

naturalmat hotel

Official Launch of Naturalmat Hotel

The innovative Devon based mattress maker Naturalmat, has joined forces with like minded businesses including Craster, Another Country, Studiotex, All Square and Axminster Carpets to launch their luxury hotel mattress range in the Naturalmat Green Room. The Naturalmat Green Room will be exhibited at this year's Sleep Event, which takes place on 23 and 24 November at the London Business Design Centre. The Naturalmat Green Room demonstrates why Naturalmat and its partners are the best producers of the fully sustainable hotel bedroom. The room has been manufactured from natural and sustainable materials and provokes the visitor to understand how an eco, healthy and luxurious sleeping environment can be created.

Naturalmat understand that today more and more hoteliers are concerned about their environmental impact, reducing carbon emissions and the amount of waste they send to landfills. Naturalmat have caught the eye of several big names in the hotel industry that have clear green objectives in mind, including Marriott who were ranked number nine in the Sunday Times Best Green Companies in Britain List 2011. The contents of the Naturalmat Green Room show how an environmentally friendly yet lavish hotel room can be created and is sure to grab the attention of further eco conscious hoteliers at the Sleep Event 2011.

The Naturalmat Green Room contains FSC certified bedroom furniture from Craster and Another Country, lighting from LED specialists All Square and carbon neutral carpet from Axminster Carpets, it also showcases an exciting new EchoPanel wall covering from Studiotex that is made entirely from recycled plastic bottles, demonstrating how quality textiles can remain committed to high levels of environmental performance.

Naturalmat Hotel is taking the hotel industry by storm and offers a more sustainable and environmentally responsible alternative to poor quality synthetic mattresses. Naturalmat are pioneers in natural fibre technology and have developed the perfect natural sleeping environment from creative new raw materials such as Soil Association organic lambswool, which is anti-dust mite, anti mosquito and anti-moth through a natural treatment using extracts of lemon, eucalyptus and lavender; and unbleached cotton mattress covers which are guaranteed anti bed bug through a treatment of natural geraniol. Another exciting ingredient is organic coir fibre, a derivative of the coconut husk. This sustainable material greatly enhances the ventilation and spring of the mattress and is another example of intelligent use of renewable natural resources. Other sumptuous materials found in a Naturalmat Hotel mattress are mohair, cashmere, horsetail hair and bamboo from environmentally conscious sources and all biodegradable that combine to create a truly green products made by a great British company.

Naturalmat mattresses provide superb comfort that is long lasting, hence why numerous hoteliers have called upon them recently. This year Naturalmat successfully won the contract to manufacture all 686 mattresses for Yotel New York City, all mattresses for the recent opening of Z Hotel Soho and Naturalmat have worked with other high profile clients in the past including The Connaught, Claridges and several boutique hotels.

'The single most important thing in any hotel room is the bed, and what makes a great bed is a great mattress. The perfect mattress is one that is extremely comfortable, sumptuously supportive, long lasting and consistently good. It is the mattress that will give the hotel guest the definitive 'wow' factor. A well made mattress will have high quality natural fillings, be robustly made by hand and offer excellent support, breathability, ventilation and insulation, and ideally offer hypo allergenic benefits as well. The very best mattresses will be all this, manufactured from fully sustainable raw materials, organically sourced where possible and produced by environmentally conscious companies,' says Peter Tindall, Naturalmat Company Director.

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Notes to editors:

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About The Naturalmat Company:

Naturalmat have been making natural fibre and organic mattresses from their factory on the banks of the River Exe in Devon since 1999. The company was started to provide a better alternative to the poor quality mattresses found on yachts and motor boats but quickly expanded into other markets.

Today Naturalmat is the leading manufacturer of organic mattresses to the nursery and children's market in UK, Europe and USA and should you step on some of the world's finest super yachts, you will inevitably find a Naturalmat mattress onboard.

Naturalmat are excited to enter the hotel market and have created a range of incredibly comfortable pure natural fibre mattresses that are ideal for the hospitality industry. In today's world it is important that hoteliers have a clear understanding of how to best use sustainable resources around them and aim to have minimal environmental impact. These are key considerations behind the creation of each and every Naturalmat mattress, especially as they are made from sustainable and biodegradable sources including organic coir, lambswool and cotton.

Naturalmat manufactures and distributes mattresses around the world from its base in Topsham, Devon. Our mattress ranges can be viewed online at www.naturalmathotel.co.uk or by paying a visit to the London shop at 99 Talbot Road, London W11 2AT. Tel: 020 7985 0474

About Natural Mattresses:

What is an 'Organic Mattress'?

People often ask us 'what is an organic mattress?' The simple answer is a mattress that is made using the best certified organic raw materials available. Why would you want one? Well there are many reasons - the sustainability of the raw materials, the welfare of the supply chain, the reduced carbon footprint, the reduced environmental impact, the durability of natural materials, the healthier sleeping environment, the better ventilation, increased insulation, and incredible support and comfort, to name but a few! Look online at www.naturalmathotel.co.uk or call 0207 985 0474 for more information.