The magic of sleep

LUXURY BEDDING SINCE 1907

HEFEL

BED AND SLEEP

100% MADE IN AUSTRIA

The magic of sleep



Dietmar Hefel



Ulrike Hefel

SLEEP IS FOR PEOPLE WHAT WINDING-UP IS FOR CLOCKS

That was the opinion of German philosopher Arthur Schopenhauer, but we at HEFEL tend to agree. After all, we have made a good night's sleep our business! HEFEL is at its heart a family business, kept in the family for four generations. Its central goal is to create beautiful, innovative, and natural bedding for healthy sleep. We believe strongly in the restorative power of a good nights' sleep: it is good nights that give us great days. They give our minds and bodies the rest that they need to relax, recharge, and lead successful lives. Burning candle at both ends will only lead to burn-out. Instead, we'd like to follow of the lead of the gazelle, which knows to flee when in danger but to leave its worries aside and rest once the danger is passed. Or, alternatively, follow the lead of the world's leading athletes, who are equally aware of their bodies' need for both activity and rest. HEFEL has in fact helped many leading athletes achieve this rest during our work as the official partner of the prestigious Austrian Ski Association. The results of HEFEL's intensive collaboration with the athletes, coaches and therapists of the Austrian Ski Association have led to entirely new sleep innovations for our company But we believe that everyone deserves their beauty rest.

SLEEP TO WIN!

HEFEL is proud of its heritage as a successful family-run business. And we take great inspiration from the majestic scenery of our native Austria. Concern about the importance of sleep has long been prevalent in Austria, and not only because one can dream so wonderfully about the "Sound of Music" or "Figaro's Hochzeit" in the clean, Alpine air. Already around 1900, at the same time as our ancestor Josef Anton Hefel was founding HEFEL, the renowned Austrian doctor and father of psychoanalysis, Sigmund Freud, was investigating the mystery of dreams. One present-day sleep expert, Dr. Rainer Popovic, Director of various sleep laboratories and president of the Austrian Sleep Research Society sums up the relationship between performance and sleep:

"He who sleeps more, is the winner! Sleep is very important for muscle building as well as for regeneration and strengthening our memory capacity, because this does not result from 'training' but during periods of regeneration when our cells renew themselves, the smallest muscle injuries are repaired, reserves of strength and perseverance are built up. Whereas with 'training', acquired movement techniques are only stored in the cerebral cortex during sleeping. An increase in sporting activities during the day should always entail an extension of sleeping time."

"THE ALPINE HEFEL SLEEP MODE" – 100% MADE IN AUSTRIA

All of our bedding products are produced with the utmost hand craftsmanship and exclusively in our two factories in Austria, where we are surrounded by dramatic snow-tipped peaks, sweeping valleys, and pristine alpine lakes. We invite you to keep company with us and immerse yourself in the Alpine HEFEL sleep mode.

Sincerely yours,

Dr. Dietmar Hefel Mag. Ulrike Hefel

Blessed for its beauty, much-praised Austria

Landscape Bregenzerwald



Culture of the viennese coffee house



> *Land of mountains and land by the river,*
> *Land of fields and land of cathedrals,*
> *Land of hammers, with a promising future,*
> *Home to great daughters and sons,*
> *A nation blessed for its beauty,*
> *Much-praised Austria,*
> *Much-praised Austria*
>
> *From the Austrian National Anthem*

Austria is located deep in the heart of Europe, nestled in amongst the magnificent Alps. It has a long cultural history in the arts, sciences, and handicrafts. It is a land of great musicians, writers, painters, architects, scientists, and philosophers. The list of great works is nearly endless, from Mozart's universally recognizable compositions to Schrödinger's forays into quantum theory, Klimt's spectacular paintings to Freud's authoritative psychoanalytical works. At HEFEL we regard these contributions as part of our cultural heritage and our inspiration, and we strive to make every product just as practical and beautiful.

HIGH CULTURE HAS ITS OWN TRADITION

Today the unique echo of the great Habsburg empire still resonates through the overgrown castles, mountaintop cathedrals, and glistening palaces of our country. Its capital, Vienna, was the center of European high culture during the Habsbrugs' heyday; we have this era to thank for our world-class opera houses, theatres, orchestras, and thriving café culture.

MUSIC IS THE LIFEBLOOD OF THE AUSTRIANS

Composers of the classical and the romantic epoch such as Wolfgang Amadeus Mozart from Salzburg and Ludwig van Beethoven from Bonn both lived and worked in Vienna. It was a bustling intellectual community, where these greats rubbed shoulders with Joseph Haydn, Franz Schubert, Anton Bruckner and the so called 'Waltz King', Johann Strauss.

