

Down and feathers are absolutely in fashion

LOHAS, the global movement, places emphasis on healthiness and sustainability.

The word LOHAS is composed of the initials of the phrase „Lifestyles of Health and Sustainability“ which describes a way of life that is geared to healthiness and sustainability.

LOHAS also stands for consumers who show a new kind of consumer behaviour as they specifically opt for those products that comply with the LOHAS philosophy.

In the USA, approximately 30 percent of the consumers are supposed to adhere to this philosophy whereas in Europe, about 15 percent

of the consumers have meanwhile acted upon LOHAS.

In contrast to the fashion to always look for the cheapest price, people following the LOHAS philosophy choose wholesome products deriving from sustainable manufacturing. They do not preach non-consumption, but consciously choose the good, even if it might be a bit more expensive. LOHAS consumers are critical, pay attention to the ecological and social consequences of their consumer behaviour, thoroughly acquaint themselves with the products they want to purchase and check quality labels and certificates.

Those who take their buying decisions in such a critical, ecosensitive and quality-conscious way, will inevitably come across with down and feathers. Down and feathers are a pure natural material offering incomparable sleeping comfort. And after all, restful sleep is a basic requirement for maintaining heal-

is transported through the down and feathers and thus a pleasant and healthy climate is created to guarantee restful sleep.

When purchasing bedding products you should look out for the „Downafresh greenLine“ brand. This brand ensures that the down and feathers are top quality



thiness. Down and feather-filled quilts successfully keep the body warm with very little weight. Humidity

natural material deriving from thorough production. Hence, it is wonderful to sleep – and naturally dream – in down and feathers.



This year, the annual membership meeting of the EDFA was held in Oslo.

From 7th to 8th October, 55 participants from 18 countries met in the capital of Norway and dealt with technical topics, quality assurance of products, PR-matters, the modification

and adoption to the statutes as well as positioning of the industry and its products in the different markets.

Moreover, it was discussed how the routine tests performed at the companies' laboratories could be simplified and improved (for instance verification of

hygiene and cleanliness and the filling composition).

The subject "fabric" was dealt with in detail. Subsequently, the EDFA fabric standard was agreed upon. Furthermore, the new brand "Downafresh greenLine" was presented and adopted.

A WORLD NOVELTY

The ticking manufacturers and the bedfeather industry have jointly developed the EDFA fabric standard which defines the requirements for down and/or feather-filled ticking fabric that might be used as shell fabric for down and feather filled bedding products.

