we have so far not been able to use "organic" components for all of our bedding. This is because we have not yet been able to achieve a consistently high quality in line with our standards. But we are working on it. With a clear conscience.



### Ökoprofit Company

Designated Ökoprofit Company!

No exhaust, noise, wastewater – efficient use of electricity and heat – recycling of residual materials.

# Energy and Use of Residual Materials

## Reducing Waste Since 1990



The Co2 climate certification from Noventiz provides proof of the positive effects that our packaging and recycling methods are having on the environment, energy usage, and resource usage. Paradies recycles approximately 100 metric tons of packaging material through the Noventiz company and has thus reduced CO<sub>2</sub> emissions by approximately 130 metric tons per year.

## Green Energy Since 2010



Paradies GmbH obtains its electricity from 100% renewable energy sources (solar energy), without CO<sub>2</sub> emissions and without nuclear power, as demonstrated by the ENNI Energie & Umwelt Niederrhein certificate.

MUTUAL SUPPORT

## Member of the Steering Committee



**GLOBAL  
NACHHALTIGE  
KOMMUNE NRW**

It's especially important to us as a company that thinks and operates sustainably to support our location and hometown, Neukirchen-Vluyn, with sustainable development. Paradies GmbH is a member of the project's steering

committee and actively contributes to planning with its experience in sustainability. Through the "Global Nachhaltige Kommune NRW" project, 15 municipalities in North Rhine-Westphalia

are creating a strategy for sustainable development on a global scale. This strategy is being developed on the basis of the 2030 Agenda for Sustainable Development in an effort to implement the Global Sustainability Goals (SDGs) on a municipal level. Strategy planning also takes the German Sustainability Strategy (DNHS) into account.

Thanks to its participation, our hometown, Neukirchen-Vluyn, is one of the first municipalities to implement the 2030 Agenda on a municipal level and develop a sustainability strategy based on it.



1

Responsibility  
for sustainable  
economy

2

Responsibility  
for the nature

3

Responsibility  
for the society

4

Responsibility  
for the future

5

Responsibility to  
transparency



Paradies Has Been a Member Since 2016

# Bundesdeutscher Arbeitskreis für umweltbewusstes Management

Since 2016, Paradies has been a member of the Bundesdeutschen Arbeitskreis für Umweltbewusstes Management—B.A.U.M. [German federal working group for environmentally conscious management]. Paradies supports B.A.U.M.'s numerous projects both ideologically and financially, and has pledged to embrace environmentally conscious management.

There are more than 500 companies in the B.A.U.M. network, including Paradies GmbH, the only bedding manufacturer. All of the member companies are committed to assuming responsibility for the future of our planet.



since 2016

## PARADIES IS COMMITTED TO THE GLOBAL CLIMATE

**Thinking, Helping, and Contributing**

Everyone should be concerned with achieving climate neutrality and reducing CO<sub>2</sub> emissions, as the increase in greenhouse gases affects climate change all over the world. From a global perspective, much can be done in this respect. Paradies has been working for years to reduce its own CO<sub>2</sub> emissions and is committed to carbon offset projects worldwide. We currently offset our annual CO<sub>2</sub> emissions of 600 metric tons, but are always working on additional opportunities for reduction. Paradies is proud to have received the “climate-neutral” certificate for its efforts.



### **Climate protection project: CO<sub>2</sub>-offset Improved water infrastructure**

This climate protection project in sub-Saharan Africa (Malawi, Uganda, Rwanda, Eritrea) helps people in rural areas to access clean drinking water. It takes care of repairing broken wells, digging new ones, and installing manual water pumps. The project has led to improved living conditions in many aspects.



### **Climate protection project: CO<sub>2</sub>-offset Reforestation**

This climate protection project in Kenya enables small farms to plant trees on their land if they can guarantee that the majority of their land continues to be used for agricultural purposes. The farmers receive annual payments to plant and take care of the trees. There are currently 63000 participants in the project; over 8 million trees have been planted.



