

HEFEL JOURNAL

INFORMATION FROM HEFEL

NO. 85 – DECEMBER 2025

HEFEL Wellness Retreat

THE KEY
TO REGENERATION
& LONGEVITY

HEIMTEXTIL FRANKFURT

13th-16th JANUARY 2026, NEW: HALL 4.0, BOOTH C40

HEFEL

SINCE 1907

BED AND SLEEP

Serial awards winner HEFEL Textil



Coming first or just being one of the leaders? It's winning time and again that makes the true champion. "Marken-Monitor Austria" (Brands Monitor Austria) analysed 1,108 brands from 94 product segments and declared HEFEL the winner once again.

In this context, over half a million (570,000!) customer reviews were examined, focusing on satisfaction, quality and the price of the purchased product. HEFEL has been the undisputed leader in top-quality bedding products at great value prices for several years. Our company philosophy is based on providing the highest quality, which we translate into "optimum sleeping comfort". Quality you can feel: the stuff of dreams, night after night!

HEFEL – THE BRAND, THE ORIGINAL

Brands such as HEFEL stand for more than just products – they shape identity, evoke emotions and provide an anchor in an increasingly complex world. The independent study "Marken-Monitor Austria: Kunden Champion 2025" (Brand Monitor Austria: Customer Champion 2025) conducted by ÖGVS – the Austrian Society for Consumer Studies – has once again awarded us 1st place in the ranking. Above all else, our thanks goes to our customers, whose ratings and trust helped us win this award. We take this opportunity to thank you very much for your participation, and we promise you that HEFEL will continue to focus on the highest quality – 100% made in Austria.



The results of the independent study prove the strength of the HEFEL brand:

- All-round satisfaction with bedding products purchased from HEFEL
- HEFEL bedding does what it promises
- I can trust the HEFEL brand
- HEFEL bedding is worth the price
- HEFEL bedding is the best



Dear HEFEL customers!

2025 proved to be another challenging year – both for the economy as a whole and our industry in particular. Subdued consumer sentiment, increasing cost pressures, and administrative burdens that pushed many firms to their limits characterised daily business life.

The positive news from Brussels came at just the right time: with the Omnibus Package, the EU has postponed and watered down key aspects of its planned bureaucratisation. The Supply Chain Act, the required sustainability reporting, and the Taxonomy Regulation are leading to significantly lower costs than originally anticipated. In the future, the reporting requirements will only apply to companies with very large structures – approximately 80% of companies which would previously have been subject to CSRD reporting requirements will be exempt. This will free up more time, especially for small and medium-sized enterprises (SMEs), and allow them to focus on the essential tasks of corporate management as they'll have fewer administrative tasks.

One of the defining topics of the year proved to be the rapid development of artificial intelligence. The capabilities of AI have increased enormously and found their way into the world of business in a variety of ways. Despite this, many companies are still in the early stages when it comes to the actual use of AI in everyday working processes. How strongly AI will shape these in the future can only be guessed at, especially since so many different scenarios exist. One thing is certain, however: AI is changing our working world. Experts have predicted it will have a significant impact on product marketing, for example, especially for companies that sell their products partially or entirely online. This is because increasing numbers of people – and a majority of Generation Z – are no longer searching for information using traditional search engines, but with AI-based search systems. For search engine optimization (SEO), this means that in the future, visibility will have to be ensured across multiple platforms. The professionals among you will already have given this some thought.



In recent years, retailers have had to cope with numerous changes in the field of distribution. As a counterpoint to the increasing anonymity of large platforms such as Shein and Temu etc., they have opportunities to impress with their customer proximity, personal communication, and individual advice. Standing out from the crowd is particularly effective. Products that are innovative, high quality, and that have a potential ability to stand out from the crowd not only sharpen a company's profile but, ideally, attract consumers' interest. In 2025, we had positive experiences in this context with our newly launched "Wellness Retreat" range. This bedding, with Celliant® technology, uses body heat and converts it into soothing infrared energy: a contribution to regeneration and longevity, true to the motto of "function follows the body".

At the Heimtextil Frankfurt trade fair in January 2026, we will be presenting our "Wellness Retreat" range along with other high-quality bedding products, and we look forward to personally demonstrating the unique qualities of these products and the opportunities they present for standing out in the market.

We take this opportunity to thank you for the pleasant and constructive collaboration we enjoyed with you in 2025, and to wish you a peaceful, joyful and relaxing festive season together with your family and friends and a successful start to 2026.

