

RESUINSA

HOTEL LINEN EXPERIENCES





Resuinsa has been a benchmark textiles company in the hospitality sector for more than **45 years**, although its origins date back to a family group founded in the last century. Its long history has ensured the company fully understands its customers' needs and is able to mould to them, making Resuinsa **experts in all types of textiles for hospitality**, including decorative products. In this vein, the firm not only dresses facilities but also creates atmospheres so that guests enjoy a welcoming, tailored, highly comfortable space; in other words, textiles provide a unique guest experience.

Resuinsa designs and manufactures textile products for bathrooms, bedrooms, restaurants and accessories for hotels, restaurants and spas, as well as laundries, hospitals and retirement homes, that adapt to the requirements of each establishment and local culture, and which are always available in the latest trends.

Resuinsa works across the five continents with **8,000 customers** spread over **140 countries**, and also works with **eight partners overseas** (Cape Verde, Mauritius, Sri Lanka, Costa Rica, Dominican Republic, Mexico, Panama and the USA). Its values are sustainability, innovation, design, transparency, teamwork and an international outlook.

5 continents
8,000 customers
140 countries
8 partners



Resuinsa saw record turnover in **2022 of 45 million euro**. The company has enjoyed solid financial results that have seen continual growth.



International sales represented **45% of business** and are forecast to gain share in the coming years. Its solid international strategy and consolidation in the hospitality textiles market have contributed the firm's results. Resuinsa is strengthening its business in Europe with increased sales to countries such as Iceland, Slovenia, Slovakia and Croatia. In turn, the company has entered new markets such as Reunion, Antigua and Barbuda, Mauritania, the Comoros, Nigeria, Tanzania and Georgia.

In fact, Resuinsa is amongst the top five global firms in the sector, competing directly with Italian and US counterparts which, until recently, were the sector benchmarks.

Growth has been driven by increased sales to the United States. In recent years, Resuinsa has seen continuous expansion across the North American market. The firm also has a presence in New York, Maryland, Virginia, North and South Carolina, Florida, Missouri and Illinois. Our growth forecasts are for sales to rise by around 25% in the US over the next three years.

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- **International sales represented 45% of business.**

- **New markets:**

Reunion
Antigua and Barbuda
Mauritania
The Comoros
Nigeria
Tanzania
Georgia

- **US**

Expansion across the North American market.





Internationalization

Over the years, due to market needs, and hand in hand with some of the main hotel chains, Resuinsa opened to the internationalization of its products.

The growth in international markets sales meant that, in the year 2000, Resuinsa began to consolidate its presence abroad. Today it has eight partners: Cape Verde, Mauritius, Sri Lanka, Costa Rica, Dominican Republic, Mexico, Panama and the USA.

Currently, it is one of the few companies in its sector that **works in 140 different countries**, accounting **45%** of its total turnover from **foreign countries**. Resuinsa is present in five continents throughout **more than 8,000 clients**. Being able to respond to each customer's needs, doing it on time and even anticipating them, requires a very efficient structure and a great implication of human and material resources.



Real research, development and innovation (R&D&i) have become the three essential pillars for Resuinsa to continue to offer new solutions on the professional market. The path towards smart textiles and the inclusion of new technologies are ever more important. In this sense, Resuinsa is a **pioneer in the sector** offering product traceability, control and stock management solutions via **RFID technology**.

The transformation of the **hospitality industry** requires specialised firms that collaborate with establishments and make the sector ever more professional. Partners with broad experience and who are truly committed to strengthening value added are currently in demand. As a sector benchmark firm, Resuinsa offers a quick, tailored and professional response to meet customer requirements.

In recent years, innovation has become key to driving the hospitality sector forwards an aspect inherent to Resuinsa's entrepreneurial DNA. Real investment in **R&D&i** and a team exclusively dedicated on it enables the international firm to work on innovative projects that help day to day business in the sector and to offer top quality products supported by the Centre for Development of Industrial Technology (CDTI) with European and in house funding.

This was recognised by the Spanish Ministry of Science and Innovation which awarded the firm the Innovative SME seal that deems innovation an essential element for the country's economic expansion. This certification acknowledges firms that include innovation in their growth and expansion strategies, and demonstrate an innovative approach.

The company has worked on a dozen hugely important R&D&i projects over the last seven years, mainly in the technology and environmental fields to develop and innovate in the textile industry.



Sustainability

Resuinsa has continually shown its commitment to **protecting the environment** in the hospitality textiles industry. Just as hotel guests are asked to be respectful, the firm is also making its own contribution.