### **Climate protection project: CO<sub>2</sub>-offset Protection of biodiversity**

This climate protection project in Indonesia helps to protect and conserve 47000 hectares of reforested swamp land. This provides particular protection to the Bornean orangutan, a species native to the land and facing extinction. The project conserves and protects the ecosystem by building physical barriers, developing infrastructure, putting anti forest fire measures in place, and educating and training the local population.



# We Care for Future Generations



The Paradies corporate philosophy promotes a responsible approach to people, resources, and the environment. Numerous activities are a testament to the fact that Paradies not only talks, but also takes action.

People and the environment have received their fair share of attention in recent years. Paradies was involved in a reforestation project in 2012 and, with its "Tree Planting Initiative," played an active role in breaking down CO<sub>2</sub>.

The employees rolled up their sleeves and planted around 5,000 trees in the town of Jünkerath in the Eifel region.

People were the focus in 2013 and 2015, particularly little ones. The "Zwei Herzen für eine gute Sache" (Two Hearts for a Good Cause) campaign helped collect many donations for the "Ein Herz für Kinder" (A Heart for Children) association and implement helpful projects.

The children of a day care center were thrilled to receive an urgently needed jungle gym and said thank you with a group photo at Paradies.

**Commitment to the environment and the next generation. We need to care for those who cannot take care of themselves.**



2012

## TREE PLANTING INITIATIVE

Working together to plant the "Paradies Forest" and actively break down CO<sub>2</sub>.

2013

## A HEART FOR CHILDREN

Paradies donates to children's aid projects all over the world.

2015

## A HEART FOR CHILDREN

Once again, Paradies donates to children's aid projects all over the world.



## 2011 - Tsunami in Japan



Bedding donated to Japan after the devastation caused by the tsunami.

Paradies has maintained friendly business relationships with Japan for decades and supported its partners and friends in need.

## 2013 - Flood Victims in Germany



Healthy sleep is a matter of great importance to us. Shocked by the images of flooding in Germany in 2013, our hearts went out to the victims.

We promptly donated pillows and duvets to two heavily affected regions to ensure a little calm and relaxation in this difficult time.

### Emergency Aid

Paradies primarily supports charitable causes for those who cannot protect themselves: children. Every year, we choose organizations in need of urgent assistance and do what we can to ensure healthy sleep for these children.

In 2017, we donated mattresses and cuddly pillows to Friedensdorf Rua Hiroshima in Oberhausen, which houses children from all over the world who have been wounded in war, and provides them with physical and emotional care. In addition, we've been donating bedding to various children's hospices throughout Europe for 20 years.

We also try to provide assistance even before the child is born and donate funds to aid organizations for expectant mothers. Single mothers in need thus receive the help they so desperately need during pregnancy and in cases of unplanned pregnancy.

### Sensible Use of Returns

Rather than disposing of returns, we assess the goods and, if necessary, clean them. The cleaned products are then donated to the local pastor, who organizes distribution to those in need.

### Miscellaneous...

#### Reduction in CO<sub>2</sub> – Paradies Avoids Empty Runs

Our warehouse and delivery logistics always ensures that each and every shipment package is completely full. When it comes to runs with our own fleet of vehicles, guidelines clearly call for empty spaces and runs to be avoided, which allows us to minimize the number of deliveries and actively reduce CO<sub>2</sub> emissions.

#### Long-Standing Supplier Relationships

We make every effort to enter into a long-lasting partnership with all of our suppliers, focusing on the values of openness, trust, fairness, and reliability. In return, we provide our partners with the assurance that we will pay on time and not apply unnecessary conditions. We visit each other on a regular basis, which further consolidates these relationships.

#### Innovation and Sustainability Committee

We're always on the lookout for sustainable innovations and improvements for our company. We promote collaborative

exchange at Paradies – and there are no wrong ideas or suggestions. An Innovation and Sustainability Committee consisting of employees from operations and administration convenes once a month to discuss opportunities to implement the ideas submitted.

### Employee Health

The health of our employees is our most valuable asset. We organize health days at regular intervals and advise all of our employees with tips and tricks for their everyday work. It's also important to us as a family business that our employees' families are thriving, too. We're available to provide support if any problems arise.