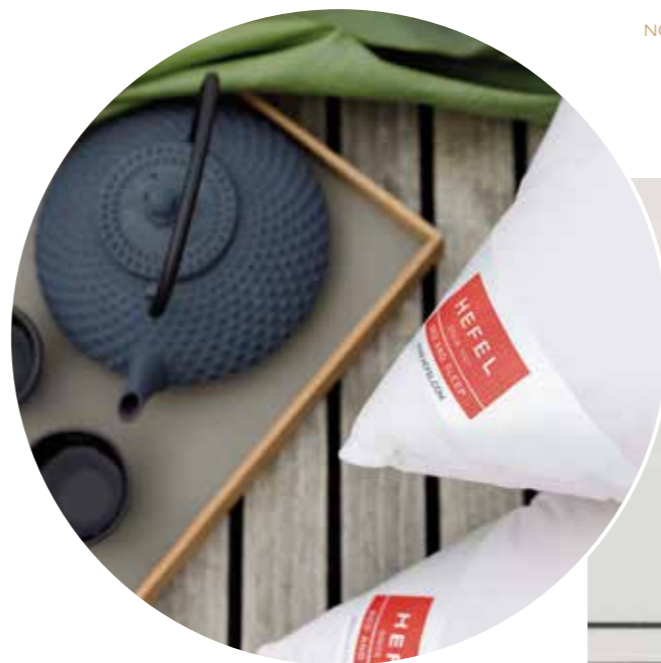
With kind regards,
Dr. Dietmar Hefel and Mag. Ulrike Hefel

The HEFEL world of Opulence

Opulence means more. The era of minimalism, light colours and conformity is over. And opulence is back in vogue: more style and colour, items full of personal memories, a mix of designs, and lots of comfort and expression. More baroque when it comes to interior design and home living. And, of course, HEFEL OPULENCE when you sleep!

The best of both worlds, exclusively from the HEFEL weaving mill: Silky TENCEL™ Lyocell, woven with heavenly-soft cashmere to create an unrivalled innovation in ticking fabric. It is this luxurious satin-soft material that envelops the cosy OPULENCE DOWN DUVETS. A unique pleasure for the senses and the start of a wonderful bedtime story. Experience pure pleasure on your skin with the new OPULENCE satin bed linen (see page 7) and the stylish TRAVEL LITE 2-in-1 travel/guest quilt (see page 9).

Spoil yourself: Everyday luxury



In our demanding world, self-care is particularly important. But is it a luxury? Entailing a little too much self-discipline, or simply too time-consuming, maybe? – HEFEL has the best and simplest answer to such scepticism: HEFEL WELLNESS RETREAT. Yes, it's a luxury. And an affordable and sustainable one! This innovative, exceptionally-comfortable bedding line with its scientifically proven effect brings wellness to your sleep. It also promises you greater well-being, additional energy and a healthier life.

HEFEL WELLNESS RETREAT: THE KEY ZU LONGEVITY

Longevity means much more than just a long life. Living to an advanced age is more desirable if it is accompanied by good health and relative fitness. Accordingly, the trend for longevity focuses on quality of life in terms of "doing something good for yourself": health and well-being are visible, tangible and measurable. What can the individual do to achieve these things? The basis for good health is the right kind of nutrition, exercise, activity and a good night's sleep. However, the importance of sleep is often underestimated. This is despite the fact that it is the most important phase of rest and recovery for the body and mind.

HEALTH THANKS TO HEALTHY CELLS

They are responsible for growth, aging processes, regeneration and vital processes in our bodies: our cells. And HEFEL Wellness Retreat helps you take good care of them while you sleep. That's because sleep triggers crucial repair processes which regenerate your cells, strengthen your immune system and recharge your batteries.

LONGEVITY – SLEEPING WELL AND A LONG LIFE BELONG TOGETHER

EXPERIENCE A NEW KIND OF SLEEP

Bedding featuring CELLIANT® technology uses the heat from your body, which it transforms into beneficial infrared energy. This energy is reflected back into your body, improving your circulation and the supply of oxygen to your cells: scientifically proven and confirmed by clinical studies. The result? Significantly more energy, stamina and inner balance. The innovative combination of CELLIANT® and TENCEL™ ensures an optimum sleeping climate, regulates the temperature and creates a feeling of comfort and luxury. Regardless of whether you're someone who tends to sweat or feel cold, your sleeping climate is certain to remain pleasantly dry and comfy.



