

Sleep Healthier Thanks to Silver

Kraichtal/Rudolstadt - Billerbeck the well-known manufacturer of high quality beddings relies concerning their new padding of beds and pillows in the fiber segment Airsoftplus on the Smartbioclean-technology of Smartfiber. The highlight of the newly developed fiber is that it decisively prevents the formation of bacteria in pillows and blankets through the inclusion of silver elements and thus has health-promoting effects. By using this newly developed fiber innovation Billerbeck is successful in adding another brand highlight to its first-class assortment of beddings, which is not only soft, easy to wash, fluffy and cuddly, but also impresses with its antibacterial effectiveness.



Using Smartbioclean-fibers in the present bedding program Billerbeck proves, besides the familiar quality and service orientation, extraordinary innovative strength in the enhancement of sleep culture. With the padding for beds and pillows of Airsoftplus the Billerbeck assortment in the fiber area is broadened by a defining aspect: the improvement of health and hygiene. Due to the usage of Smartbioclean-fibers the antibacterial effect of silver is deployed. Inside this self developed technology of Smartfiber silver elements are included in the textile fibers. If the skin returns moisture, an active exchange between fibers and skin is initiated. Through this silver exchange the hygiene improves durably, by effectively battling against bacteria. The result is a noticeably reduced formation of bacteria. This health promoting aspect is supported by the excellent skin-friendliness of the fiber. Dermatological tests of Hohenstein verify this skin- and tissue tolerance. Smartbioclean additionally has the Öko-Tex 100-certificate and is EN ISO 10993 certified.

With Airsoftplus Billerbeck integrated the modern technological know how of Smartfiber into the familiarly high class bedding assortment and sets a sales increasing impulse on the market. The fiber segment of Billerbeck is up to date using new technologies like Smartbioclean and thus distinguishes itself. Besides the bacteria reducing and odor diminishing effects of the Smartbioclean-fiber Airsoftplus naturally possesses all further typical features of Billerbeck-beddings – easy to clean, very well washable, fluffy, light and extremely soft. Therefore the blankets and pillows appeal especially skin-friendly and fresh.

The Smartbioclean-technology is based on long lasting activities in research and development of the Thüringisches Institut für Textil und Kunststoff-Forschung (TITK) in Rudolstadt. Integrating finely ground ion exchangers large amounts of silver can be tied to the fiber. The high loading capacity and the uniform dosage and allow for an extraordinarily high effectiveness. In doing so the silver concentration may be exactly matched to the respective utilization and this enables an accurate management of costs for the textile manufacturers. Smartbioclean additionally offers, even after more than 80 cycles of industrial washing, a high efficiency of the antibacterial effect. That silver has bacteria reducing effects is scientifically documented and is used in everyday life as well, if i.e. a silver coin in a glass of milk preserves the drinkability. The Smartbioclean-textile fibers can be used anywhere where permanent hygienic characteristics are required or a precaution against infections is needed, like for example underwear, sportswear, stockings, towels, cleaning cloths, wound pads or the very beddings, like Billerbeck foresightedly showed it in the product segment Airsoftplus.

The Smartfiber AG with its office in Rudolstadt (Thuringia) develops, produces and distributes smartcel functional fibers with various functionalities and for different industrial segments. Founded in 2005 the Smartfiber AG combines the scientific know how of more than ten years of research and development of the Thüringisches Institut für Textil- und Kunststoff-Forschung (TITK) in Rudolstadt with the entrepreneurial background of the marketing- and distribution professional Michael Kohne. On the basis of the original research in polymers of the TITK the company produces smartcel functional fibers, which - depending on the additive – obtain extraordinary features and effectiveness, like extreme absorbency, bacteria reduction, electrical conductivity and many more.