### Relief Fund for Employees

Employees who find themselves in financial difficulty can turn to the management for uncomplicated support.

### Home

Paradies maintains strong ties to its hometown and even helped finance construction shortly after the war.

# Code of Conduct

**Paradies operates in accordance with the standards of the German textile and fashion industry**

Companies in the German textile and fashion industry are committed to social responsibility, regardless of whether they conduct business in Germany, Europe, or other parts of the world. Driven by the responsible awareness of the social, environmental, and economic structure of the entire textile value chain, they respond to the challenges of an increasingly networked and global economy. To provide companies with the appropriate support, the Confederation of the German Textile and Fashion Industry and its member associations have developed this Code of Conduct.

The associations recommend using this Code of Conduct, which is available to all companies in the industry as a voluntary instrument and serves as a manual for socially responsible company activities. The primary function of the code is to reveal areas of responsibility in company activities

and provide a framework on which companies can base their individual policies. For its implementation in the global value chain, the code contains practical basic rules that small and medium-sized enterprises in particular can follow with their different business models and capacities.

The Code of Conduct is based on internationally recognized principles for protecting human and labor rights, as expressed in the United Nations' Universal Declaration of Human Rights, the ILO's core labor standards, the UN Guiding Principles on Business and Human Rights, and the OECD Guidelines for Multinational Enterprises. The code is also based on the objectives of relevant national initiatives such as the Partnership for Sustainable Textiles, the National Action Plan on Business and Human Rights, and international agreements to protect the environment.

These international law agreements apply to countries rather than companies, and governments are responsible for enforcing them. Companies in the textile and fashion industry support the goal of respecting human rights and fulfilling labor, social, and environmental standards in economic value creation processes. Companies can do their part by aligning their operations with the principles outlined in these international law agreements – in the knowledge that this is a long-term process that requires constructive and pragmatic collaboration among government institutions, social actors, and companies.

**Excerpt from “Textile + Fashion – Sustainable with Every Fiber” Code of Conduct of the German textile and fashion industry**



## Principles

- 1 A basic understanding of socially responsible corporate governance
- 2 Respect for human rights
- 3 Labor rights and conditions
- 4 Environmental protection
- 5 Consumer interests
- 6 Animal and species protection
- 7 Communication
- 8 Implementation and enforcement



## Conditions of Purchase



## Careful Selection of Suppliers

**Paradies conditions of purchase related to established limit values for harmful substances ensure the human-ecological safety of Paradies products.**

To protect the environment and ensure the human-ecological safety of Paradies products, the materials supplied to Paradies must fulfill the specifications outlined in the Paradies conditions of purchase.

The materials and products supplied in accordance with the concluded contracts and orders comply with the laws, technical and general standards, and other technical regulations governing use such as the German Consumer Goods Ordinance (BedGgstV), the German Food and Feed Code (LFGB), the Chemicals Prohibition Ordinance (ChemVerbotsV), the euroLATEX ECO-Standard, the Hazardous Substances Ordinance (GefStoffV), the Technical Rules for Hazardous Substances (TRGS), STANDARD 100 by OEKO-TEX, the Textile Labelling Act (TextilKennzG), the Packaging Ordinance (VerpackV), and EU directives (ECC, the German Equipment and Product Safety Act [GPSG], the REACH regulation, etc.).

Paradies always bases its material and product specifications on consumer-oriented and environmental limit values. The limit values for harmful substances established by Paradies are also more stringent than conventional market standards.

### **STANDARD 100 by OEKO-TEX, Class 1**

One of the standards that must be fulfilled is STANDARD 100 by OEKO-TEX. If no other more stringent limit values have been defined, the materials and products supplied to Paradies must also comply

with the limit values of product class 1 (babies and toddlers) of STANDARD 100 by OEKO-TEX.

### **REACH Regulation**

No products and materials supplied to Paradies may contain any of the substances on the REACH regulation's SVHC list (the current SVHC list is published on the European Chemicals Agency website at [www.echa.europa.com](http://www.echa.europa.com)).