This tradition continued even into the 20th century, with composers of the New Vienna school: Gustav Mahler, Arnold Schönberg, Alban Berg, and Anton Webern. Austrian jazz legend Joe Zawinul is often considered the only European musician to have exercised a significant influence on the history of jazz. He and Miles Davis collaborated in the development of the electric jazz style, and his group Weather Report was regarded as the most important jazz group of the 1970's and 1980's.

Vienna



WORLD-RENOWNED THEATRE

Austria is the home of Arnold Schwarzenegger, Catching Fire director Francis Lawrence, and Academy Award winners Christoph Waltz and Maximilian Schell. But at its heart this is a country just bursting with theatre! The prestigious Vienna State Opera and Vienna Burgtheater are world-renowned for great high-theatre. Vienna is also home to a diverse scene of cabarets, small and basement theatres, and venues devoted to alternative performances. The theatre and opera festivals at Bergenz and Salzburg attract thousands of visitors, and the lakeside shows at Morbisch are absolutely magical. Every year at Christmas time Romy Schneider enchants her public in her role as “Sisi”, as the young Empress Elisabeth was known.



Lake Constance

Lech am Arlberg



WITH THE PIONEERING AND INVENTIVE SPIRIT TO ONLINE SUCCESS

The headquarters of HEFEL Bed and Sleep is located in Schwarzach, Vorarlberg, the westernmost province of Austria. Vorarlberg is perhaps best known as a vacation destination, due to its proximity to the legendary Lake Constance and Rhine river as well as the glamorous ski resorts in nearby Arlberg. The Arlberg is the cradle of Alpine skiing, and has produced many Olympic champions. It is the home of the Bergenz Festival, which stages performances upon the world’s largest floating stage on Lake Constance. Vorarlberg is also one of the most successful economic regions in the German-speaking world and home to many companies which are world market leaders. In the Austro-Hungarian Monarchy, Vorarlberg was one of the highly industrialized regions and it is now one of the strongest exporters of Austria’s provinces. Textile manufacturing marked the advent of industrialization in this region and has been the longest-lasting.

The roots of the textile industry lie in the high middle ages and early modern period. In the 18th and 19th centuries, three textile branches evolved in Vorarlberg: spinning, weaving and embroidery and others followed later. Vorarlberg can be rightly be called Austria’s “Textile Valley”. Its significance is underlined by the fact that it was Vorarlberg entrepreneurs who installed the first telephone system and the first electric lighting system in the Monarchy: The first external telephone system in the Austro-Hungarian Monarchy was installed on 10.8.1881 by the textile firm F.M. Hämmerle in Dornbirn and Friedrich Wilhelm Schindler generated electricity for the first time in his uncle’s textile firm in Kennelbach with a direct current generator in 1884. Austria’s first hydroelectric power plant and its first electric lighting system were based here in Vorarlberg. The pioneering and inventive spirit has strong roots in Vorarlberg and is a fertile breeding ground for innovations. Here the saying goes: “Honour the old and welcome the new.”

Feel the dream like state of bliss



Wrap yourself with a luxurious Hefel Cashmere quilt to experience a royal night's sleep.

Sisi

Hefel History



FAMILY FIRM WITH PIONEERING SPIRIT

Studying the importance of sleep has been a major tradition in Austria and not only because of the imagery conjured up by the clean alpine mountain air so wonderfully evoked by the “Sound of Music” or the dream world of “Figaro‘s Hochzeit”. The renowned Austrian doctor and Founder of Psychoanalysis, Sigmund Freud concerned himself with the Interpretation of Dreams, published in1900 around which time our ancestor Josef Anton Hefel founded the company.

“ To have the satisfaction of your own worth, you must contribute worth to the world. ”

Johann Wolfgang von Goethe





The first generation

We maintain our first generation's tradition



Founder Josef Anton Hefel

HEFEL BED AND SLEEP. A brand for fine sleeping culture. For the finest bedding. As familiar to the sleep gourmet as Brussels lace, English cloth or Italian pasta. But HEFEL also signifies a successful family and pioneering history. A success story that began in 1907. A story of sleeping among products 100% "Made in Austria".

FROM WHETSTONES TO WEAVING

The beginning of the economic development of Schwarzach and of the Hefel family was the production of whetstones, a product of Vorarlberg which went around the world. The production of these sharpening stones goes back to the 17th century, when local stonecutters worked tirelessly with the simplest tools in the first quarries. They made whetstones, or sharpening stones, out of particularly hard quartz sandstone to make a product much sought-after throughout Europe.