Resuinsa is **actively committed to socially responsible** consumption the increasing importance that consumers are placing on health, the environment and human rights. In this sense, the global firm has implemented several measures linked to sustainable industrial development. Its firm commitment to cutting plastic use recently led to a new packaging system that reduces annual plastic consumption by 60%, dropping from 37.5 to 14.5 tonnes. This represents a cut of 23 tonnes per year in a material that is extremely damaging to the environment. Until recently, items were packed in batches of two, five and ten items into plastic bags and then placed in cardboard boxes to ensure no external interference with products. The initiative replaces these multiple bags for a single one made from 100% recycled plastic and placed inside the box to store products.

In this vein, post-industrial waste and plastic materials such as main and secondary packaging are reused to produce new raw material (100% recycled plastic), saving on energy and resource use in the manufacturing process. Moreover, the cardboard boxes have been made from recycled and, in turn, recyclable material for several years now. The firm is also making rational use of waste, cutting down on water, paper and energy, as well as putting the necessary tools into place to prevent pollution. This commitment to protecting the environment has been certified by the **STeP®** global certification programme for transparent and clear sustainable textile production. To attain accreditation, a long process of strict audits across all manufacturing stages is carried out: spinning, weaving, dyeing and confection.

Through the **OEKO-TEX® association**, the STeP programme ensures international compatibility with standard criteria that are continually and exhaustively assessed and audited. In this sense, it includes an exhaustive reliable analysis of the scope of sustainability across **six management areas**: chemical products; environmental protection; environmental management; health and safety; social responsibility, and quality. In turn, it stands out from other certification programmes which, in large part, take into account only certain individual aspects in the field.



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Resuinsa has been consecutively awarded for more than 20 years the international certificate Oeko-Tex Standard 100®...

Underlying all these certifications is the ongoing work the firm does focused on the environmental quality of its products, as well as its commitment to real R&D&i through different projects, with sustainability in all aspects being a flagship policy.

We have also continually renewed our **Oeko-Tex Standard 100®** international certification for more than 20 years. To attain this certificate, we must comply with all required quality standards, such as not using chemical products or harmful substances that can damage health. Certain criteria even go beyond what is set out in law. In this way, our environmental commitment has turned the company into a benchmark firm for product quality.

Through the **STeP by OEKO-TEX® certification system**, Resuinsa makes available to its customers the official report of **Carbon and Water footprint** about its production process.

The firm has also attained the **GOTS standard®** an international seal ensuring sustainability in the textile sector. It is one of the top standards in the world to independently certify that the cotton we use comes from organic/ecological agriculture. Its environmental criteria include the elimination of toxic or harmful products for health, as well as social elements such as assessing companies for compliance with International Labour Organization (ILO) standards, which are already in place at Resuinsa.

Moreover, the **FAIRTRADE®** seal means its products are part of the fair trade network that aims to eliminate poverty, fight inequality and injustice, protect the environment and combat climate change.

Resuinsa is approved as a **Premium level Supplier in GBNetwork**. With this certification, the most demanding hotel chains in the world have the guarantee and assurance that Resuinsa is under continuous evaluation.

...the products are safe in terms of human ecology, produced in a sustainable and socially responsible way.

ECO-COTTON COLLECTION

It is supported by the GOTS standard, leading world standard in the processing of textiles made of organic fiber, which includes ecological and social criteria, and it is supported by independent certifications throughout the textile manufacturing chain.

Nevertheless, the multifunctional nature of the tourist activity allows the development of an extraordinary range of initiatives that make it possible to fight against climate change without losing the quality and comfort of the garments.

Resuinsa has become
a company of
reference in matters
of sustainability

Sustainability in textiles has become one of the main values for the hospitality industry. It is so that more and more companies rely in Resuinsa to achieve 100% ecological rooms, with the aim of contributing to the reduction of greenhouse gases.

Resuinsa has become a benchmark company in terms of sustainability as it complies with the most demanding international awards, **being the first company in the hospitality sector to receive the global STeP** (Sustainable Textile Production) certificate, which accredits a sustainable production at all stages of the process: spinning-weaving-dyeing-making.

A strategy that is transversal to the entire company, which is verified with initiatives such as the reduction of plastic in packaging, where usage has been reduced by 60% over recent years.