### **First Delivery**

Before any new specified material or product is delivered for the first time, Paradies must be provided with proof of compliance with the conditions of purchase. This can, for example, take the form of certificates and/or confirmations of material tests already conducted. The limit values identified and methods of measurement or analysis must be presented to Paradies.

Unless otherwise specified, the analysis methods for groups of harmful substances are defined by law, technical and general standards, and other technical regulations. Compliance with limit values must be confirmed by a specialized institute using suitable methods.

### **Routine Auditing**

Companies are required to conduct analyses on a regular basis – at least once every twelve months – and provide Paradies with confirmation in the form of certificates, without being asked.

A standardized production process and

suitable quality assurance measures must be used to ensure that the required limit values are observed at all times. If requested by Paradies, detailed analysis reports are to be submitted that verify compliance with the required limit values.

Based on the confirmations and certificates presented, Paradies will provide its customers with confirmation of limit value compliance. Paradies reserves the right to have its own random sampling and analysis conducted.

### **Excerpt from “Paradies Conditions of Purchase”**

## Organic Cotton

# BACK TO BASIC

For many, sustainability is a fad. We, however, have been committed to CO<sub>2</sub>-neutral production for years, which lowers the burden on the climate, as well as to the use of renewable and recyclable raw materials. We have also obtained our electricity from renewable energy sources for many years.

Ideally, we would use only organic raw materials that conserve resources as much as possible. At the same time, we of course have to meet our own very high standards. We are constantly working towards combining sustainability and the quality that Paradies is famous for.

Likewise, when it comes to choosing suppliers, we pay attention to both high quality and sustainability. We support them globally in their initiatives for environmentally-friendly production and healthy, socially fair employment conditions.

We regularly inspect the local standards and conditions to ensure they meet requirements. We want our customers to know that Paradies cares. This year, again, we visited our suppliers.



Paradies Organic Cotton Tour 2019

## Experiencing and supporting sustainability.



Egypt

Sustainable growth with organic fertiliser



India

Fair-trade cotton production with organic farming



Pakistan

Towards a "green" weaving mill

The first stop on the journey brought us to our suppliers in Egypt. In 1991, an initiative launched by cotton farmers here achieved a major success: "A ban on pesticides in cotton production."

We had been considering the idea of visiting the cotton farmers in Egypt since the start of the year. As we already use a high proportion of organic cotton fabric in our products, we wanted to experience, feel and better understand what organic cotton really means.

The Indian cotton farmers have chosen to take an organic approach to farming. We support them in this decision by, to the greatest degree possible, purchasing only organic cotton from our suppliers. Currently, only around 1% of global cotton production can be classified as organic. As a consumer you can help boost this figure by actively choosing organic cotton.

The textile industry is Pakistan's most important economic sector, accounting for more than half of the country's exports. We visited one of the country's many hundreds of weaving mills – and it was a very special one, as the management are committed to making the company increasingly "green".

The company wants to reduce its carbon footprint and produce in an increasingly sustainable manner. One important step involves a new facility for treating waste water.



# Sustainable Fillings Since 1977

## Paradies Looks to the Future

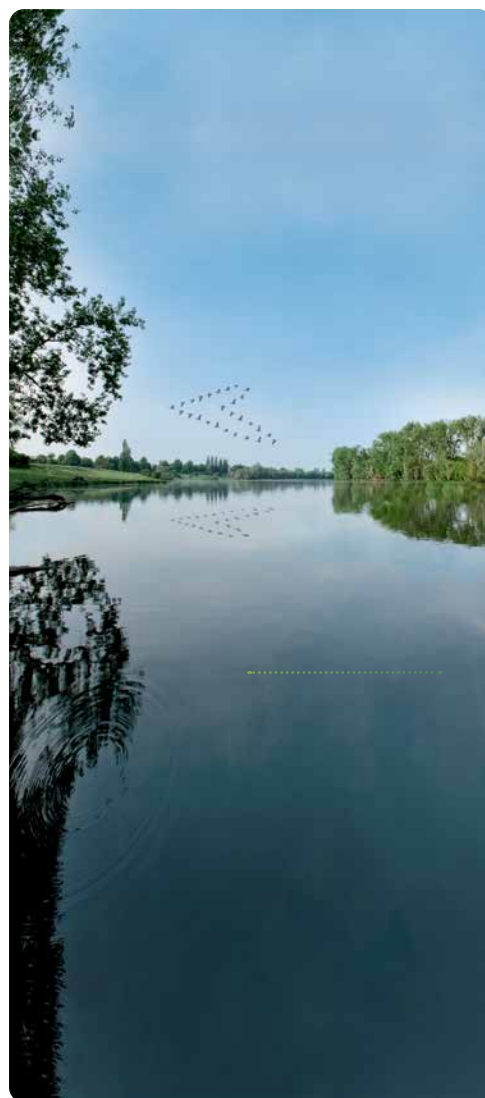
Paradies is considered to be a pioneer in the development and production of organic bedding. In 1977, the company successfully launched its **Paradies Biofill®** (textile fibers) and **Paradies Biolana®** (new sheep's wool) with the motto "Natürlich Paradies" (Naturally Paradies). Paradies Biofill® was further developed into an innovative and eco-friendly textile fiber made from annually renewable raw materials – an absolute product innovation.