> *Art needs craft more*
> *than craft needs art.*
>
> *Franz Kafka*

The invention of the sharpening wheel by the millwright Gebhard Dietrich led to the mechanization of the production process by the firm Troll Hefel & Cie. and the production grew into a thriving export business. In the peak year, 1926/27, 1.62 million whetstones were produced in 1926/27 and, stones were exported as far afield as Persia, North America, and Japan. But with the mechanization of agriculture and the increasing production of artificial whetstones, the importance of Schwarzach whetstones gradually declined.



Whetstone quarrying in the Hefel quarry 1897

The whetstone Hansel in the village fountain is a reminder of the old stonecutters who, with their skill, diligence and expertise, contributed so much to the healthy development and the standing of the region. The entrance hall at HEFEL BED AND SLEEP is paved with this incomparable quartz sandstone as a reminder of the beginnings of the enterprise.

In 1907, Josef Anton Hefel invested the capital he had earned from producing whetstones into a new industrial sector – the textile industry – when he founded his embroidery company, adding the bobbin lace factory in 1911. Thus was the textile company HEFEL & Co. founded in the province of Vorarlberg. In those days, Vorarlberg was the textile capital of the K. u. K. Danube monarchy under Emperor Franz Joseph I and the beautiful Empress Elisabeth "Sisi".



Kunigunde Hefel, the wife of Johann Hefel, in front of one of the company's buildings in 1936

The second generation

We maintain our second generation's tradition



In 1936, Johann Hefel founded the modern ticking weaving mill for feather and down proof bedding

THE ENERGY OF FOUNDER

In 1913, young Johann Hefel entered the textile company HEFEL & Co which had been founded by his uncle in 1907. The exceptional flair for textiles of young Johann, as well as his entrepreneurial skill, soon became apparent. As the nephew and successor of Josef Anton Hefel, he was the embodiment of the energy of founder and of the HEFEL second generation. With his courage, determination and pioneering spirit, the young entrepreneur confronted the difficult times during the first world war and the years of poverty and unrest which followed. And in 1924, Johann took on the responsibilities of the HEFEL textile companies as the sole owner. His uncompromising stand to produce only to the highest quality standard and his interest in new technologies led, in 1936, led to the construction of one of the Europe's most modern weaving halls. With the most modern weaving machines and the know-how he had developed, he soon produced the finest ticking fabric of the time (down proof fabric for comforters and pillows). It is thanks to his inquiring mind and his search for new, innovative and luxurious fabrics and products that the firm is still today an innovative leader in the bedding market.

> *Hope, Sleep and Laughter*
> *are the three things that help us*
> *to put up with life's hardships.*
>
> *Immanuel Kant*

The weaving mill in the 1950's



> *Only through craft can one ascend to art.*
>
> *Johann Hefel*



Johann Hefel, bobbin lace factory



Former headquarters weaving mill

The third generation

We maintain our third generation's tradition



Josef Hefel



Robert Hefel

COURAGE AND FORESIGHT

Johann Hefel's sons, Josef, Robert and Hans Hefel, took over their father's company in 1970 and expanded it further. With great courage and foresight, the sons ceaselessly invested in new technologies, thus expanding the family business even further. Only two years later in 1972, they took over the quilting factory in Kefermarkt in the province of Upper Austria. With the acquisition of the quilting factory, the sons set up another milestone in the firm's continuing sustained development. During their era, the ticking weaving mill was converted with high-tech weaving machines, advancing their leadership in textile innovation.

> *I need to be surrounded by peace and serenity of the environment and, above all, love when I am working.*
>
> *Adalbert Stifter*



Hans Hefel

The fourth generation



Dietmar Hefel

HONOUR THE OLD AND WELCOME THE NEW

Since the 1990s responsibility for managing the company has fallen to the fourth generation of the family. This has been a period marked by significant innovations – ever newer, finer materials and more innovative fillings with functions – “smart textiles” in other words. The strong bond that their grandfather Johann Hefel felt with nature as well as his social commitment have stood the test of time and have also passed down the generations to his grandchildren Ulrike and Dietmar.

This is surely the reason why HEFEL BED AND SLEEP was the first producer of bedding in the world to produce Natura line fabric (not bleached and not dyed), Organic Cotton from certified organic growers, Tencel KlimaControl (the first comforter made 100% from wood) and the SeaCell fabric (Tencel with sea algae and silver ions) and was also the first to focus on pure new wool from certified organic livestock or the health-promoting effect of the Austrian Stone Pine. The consistent implementation of a strategy based on innovation, branding and internationalization reflects the healthy dynamism of the company. This approach is also bolstered by close cooperation with doctors and scientific research institutions, resulting in a steady stream of new discoveries that underpin the values and corporate philosophy of the Hefel family: “sleep your way to health”.

