



DEVON DUVETS™

BOTANIC

PRESS RELEASE

SOUTH WEST COMPANY LAUNCHES HANDCRAFTED, DUVETS MADE FROM SUSTAINABLE PLANT SOURCES.

Devon Duvets, a South West based, family run business has launched 'Botanic', a range of duvets handcrafted in Devon from ethically sourced and sustainable plant sources.

Botanic is the first product of its kind to be registered by The Vegan Society.

The Botanic range is handcrafted by Devon Duvets at their workshops in Plympton, Devon. The raw fibre TENCEL™ Lyocell, a natural fibre created using a pioneering, ECO award-winning manufacturing process by the Austrian company Lenzing, is supplied by them and used to create both the outer casing and filling. Devon Duvets unique specifications are followed to create these two very different materials, yet both retain the fully proven properties of this raw fibre.

TENCEL™ Lyocell consists of fibres derived from certified and controlled sustainable wood sources, through a process proven to have a low ecological impact.

As a plant-based product, the new 'Botanic' duvets are biodegradable as well as being vegan. Beautifully soft and comfortable, they are gentle on the skin, in addition to being hypo-allergenic, anti-bacterial and naturally

breathable. Research has shown that TENCEL™ Lyocell fibres also have temperature regulating properties, which aid a more restful sleep, as they are cooling but can also retain heat when needed.

Not only is this a natural, ethical and sustainable product, it is very comfortable to sleep under and good sleep helps us all to 'wake up happy'.

Devon Duvets was founded by husband and wife team, Dick and Pauline Beijen in 2010, following the programme 'My Dream Farm' with well known television presenter Monty Don. The programme featured the couples own ethically produced wool products, including duvets, made at their Dartmoor farm. From there, the couple went into commercial production with a range of wool duvets, sold directly and also through John Lewis & Partners.

Following this success, they felt it was important to take their commitment to natural and sustainable products to the next level, by developing plant-based products that would also appeal to those who had made the choice to lead a vegan or vegetarian lifestyle.

Pauline Beijen said: *"It was the natural next step for us. We knew there were people who, for reasons of personal values or health would like an alternative. As our customers are at the heart of everything that we do, we became determined to produce something from plant sources that would be environmentally responsible. It has been incredibly exciting to develop a new product from an ethically responsible plant based raw material and work with mills to make a yarn for weaving the fabric and the filling, from which we could create the Botanic range."*

We're not only delighted that the 'Botanic' range has been registered by The Vegan Society but also that it deals with the issue of sustainability, particularly as the materials we use are fully biodegradable."

She added: "Dick and I are very excited to be launching our 'Botanic' range, which has been inspired by living in such a beautiful part of the country and created with so much support from our whole team and partners, including our amazing professional seamstresses who make the products."

The new range is available from Devon Duvets www.devonduvets.com

**-Ends-
May 2019**

EDITOR'S NOTES

History of Devon Duvets

In 2008, Dick and Pauline Beijen decided that they needed a change of lifestyle and left their busy international careers for a smallholding on Dartmoor. They started with bee keeping, soap making and other crafts, expanding into breeding sheep for the production of wool-based products including wool for their idea of making wool duvets.

In 2009, they were approached by a production company for a Channel 4 programme hosted by Monty Don and, following the programme airing in 2010, commenced supplying the top UK retailer John Lewis & Partners with a full range of products for their stores. Commercial production started in 2010.

Their Natural British Wool products are made from 100% British wool, certified by the British Wool Board and is traceable to individual farms. The only wool used is from live sheep, sheared in Spring and Summer in the traditional way when they naturally need to be shorn and relieved of the heavy fleece that has grown during the Winter.

Following the huge success of their wool products, Dick and Pauline then turned their attention to the development of a range containing the raw fibre TENCEL™ Lyocell, launched this year. They have consciously chosen to use this natural fibre made by the Lenzing Group as the properties are fully scientifically proven and the traceability of their materials and environmentally friendly processes make this a genuinely ethical product.

The range is also registered by The Vegan Society.

Devon Duvets is ethically audited and have many ethical policies, details of which can be found on their website.

Summary of TENCEL™ Lyocell:

- Is biodegradable and compostable and can fully revert back to nature.
- Is another alternative for those who are looking for a natural product. Made from a natural material derived from sustainable wood sources, it is environmentally friendly
- Is created using a fully environmentally friendly process that has won ECO awards for it's low environmental impact.
- Has temperature regulating properties that supports the body's natural thermal regulation making it ideal for bedding.
- Is unfavourable for bacterial growth making it very hygienic.
- Soft to the touch, fabrics containing TENCEL™ Lyocell fibres to produce a smooth drape.
- TENCEL™ Lyocell fibres have earned United States Department of Agriculture (USDA) BioPreferred® designation.

For further information, please contact Pauline Beijen: pauline@devonduvets.com