And we've never gotten tired of continuously developing our organic fillings, with the ultimate aim of combining responsible behavior and sustainability with unrivalled sleeping comfort. Introduced in 2009,

**Paradies Fill® 2.0** made from recycled PET material is yet another innovation resulting from many years of research in true Paradies brand quality and an example of a responsible approach to the future and environment.

For more than 165 years, we've always been motivated to do more research and develop sustainable bedding and products for a more comfortable life.

Paradies product research is always on the lookout for new ways to conserve resources and promote healthy sleep.



## Biofill



**Filling made from  
renewable, plant-  
based raw materials**

Hibea Bio with the natural Paradies Biofill® filling is a gift from Mother Nature – and the first duvet made from textile fibers created by people out of annually renewable raw materials.



## Fill 2.0



**Upcycled filling  
made from recycled,  
clean PET material**

The raw material used to create this innovative textile fiber filling is recycled, high-quality PET. Following careful sorting and cleaning processes, the recycled material is finely shredded into flakes that are so pure that they can also be used for food packaging or woven directly into polyester fibers.

# Maximum Industry Standards

## Additional Requirements Related to Down and Feather Filling Material

In addition to the criteria outlined in the Paradies conditions of purchase, down and feathers supplied to Paradies as a filling material must also fulfill the following requirements:

1. The down and feather filling materials used by Paradies GmbH are of European origin and **are not plucked while the animal is still alive or sourced from animals used in the production of foie gras.**
2. **Animal welfare** standards are stringently observed and compliance monitored, with medical care provided to the animals. Animals are kept and slaughtered in accordance with the recommendations of the Standing Committee of the European Convention for the protection of animals kept for farming purposes as well as the animal welfare regulations of the country of origin.
3. Paradies GmbH only sources fully treated down and feather filling materials. The goods are **washed, sterilized**, and steamed at temperatures between 120 and 130°C for 30 minutes. The down and feather filling material supplied to Paradies GmbH is **free of viruses.**
4. The down and feather filling material supplied to Paradies GmbH is a **new product**, and the composition labelling fulfills **class I** of the **European EN 12934 standard.**
5. The down and feather filling material supplied to Paradies GmbH **fulfills the hygiene and purity requirements** of the European EN 12935 standard.
6. The **more stringent SuperClean standard** defined by Paradies GmbH, which enables **a higher degree of purity due to additional cleaning processes**, is also guaranteed. The result is thus a turbidity value of at least 500 mm (rather than the 300 mm of the EN standard) and an oxygen level of < 4.8 (rather than the < 20 of the EN standard).

### CLEAR DECLARATION OF THE DOWN AND FEATHER FILLING MATERIAL IN SALES/ON THE PACKAGING

We clearly distinguish between goose down and duck down on our product label in accordance with the EN 12934 standard. In contrast, the market often only lists down for products containing duck down. The quality of the down has more to do with animal welfare, feed, and the age of the animal than its origin. All of our down in the high-quality Paradies range is of European origin.