The support given to social projects is something close to their hearts and forms part of the system of values to which the family firm is committed. HEFEL today is the most important producer of natural bedding products worldwide, whose exquisite products can be found in the most luxurious stores. These products of skilled craftsmanship are perfect for life’s most precious moments, the highest standard luxury sleep.

“

Sleep is for people,
what winding-up is for clocks.

Arthur Schopenhauer

”

“

Beauty in things exists merely
in the mind which contemplates them.

David Hume

”



Ulrike Hefel

Innovations of Hefel "smart textiles"

1996
- Introduction of "organic cotton" bedding, 100% cotton from controlled organic cultivation.

1997
- HEFEL Textil AG awarded the "Austrian Award for First Class Business".

1998
- Introduction of the world-wide innovation "HEFEL Tencel Batiste". The first comforter made from wood!
- The production process of the Lenzing-Tencel ticking fabric innovation, the new cellulose "high-tech" natural fibre, is ecologically unique and environmentally-friendly.

1999
- World-wide innovation: "The first comforter made 100% from wood". For the first time both cover and filling are made 100% from Lenzing-Tencel, i.e. from pure wood cellulose.

2000
- World-wide innovation: "The first comforter made 100% from wood". Now washable at 60°C!
- New: Tencel fine sateen. New: Tencel Onyx pillows.
- Nomination for the "Austrian Award for First Class Business".

2001
- Prize BEST NEW PRODUCT 2001 for HEFEL Tencel at New York Home Textile Show
- World-wide innovation: Nabea – the first satin bedlinen made from 100% Micro-Tencel. For the first time in the history of the company HEFEL is also producing bedlinen and is thus the first bed linen producer to launch satin bed linen made 100% from Micro-Tencel.
- Creation of the new customer centre on the third floor in Schwarzach – "HEFEL's Bel Etage".

2002
- BEST NEW PRODUCT 2002 prize for SeaCell Active (sea algae comforter) at New York Home Textile Show
- Inauguration of the new finishing plant in Schwarzach, constructed to the latest technological standards.

2005
- Seven innovations – including Climarelle, Flameless and the new premium fabrics, Lyosilk and Nanobatiste 228
- HEFEL Textil AG is divided into HEFEL Realvermögen AG and HEFEL Textil GmbH

2006
- HEFEL Textil presents its new functional "Premium Bedding Range"



2007
- 100 years of HEFEL Textil
- HEFEL Textil presents new bedding products with Austrian Stone Pine
- Down-proof nanobatiste 268 was added to the HEFEL ticking range

2008
- HEFEL Textil presents customer guidance system (customer orientation at the P.O.S.)
- HEFEL bedding becomes GOTS (Global Organic Textile Standard) certified

2009
- Introduction of the Organic Cotton bedding range (cotton from controlled organic cultivation)

2010
- Presentation of the HEFEL range of neck support pillows with 5 individual neck support pillows

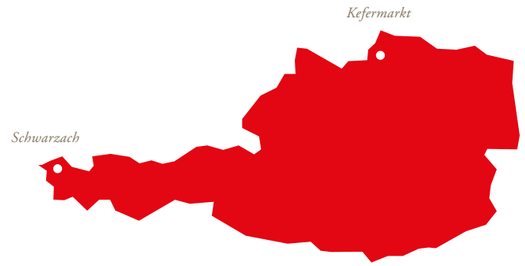
2011
- Introduction of the TENCEL® down bedding range
- HEFEL becomes the new partner of the Austrian Ski Association (ÖSV)

2012
- KlimaControl Fair – bedding made from Fairtrade®-certified cotton
- SLEEP FIT – bedding products for sporty and active people, developed in close cooperation with the Austrian Ski Association (ÖSV)

2013
- Expansion of the range of special pillows
- Launch of the "Classic Colours" bedlinen range

2014
- Wellness Sensitive bedding – with the innovative TENCEL C fibre
- PrimaLoft bedding – tried-and-tested in the outdoor market ("the best microfibre insulation in the world")
- Wellness Stone Pine all-year comforter is rated "Very Good" by Öko-Test magazine

2015
- KlimaControl Wool bedding – combines the advantages of Tencel and Wool – 100% nature!
- Expansion of the HEFEL range with new protectors
- Yak hair used by HEFEL for the first time (yak wool comforter)
- New: children's bed linen made from the finest Tencel fabric
- Development of the JOHANN HEFEL shop concept