Fiber products



Down products



The HEFEL Wellness Retreat Program includes duvets, pillows, and mattress pads – for greater well-being and self-care

**“The body tells the
quilt what it needs.
And it responds”.**



This means that the Celliant-Tencel fibre combination regulates the human energy balance like a highly sensitive thermostat as you sleep, generating health-promoting infrared heat at the same time. It enters deep into your body and ensures:

- improved circulation and supply of oxygen to the cells
- a good night's sleep and faster regeneration
- inner balance, comfort and wellbeing

LONGEVITY STARTS WITH YOUR SLEEP

Energy, endurance and radiance are the result of healthy cells. Well-nourished cells age significantly more slowly and support the health, youthfulness and fitness of your body and mind. A balanced diet and exercise may be vital, but sleeping well is even more important. Scientifically proven, optimum and comfortable: that's HEFEL WELLNESS RETREAT. The key to the maximum regeneration and renewal of your cells. The key to longevity – starting with a good night's sleep.



NEW: HEFEL Short Film
"Wellness Retreat – The Key to
Regeneration & Longevity"



Nights in light satin

TREND. CLASSIC. OPULENCE.

HEFEL fitted sheets are available in 16 trendy colors, coordinated with our bedding collection



THE HEFEL TENCEL™ SATIN BEDLINEN is manufactured at HEFEL's own weaving mill. It is sustainable and of the highest quality.

The HEFEL bedlinen dream encompasses the categories of TREND and CLASSIC as well as the new OPULENCE line. Our fans, of course, know what this means:

- **Trend** fulfils fashionable and emotionally inspired, exclusively printed design;
- **Classic** is timelessly-elegant beauty in plain patterns;
- **Opulence** is the innovative star of bedlinen heaven.

And the evening and night theme of HEFEL SATIN BEDLINEN offers even more material when it comes to imagination and dreams.

HEFEL TREND

This time around, the elegant designs for 2026 remain unchanged. Last season's themes are as attractive and sought-after as they were when they were launched at the start of the year: inspired by the summery Côte d'Azur from Antibes to Saint Tropez and winter in the Arlberg. Fun at the beach and skiing based on the uninterrupted travel and holiday trend. Incidentally: most trends last far longer than just one season, and in the case of the HEFEL trend collection, they often become sought-after classics. This is especially true for the floral and geometric patterns.

GET SET FOR PINK AND REED

HEFEL is also introducing two trendy, new colours. Its high-quality fitted bed sheets are now available in REED – a soft, natural green – and PINK – a delicate and fresh shade of pink. This makes it easy to add impactful highlights to the bed. Reed and Pink complement the collections to perfection. These two new colours stage the patterns in their best light.

Their Tencel™/cotton blend makes the linens particularly skin-friendly, breathable and easy-care.

These elasticated sheets fit snugly on to any mattress without creases and stay smooth and shapely during use – for many years.

- Materials: 47.5% Tencel™, 47.5% cotton, 5% Elastane
- Available in 16 colours and numerous sizes
- Pleasantly soft and skin-friendly
- Crease-free and durable

CLASSIC IN LIGHT SATIN

White, shades of pastel, or bold hues in 12 trendy colours. Classic, elegant, and ideal for coordinating with your interior design. With elegantly-woven stripes, checks and cubes, or tone-on-tone prints, subtle rose blossom, meander stripes and paisley. Whether plain or patterned, the Classic line of bedlinen is timelessly beautiful. And it is only enhanced by baroque opulence.



HEFEL OPULENCE: TENCEL™ CASHMERE QUALITY SATIN

In this collection, the ultimate in luxury consists of stripes, checks and cubes. With the new HEFEL OPULENCE bedlinen, the fabric has a shimmering splendour, combined with delicate softness and the maximum thermal comfort. And it is unique worldwide, as only HEFEL has succeeded in weaving the extraordinary combination of Tencel™ and cashmere into fine satin to such perfection.



Sleep well at home and on your travels with HEFEL

HEFEL TOP SHEET
& HEFEL TRAVEL LITE

HEFEL TOP SHEET and HEFEL TRAVEL LITE are and are set to remain the stars of the summer. As coveted as a cold drink, a refreshing ice cream or cooling off in a swimming pool, at a lake or by the sea.

They also evoke that genuine summer feeling. That's why so many people also choose them for the autumn and winter. Such as when they're on holiday on the other side of the world, where restful sleep is also the best companion.