# Full Transparency in Terms of Animal Welfare



## Responsible Down Standard The Most Reliable International Standard

1

### Traceability to certified farms

Certified supply chain:

The certification comprises the entire supply chain, from the breeding, to the slaughter, all the way through to the production of finished products and their distribution.

2

### Raised without force-feeding

RDS-certified poultry farming:

Force-feeding/gavage is prohibited. Furthermore, the RDS seal guarantees the adherence to animal welfare provisions based on the five freedoms of the animal.

3

### No live plucking!

RDS-certified slaughterhouses:

Only animals which are slaughtered for the food industry are used. Live-plucking is prohibited.

4

### Washing, sorting, classification

RDS-certified processing:

Throughout the entire production process, there is no contact with non-RDS-certified products.

5

### Production of down-filled and feather-filled bedding

RDS-certified manufacturers:

As a certified manufacturer, Paradies is committed to exclusively using RDS-certified down and feathers for their bedding.

Paradies has stringently observed animal welfare standards and audited compliance for many years. In the early **90s**, Paradies defined additional conditions of purchase for down and feathers, stipulating that down and feathers may not be plucked while the animal is still alive or sourced from animals used in the production of foie gras. In addition, our suppliers have always been required to strictly observe animal welfare standards and audit compliance.

The RDS certification (IDFL 005816) additionally guarantees our customers documentation and full transparency of the supply chain with integrated traceability.

**After consultations with the VIER PFOTEN animal welfare organization in 2017, we opted for this, the internationally most stringent standard.**



IDFL Laboratory and Institute

<https://www.idfl.com/services/down-feather-testing/>



# Certified Paradies Quality - Responsibility to Humanity and the Environment

## Certificates



### Climate-Neutral Certificate Since 2016

The CarbonNeutral® certification guarantees that Paradies offsets its annual CO<sub>2</sub> emissions. We compensate our emissions through our support for climate protection projects.



### B.A.U.M. Certificate Since 2016

Since 2016, Paradies has been a member of the Bundesdeutscher Arbeitskreis für Umweltbewusstes Management—B.A.U.M. [German federal working group for environmentally conscious management]. Paradies supports B.A.U.M.'s numerous projects both ideologically and financially, and has pledged to embrace environmentally conscious management.



### Fairtrade Since 2013

Paradies was certified as a Fairtrade company in 2013. By selling products with the Fairtrade seal, we're going one step further to improve living and working conditions for cotton producers in developing countries.



### Electricity Sourced from 100% Renewable Energy Since 2010

100% of Paradies GmbH's electricity comes from renewable energy sources (solar energy) and is CO<sub>2</sub> emission-free as well as free from nuclear energy. This is guaranteed by the ENNI Energie & Umwelt Niederrhein certification.



### 2006 Ökoprofit® Company Certificate

As an EcoProfit company, Paradies is certifiably climate-neutral and resource-efficient, particularly thanks to measures in place in the areas of energy conservation, efficiency, and renewability.



### CO<sub>2</sub> Climate Certificate (Residual Materials) Since 1990

The Noventiz company's CO<sub>2</sub> climate certificate offers proof of the positive environmental, energy, and resource effects of packaging disposal and recycling. A reduction of approximately 130 metric tons of CO<sub>2</sub> per year has been confirmed at Paradies.





# A Timeline of Sustainable Decisions

1977

## Trademark registration Biofill®



Registration of the Biofill® trademark for products that promote healthy and restorative sleep.

1998

## Upcycling Measures



Installation of an extraction unit for residual tissue. Useless residual materials are being processed to new products.

1986

## CFC AND FORMALDEHYDE-FREE



Neck-Support-Pillows with CFC-free & formaldehyde-free foams

1999

## Renewable Biofill®



Biofill® developed into a filling made of renewable, plant-based raw materials. An absolute innovation in bedding fillings. Registration of the EU brand.

1990

## Purity Conditions



Regulations of drinking water ordinance (purity) are introduced as standard for textiles. Introduction of Paradies purchasing conditions.

2000

## Skin and Body Compatibility



Paradies is founding member of "ITV Denkendorf" for medical controls for skin and body compatibility at textiles. No standard in the bedding industry to this day!