Standards and values

WE SET STANDARDS WORLDWIDE WITH OUR INNOVATIONS

1998 – Launch of the world-class innovation “HEFEL Tencel Batiste”! The production process of the Lenzing Tencel ticking fabric innovation, the new cellulose “high-tech” natural fibre, is ecologically unique and environmentally-friendly.
1999 – World-class innovation – “the first comforter made 100% from wood”. For the first time both cover and filling are made 100% from Lenzing Tencel, i.e. from pure wood cellulose.
2000 – HEFEL marks the Millennium with a world-class innovation, “the first comforter made 100% from wood”, now washable at 60°C.
2001 – NABEA, the world-class innovation! The first satin bedlinen made from 100% Micro-Tencel. For the first time in the history of the company HEFEL begins producing bedlinen and simultaneously launches the first bedlinen in the world to be made 100% from wood cellulose.

OUR TRADITION IS THE GUARANTEE FOR TOP QUALITY FROM AUSTRIA

HEFEL is the only bedding producer worldwide that still undertakes every stage of production in-house: weaving, finishing, fabrication, down production and quilting.
Today as in days gone by HEFEL bedding is 100% made in Austria. This is a key part of the corporate culture, as is employing highly qualified specialists, many of whom already are second or third generation HEFEL employees.
With a great deal of experience, care and skill they produce and inspect every single HEFEL comforter, item by item.

100% ECO-FRIENDLY PRODUCTION IN THE SOCIAL ENVIRONMENT

The natural fibres are supplied in their pure and natural state. Finest quality fabrics for the outer materials of the bedding are made from cotton and TENCEL® at the company‘s own weaving mill in Schwarzach. HEFEL is responsible for ensuring that every stage of production is sparing in its use of resources and environmentally-friendly.

HEFEL SUSTAINABILITY – A RESPONSIBLE ATTITUDE TO NATURE

You can sleep with a clear conscience when you choose HEFEL bedding: by focussing on sustainability HEFEL ensures that the entire bedding production process acknowledges its responsibility to future generations. Sparing use of raw materials, the careful production processes developed by HEFEL and the social environment of its employees form a harmonious whole at HEFEL. As a result HEFEL is currently the only(!) manufacturer of bedding in the world to produce its comforters from the fabric and filling to the finished article in-house without long transport distances. This enables HEFEL to assure its customers about process sustainability – which is 100% guaranteed.

100% NATURAL BEDDING FROM ECOLOGICAL RAW MATERIALS

HEFEL uses the best raw materials for natural bedding. Both natural fibres from sustainable plants such as bamboo and cotton and natural hairs from free-range animals such as camels and cashmere goats are carefully sourced by people who earn a fair wage. Unbleached and undyed fabrics, ORGANIC COTTON from certified organic growers, TENCEL®, the 100% natural wood fibre for fabrics and fillings, have been awarded numerous environmental prizes, from the raw fibres to the production process.

Feel the dream like state of bliss



“Enchant your dreams
with a symphony of silk, wool,
and cashmere from Hefel.”

Sisi, Fräulein Maria, Mozart

Hefel luxury sleep

HEFEL Head of Design



WHY ARE HEFEL BEDDING PRODUCTS TRULY UNIQUE PIECES AND A PURE TACTILE EXPERIENCE?

Its own in-house weaving mill with the latest state-of-the-art technology – the heart of the company

The HEFEL weaving mill is the biggest production site for ticking in the whole of the European Union.

HEFEL Bed and Sleep is the only fully-integrated bedding producer worldwide! From the weaving mill to the finished end product – everything is produced in-house. This is the only way in which innovations can already be achieved at the weaving stage – an important unique selling point.

HEFEL itself produces the fine fabrics of its bedding products. The raw materials used are exclusively premium grade yarns such as top quality certified organic cotton, silky shimmering TENCEL®, SeaCell® Active with sea algae. These exquisite yarns are the starting point for innovative products. In doing so HEFEL always surpasses ecological and economic standards.

The company uses the most luxurious and finest yarns to make down-proof fabrics that are unique in the world. Today HEFEL is known worldwide for its down-proof and fiber-proof ticking and is a leading brand for innovative bedding. Successful new products are not only awarded international prizes but are also synonymous with HEFEL's pioneering approach. The ticking weaving mill solely focused on cotton fabrics until 1997. From 1998 finest quality innovative Tencel fabrics have also been produced there.