Stay cool in the night with the HEFEL Top Sheet

Summer nights can be challenging: too hot for a duvet or a quilt, but without one, you often miss the pleasant feeling of being covered.

For nights like these, HEFEL has therefore developed the Top Sheet – an innovative, ultra-light bed sheet which caresses the skin like a gentle breeze. Made from 100% TENCEL™ Lyocell quality satin, the HEFEL Top Sheet impresses with its silky smooth surface, exceptional breathability and excellent moisture regulation. Its comfortable size of 160 x 240 cm ensures generous comfort – both at home and on your travels.



PRODUCT DETAILS

- Ultra-light and airy: Single-ply bedlinen – ideal for hot summer nights
- Sustainable and skin-friendly: 100% TENCEL™ Lyocell quality satin
- Comfort size: 160 x 240 cm – perfect for travelling
- Design and finishing: edged with a 1 cm border, various designs

- Easy-care: Washable at 60°C (gentle cycle) with liquid detergent for wool, silk and delicates; air drying recommended

The HEFEL Top Sheet combines maximum sleeping comfort with modern sustainability and is the perfect choice for those who refuse to compromise on quality, including on hot nights.



Whether it's a long one or a weekend break – be sure to pack TravelLite

Hot for your holidays – but a cool night's sleep. City trip, long-haul holidays, holiday homes, mountain cabins, camping or staying with friends...

It all sounds great: but you won't always have air conditioning or a suitable quilt. Luckily, the best solution for summer nights away from home is available: HEFEL TRAVEL LITE OPULLENCE. For both you and your dear guests.

The idea behind the TravelLite quilt is to provide the comfort and quality you enjoy at home when you are travelling. "We wanted to create a solution which was both practical and luxurious – a quilt that's easy to take with you and offers the highest degree of sleeping comfort at the same time," explains Ulrike Hefel. Travelling can also be tiring, which makes a good night's sleep essential.

PRACTICAL. LUXURIOUS. SOPHISTICATED.

- Ideal for hot summer nights and travel
- 2-in-1: a quilt and a bedlinen in one
- Cool, breathable fabric made from TENCEL™ Lyocell & cashmere
- Skin-friendly and temperature-balancing

- Elegant pearl design, looks great everywhere
- Compact and travel-ready packaging – ready to use
- Very easy-care: 40°C wool wash cycle, dry in the fresh air

HEFEL TRAVELLITE OPULLENCE – A COMFORTABLE NIGHT'S SLEEP FOR WARM NIGHTS. EVERYWHERE YOU GO.

TravelLite is a genuine two-in-one solution. It combines an exceptionally practical quilt and bedlinen in a single product. This makes it ideal for both travellers and hosts alike. The TENCEL™ Lyocell and cashmere fabric ensures a luxurious feel and the optimum sleeping climate. Tencel cashmere combines the best of both worlds. This exclusive composition also has an air of luxury and opulence.

The silky, shiny TENCEL™ Lyocell is derived from wood and has excellent moisture and temperature management properties. In the TravelLite, it is combined with the unsurpassed heat retention characteristics of fine cashmere fibres.



THE TOP TRAVEL COMPANION

The TravelLite quilt combines functionality and luxury: no additional bedlinen, unrivalled comfort, an elegant design and easy care make it the perfect travel companion. It should be washed at 40 °C on a wool cycle and air-dried.

Well-rested through the World Cup with HEFEL

HEFEL and the Austrian Ski Federation – a partnership which has been working in perfect harmony for 14 years. After all, sleeping well not only means faster regeneration, but a better mood and greater focus.

In 2025/26, several successful and likeable athletes from Ski Austria will again be relying on HEFEL for their good night's sleep. "Sleep is one of the most important building blocks for our success," explains ski jumper Eva Pinkelnig, who, along with other stars, places all her trust in HEFEL.



from left to right: Johannes Strolz, Eva Pinkelnig, Alessandro Hämmerle, Mirjam Puchner, Johannes Lamparter

READY TO TRAVEL AND RELAXED

Particularly popular with the World Cup team: the handy travelling pillows and croissant pillows from HEFEL. They ensure comfort and the necessary rest on long journeys – so that the team is able to start every competitive day with an energy boost.

REGENERATION THAT WORKS

With its high-quality quilts, pillows and travel companions, HEFEL provides visible support to the athletes – for additional energy, more concentration and a radiantly good mood. HEFEL and Ski Austria – a well-rested, winning team.