1992

## STANDARD 100 by OEKO-TEX



Introduction of STANDARD 100 by OEKO-TEX (class 1, highest level of protection) for all raw materials used in Paradies products.

2003

## Paper from chlorine-free materials



All Paradies brochures and printed advertising materials are printed on chlorine-free, bleached paper. Another measure to protect the environment.

1995

## Greentex® Organic Cotton



Paradies uses organic fabrics in selected products and registers the Greentex® brand for its certified organic cotton fabric.

2004

## SuperClean Standard



Introduction of SuperClean Standard at down- and feather fillings. A cleanliness standard that goes far beyond the industry standard.

2006

## No optical whiteners



No optical whiteners used in any of the fabrics. Chemicals have no place in products used to promote healthy sleep. While competitors once laughed at Paradies, they now follow the same

2010

## Green Energy



All of the company's electricity requirements are covered by renewable energies. No nuclear power is used.

2006

## Ökoprofit® company



Paradies designated Ökoprofit® company. No exhaust, noise, wastewater – efficient use of electricity and heat – recycling of residual materials.

2010

## Energy Savings in Heating



Modernization of the heating system in production and administration to save energy and eliminate heat loss in the pipe systems.

2007

## Modernization of Production



Renovation of the production facilities with a focus on saving energy.

2011

## Roof Renovation in Production



Renovation of the roof structures to increase heat retention and optimize use of natural lighting. Energy savings.

2008

## A Brand for Health



Paradies is a founding member of the European initiative "AIM® charter on Brands for Health & Well-being."

2012

## Plant My Tree



Paradies is involved in a reforestation project for German forests (CO<sub>2</sub> breakdown) and, with its employees, plants 5,000 trees in the Eifel region. Creation of the Paradies Forest.

2009

## Fill® 2.0 upcycled filling



Launch of Paradies Fill® 2.0 made of recycled PET material. An example of a responsible approach to the environment.

2013

## Fairtrade®



Paradies is certified as a Fairtrade company and adds Fairtrade fabrics to its range.



2016

## LED Lighting



All of the lighting in administration and production switched to energy-saving LED lighting.  
Energy savings of approximately 75%.

2016

## Greentex® Now an EU Brand



Developed in 1995, the Paradies brand of organic cotton fabric is registered as an EU brand. In this way, we underline the importance of this raw material.

2016

## B.A.U.M. Member



Paradies becomes a member of the Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) initiative.

2016

## Climate-Neutral Certification



Paradies is certified as a climate-neutral company and supports global aid projects dedicated to reducing CO<sub>2</sub>.

2017

## IDFL (Down and Feathers)



Having already acquired certification for its quality and cleanliness, Paradies now receives certification for the ethical procurement and traceability of raw materials from the IDFL institute for down and feather materials.

2018

## RDS (Down and Feathers)



Paradies places its trust in the most reliable international protection standard: traceability, stringent animal welfare regulations, humane treatment of animals, and no live plucking or feathers

2019

## Range Switched to Organic



Additional parts of the range switch to organic fabrics.  
90% of the fabrics used in the range are already made from Paradies Greentex® organic cotton.

2020

## Nachhaltige Kommune NRW



We support our location and hometown, Neukirchen-Vluyn, in sustainable development as a member of the steering committee of the "Global Nachhaltige Kommune NRW" project.

2022

## GRS (Recycled Standard)



The Global Recycled Standard ensures the traceability of recycled materials and certifies their composition.

2022

## SUSTAINABILITY & ECONOMY



PARADIES has successfully passed a comprehensive sustainability audit. Areas: Ecology, Economy and Social Competence (product, service, quality of advice, economic future alignment, ecological and social responsibility)

# 2022

## GOTS (Organic Standard)



PARADIES has been audited and found to be in conformity with the Global Organic Textile Standard (GOTS) - worldwide leading textile processing standard for organic fibres, including ecological and social criteria.



*Sleep well*  
**LEAVE IT TO US**

**Paradies**<sup>®</sup>  
**BEDDING WITH A HEART**