The "luxury natural bedding manufacturer" – Finest craftmanship from the Austrian Alps – Since 1907

Important developments in fabric production and finishing have formed the foundations of a unique range of ticking. Key development steps have been Tencel® fabric in 1998, SeaCell® Active fabric in 2003 and from 2005 onwards Nano-Batiste® 228, 268 and 298. The product range includes finest premium batiste and nanobatiste, fiber percale, twill and sateen fabrics whose quality and finish set global standards. With its certified organic cotton, pure wood cellulose (Micro-Tencel®) and organic high-tech fibers HEFEL offers individual fabrics that are the stuff of dreams.

The best filling fibers from around the world – the feel-good factor

For HEFEL comforter fillings only the most luxurious and precious natural materials are good enough: luxurious cashmere from the Himalayas, fine camel down fluff from Mongolia, soft silk from China and exclusive pure new wool from France.

In addition the latest bioactive fibers such as bamboo, Stone Pine from Austria, Ingeo from maize and TENCEL® from wood cellulose offer 100% purest natural pleasure. The processing of high-tech functional fiber's such as Vitasan® ensures perfect hygiene and effective protection against allergens.

Ulrike Hefel with baby cashmere goat whilest on an sourcing trip on the high planes of mongolia





HEFEL quilting frame studio in Kefermarkt



The art of manufacturing – the soul of the company

The HEFEL sewing studio in Schwarzach: with their excellent standards of workmanship our highly trained seamstresses understand the true art of tailoring and produce our luxurious Tencel sateen bed linen with the finest decorative stitching. Here too a countless variety of customer-specific fabric shells for down-filled bedding are made for the bed feather industry.

The HEFEL quilting frame studio in Kefermarkt: HEFEL remains true to its philosophy: one can only achieve art by mastering craft. This is why HEFEL comforters are quilted in the time-consuming traditional way, one piece at a time, on made-to-measure wood frames. Experienced hands stretch the fabric on the frame like a precious painting. The highest degree of precision and a trained eye are necessary when the filling and fabric have to be precisely aligned and prepared for quilting. The most important requirement for peaceful and refreshing sleep is an ideal sleeping environment.

As well as the employment of natural fibers, the correct quilting is a decisive factor because it must ensure that the comforter fits the body perfectly. HEFEL BodyFit quilting refers to quilting patterns designed to fit the shape of the body, giving HEFEL comforters their incomparable snugness and warmth. The comforters fold along the quilting seams particularly smoothly to wrap comfortably around the body and ensure a cozily warm sleeping cocoon.

**The Design Factor –
Collaboration with international designers**

The HEFEL team of creative designers has worked with the concepts of international designers to give the silky-soft Tencel satin bed linen its seductive appearance.

**Fabric with seductive tactile qualities
through in-house finishing – secret formulas**

Specially-trained team leaders in the HEFEL textile finishing area apply their know-how to create the lustrous sheen, the silky feel and luxurious tactile qualities of this unique fabric. In order to become down-proof the fabrics are mechanically compressed under a pressure of 30 – 40 tons. This also gives the fabric its desired sheen. A special stretching process minimizes shrinkage caused by washing and the fabric becomes softer and more supple. The secret finishing formula ensures a soft feel and natural active ingredients such as aloe vera, vitamin E and silver ions create a pleasant sense of well-being.

**More than 100 years of tradition
– a passion for textiles passed down the generations**

For the fourth generation too this encompasses technical expertise, stability, cherished traditional values and identification with the task in hand.

Human Resources

Highly-qualified, inquisitive employees, some of whose families have worked for HEFEL for generations. The most valuable capital of HEFEL Bed and Sleep is its loyal, flexible, inquisitive and highly qualified workforce. The majority of our employees have already worked for the company for more than 10 years. Many of them have already celebrated 15, 20, 25 and 30 years of company service. The current record is an amazing 46 years of service.

Even our retired employees retain their interest in the company's affairs. Retired staff can inform themselves in depth about the development of the company at regularly held meetings. Every day our employees demonstrate their flexibility in the form of unconventional solutions. They are very inquisitive people and not easily satisfied. This surely explains our wealth of innovation activities.

waving mill in Schwarzach



Highest quality

100 % Made in Austria – in the center of Austria's textile industry, in "Sound of Music" country. Seamless quality control during the bedding production process guarantees that only first-class goods leave the HEFEL factories. The high quality standards are assured through best raw materials, innovative processing and finishing, carried out in Austria itself. As the entire manufacturing process takes place in Austria – from the ticking to the comforter – the production cycle is controlled and guaranteed from start to finish. 100 % quality "Made in Austria" is one of the key factors behind the heavenly sleeping culture of HEFEL.