An excellent press lunch

Munich, 9th October 2025: The exclusive press lunch at Villa Amalfi (the Bogenhauser Hof in Munich) was all about longevity and a feel-good time. It proved to be a successful event with interesting discussions and great food in superb company.



The high-profile guests included Franziska Frosch, Editor-in-Chief of ELLE und ELLE DECORATION, Yvonne Beeg, Beauty Director at DONNA and MY-SELF, and Bärbel Holzberg, Editor at GATE TO TRAVEL. Our Bed & Sleep products, especially the Opulence line, and, of course, the new Wellness Retreat and Travel Lite lines, were the subject of

considerable interest. After all, the innovative bedding trends have huge potential for a wide audience (of readers). It turned out to be a really enjoyable press lunch, with the HEFEL team delighting in the considerable interest the leading magazines showed in the latest HEFEL product developments.



At the heart of where it's at



HEIMTEXTIL 13th-16th January in Frankfurt NEW Hall 4.0 Booth C40

Another year is almost over – and the first major trade fair is just around the corner. And in 2026, the trade fair team has assigned us to a new hall, as according to the trade fair website, the hall concept has been optimised: "New structures, new opportunities: the optimised hall concept strategically bundles related product areas and creates strong neighbourhoods. New content formats in the halls bring knowledge, trends and innovations directly to where the industry meets: in the heart of the trade fair." The trade fair organisers are promising visitors a clearer overview, resulting in speedier contacts with relevant suppliers and products, for an efficient and inspiring trade fair experience. The HEFEL trade fair team is very much looking forward to meeting customers old and new.

HOMETEX 24th-25th June in Bad Salzflufen

There might still plenty of time until next June, but HEFEL plans to use it creatively and efficiently. The Bad Salzflufen trade fair is already a fixture on the biannual calendar. "This time, we've decided on a fantastic new booth concept with our designers," reveals the marketing

department, whetting the appetites of loyal customers, new and returning visitors, and prospective customers for the summer of 2026. The professionally designed new booth will provide the perfect setting for the exceptional bedding. This time, HEFEL is also aiming to combine a welcoming atmosphere for potential new customers with an informative platform.



HEFEL IN-HOUSE

Welcome to the
HEFEL team!



On 1st September 2025, Mr **Jens Schröder** officially began in his new position of Head of International Sales at HEFEL. Jens draws on more than 35 years of experience in the bedding industry and is considered a proven expert with an excellent reputation. His in-depth expertise and strategic vision make him the ideal person for this key role.



On 1st November 2025, Mr **Clemens Gemein** started his new role as International Sales Manager for the Eastern European and Asia-Pacific markets. He is young and highly motivated, is fluent in English, and speaks conversational Korean and Japanese. Together with his professional knowledge, he therefore has the ideal skill set for his new role.



Mr **Daniel Förster** joined the HEFEL team on 1st April 2025 and became Sales Director Germany on 1st July, replacing Mr Jürgen Grabher in his new role. Daniel has been actively applying his extensive experience in sales management from the start.



Mr **Jürgen Grabher** has been with the HEFEL team since 1st April 2014. He has many years of experience as a sales manager, considerable market knowledge, and knows our products inside and out. On 1st July 2025, he became Sales Director Austria, taking over from Mr Ewald Hortig.

Anniversary celebrations in Schwarzach and Kefermarkt 2025

Honouring long-serving employees has a long tradition at HEFEL. In the setting of a celebratory event, HEFEL honoured its employees celebrating anniversaries and thanked them for their dedication and loyalty to our company.

We wish our loyal employees all the very best and every success, and our newly-retired employees a great start to a new and active life outside work.



Schwarzach

Anniversaries / 10 years: Lorenzo Hengge / **15 years:** Nathalie Hortig, Hüseyin Mungan
20 years: Walter Thurnherr / **35 years:** Christa Schneider-Paier / **Retirement:** Ehrenfried Zengerle, Norbert Braun



Kefermarkt

Anniversaries / 10 years: Jana Holcova, Ales Janota, Jana Turoniova / **20 years:** Sonja Nösterer
25 years: Anneliese Hinum, Anita Lindorfer, Ronald Maier, Gerlinde Traxler / **35 years:** Karl Schmid
Retirement: Anneliese Futschek, Ida Maria Negru, Gabriele Wolf

DAPHNIE DOWNIE

*What's better, the large-format TOP SHEET or TRAVEL LITE?
It depends on whether it's a holiday somewhere hot with the whole flock
or it's my cool solo trip!*

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