HEFEL sewing studio



**Strictest quality control
– our name is our commitment**

HEFEL is serious about luxury quality HEFEL Bed and Sleep is absolutely focused on achieving flawless quality. That is why our control process already starts with the purchase of the yarns. Every yarn delivery is immediately checked on receipt of the goods. The master weaver continuously monitors quality in the weaving mill. The raw fabric is then checked for warp and weft defects. Once the fabric is completely finished the final inspection process once again carries out extremely careful checks for defects. After production the sewn products are again inspected for sewing defects and then packaged. These production controls ensure that you can call an excellent and exclusive end product your own. HEFEL bedding can be found in the most luxurious department stores worldwide. HEFEL's wonderful bedding is valued both by royalty and by many celebrities and lovers of luxury.

Feel the dream like state of bliss



Inspired by the beauty and wonder of the Alps, Hefel celebrates the great Austrian tradition of living life to its fullest!

Fräulein Maria

Product range





QUILTED BEDDING

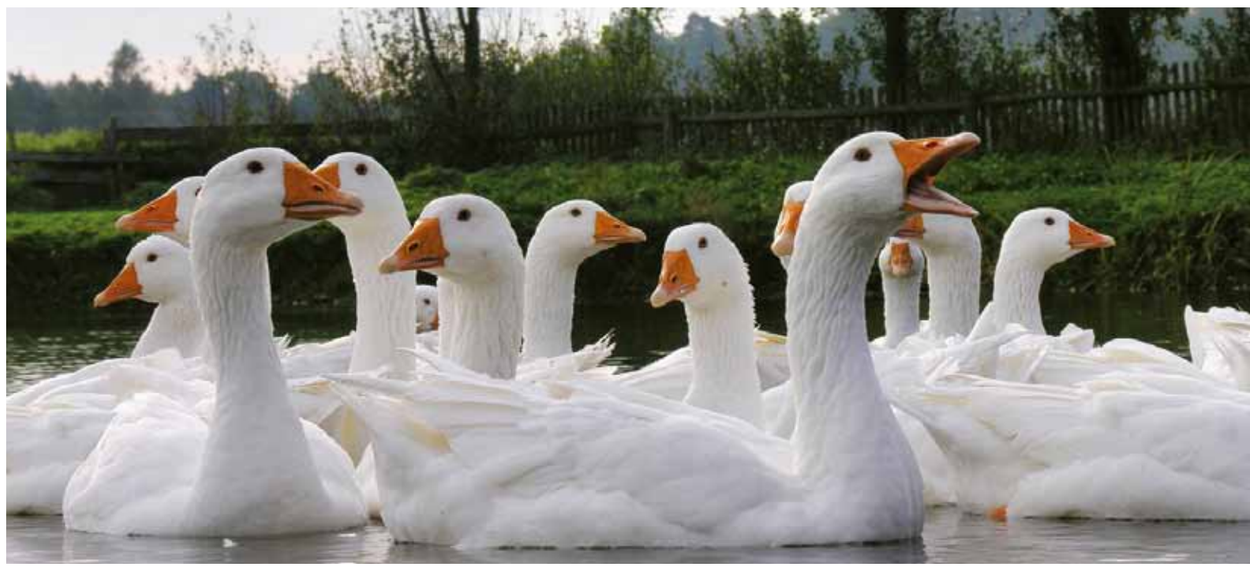
HEFEL Textil stands for exclusive quilted bedding with fine animal hair, natural fiber and synthetic fiber fillings and has been a pioneer of TENCEL bedding. Raw materials – such as cashmere, camel underhair, wild silk, bamboo, etc. – are converted into the finest pile inlays and quilted with the finest textiles to produce high-quality bedding.

BEDLINEN

Made from finest Micro-TENCEL®, the pure natural fiber made of wood, HEFEL bedding combines the comforting characteristics of cotton with the pearlescent sheen of silk. The elegant appearance combined with its unique snugness make TENCEL® bedding a feast for all the senses.







DOWN

HEFEL down bedding combines the natural soft fluffiness of feather-light down with a fine cotton batiste shell and guarantees incomparable snugness and optimal heat distribution with the exclusive Bodyfit quilting.

PURE CASHMERE

The luxurious ULRIKE HEFEL PURE CASHMERE collection provides fashion accessories in finest Mongolian cashmere for style-conscious fashionistas. Whether plaids, shawls, scarves or capes – they ensure pure glamour in a wide range of trendy colours.









Feel the dream like state of bliss



“ ..... We are proud to be family owned and operated in Austria for multiple generations.

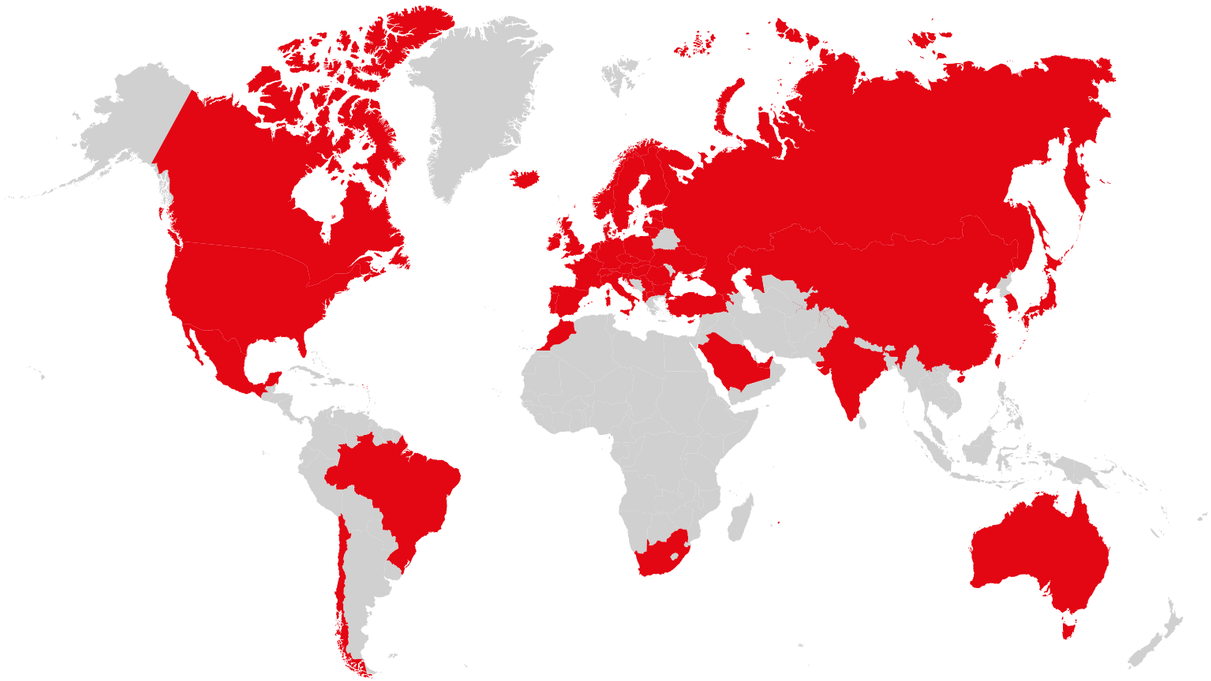
Fräulein Maria

..... ”

Hefel international

IN MORE THAN 50 COUNTRIES OF THE WORLD

HEFEL is the innovator in bedding production and, time and again, sets new standards in the industry. Its continual further development of production techniques and fabric finishes has already been rewarded with numerous international prizes. The worldwide interest in its products is also reflected in its exports: in more than 50 countries of the world the sleep expert meets the special requirements of its customers with unbeatably fine fabrics and the fluffiest fillings. All around the world HEFEL makes dreams come true.



ALB, Albania
ARM, Armenia
AUS, Australia
AUT, Austria
BEL, Belgium
BRA, Brazil
BRN, Bahrain
BUL, Bulgaria
BVI, British Virgin Islands
CAN, Canada
CHI, Chile
CHN, China
CRO, Croatia
CYP, Cyprus
CZE, Czech Republic

DEN, Denmark
ESP, Spain
EST, Estonia
FIN, Finland
FRA, France
GBR, Great Britain
GER, Germany
HKG, Hong Kong
HUN, Hungary
IND, India
IRL, Ireland
ISL, Iceland
ITA, Italy
JPN, Japan
KAZ, Kazakhstan

KOR, Rep. of Korea (South Korea)
KSA, Saudi Arabia
LAT, Latvia
LIE, Liechtenstein
LTU, Lithuania
LUX, Luxembourg
MAR, Morocco
MEX, Mexiko
MKD, Rep. Of Macedonia
MLT, Malta
MNG, Mongolia
MRI, Mauritius
NED, Netherlands
NOR, Norway
POL, Poland

POR, Portugal
ROU, Romania
RSA, South Africa
RUS, Russian Federation
SIN, Singapore
SLO, Slovenia
SRB, Serbia
SUI, Switzerland
SVK, Slovakia
SWE, Sweden
TPE, Taiwan
TUR, Turkey
UAE, United Arab Emirates
UKR, Ukraine
USA, United States

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