We dream of a better world, we strive to achieve it

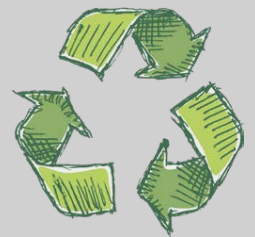
It is one of the main standards worldwide. It is from an independent auditor and certifies that the cotton used has its origin in organic/ecological agriculture. Likewise, these collections have the international **Oeko-Tex Standard 100 certification**, a system of tests worldwide, with independent and homogeneous verification, for textile products that touch the skin.

From the consumer's point of view, this certificate contributes to high and effective product safety, thanks to its decades of experience and international recognition:

- Absence of forbidden substances.
- All substances must be legally regulated.
- Absence of harmful chemical products to health.
- Compliance with parameters for health prevention.



Vita Collection



Vita Collection arises from the essence of this very same word, *vita*, since its main objective is to give a new life to products that would otherwise become waste.

Resuinsa launches its capacity for sustainable innovation to carry out a transition towards a circular economy, creating a line of recycled and recyclable products.

Throughout a minimalist design, the Vita collection, designed by Carmela Martí, represents a consumer philosophy that intends to protect the environment.

Corporate Social Responsibility (CSR)

Corporate Social Responsibility

CSR

Resuinsa's social responsibility runs throughout the business and covers environmental, social and economic impacts. The company has implemented a Code of Conduct and Corporate Social Responsibility that includes all the necessary measures to comply with national and international employment standards, human rights, the rights of the child and gender equality.

Its social responsibility code is based on current employment regulations in each country where it operates and on the Universal Declaration of Human Rights.

The code of course respects the United Nations Convention on the Rights of the Child and the UN Convention on the Elimination of all Forms of Discrimination Against Women. The Code of Conduct and Corporate Social Responsibility also includes the conventions and recommendations from the International Labour Organization (ILO).

Ethics and transparency are hugely important for Resuinsa, especially in a sector that was previously tarnished by companies infringing international standards. Thanks to its certifications, Resuinsa ensures good business ethics are applied to each of its manufacturing processes.



Quality



The quality of Resuinsa's products makes it stand out in the sector, being a key factor for entering new markets and developing new products. The company continually strives to offer high quality products and exclusive and longlasting designs. Thanks to many of its customers, it has developed ever more exclusive specifications in raw materials, manufacture and finishes. These developments have come about due to the specific legislation in each of the countries where it operates, market trends and the demands of end clients.

From the arrival of raw material at its facilities, to the entire manufacture process and up to delivery of the fully finished product to customers, Resuinsa produces, controls and supervises each of the steps in this complex production chain. In order to perform appropriate quality control, Resuinsa has a system of cross-checks at cost centres, in house laboratories and in the labs at the Textile Technology Institute (AITEK).

Product Certificates

CERTIFICATION OF TEXTILES SUITABLE FOR INDUSTRIAL LAUNDRY

Industrial laundry is a highly aggressive laundry process that leads to high wear and tear for any item. Products that are subject to industrial laundry need to be hugely resistant and manage to maintain their characteristics over time, being able resist the harsh conditions in industrial laundry that are very different to domestic processes.



PILLOW HYGIENE AND COMBUSTION CERTIFICATION

Hygiene Standards

In accordance with the hygiene and cleaning standards set out in French Decree 2000-164 of 23rd February 2000, feather and down-filled pillows must comply with hygiene standards. All Resuinsa products comply with these requirements determined by the oxygen index number and microbiology state, as per European standards UNE-EN ISO 1162:1997, UNE-EN ISO 1884:1999 and UNE-EN ISO 12935:2002.

Flammability Standards

According to standard UNE-EN ISO 12952:1998, fibre-filled pillows must be resistant to ignition by a lit cigarette or small match flame. Resuinsa's fibre-filled pillows fully comply with the all the necessary safety requirements.

TOG VALUE

CERTIFICATION: DUVETS

In order to unify European product standards in the intracommunity market, a common set value is used to define the warmth and heat resistance of material generally used in the textile industry.



Resuinsa 4.0

Resuinsa offers hotels the benefits of its 'Resuinsa 4.0' a smart linens service enabling them to locate sheets and towels, know whether they have been washed and with which products, and avoid theft at their establishments. The Resuinsa R&-D&i department has highlighted this sector need as management implementation rates still remain low. The company has developed a system that can immediately and comprehensively be set up at any hotel.

The system uses a small built-in small chip in the product label to enable information to be stored and transmitted to a reader by radio frequency. Incorporating RFID technology provides notable value added to Resuinsa products. Any hotelier using the product will be able to find out how many washes each item has had, how many sheets, towels, etc. are in storage on each hotel floor, or even how many items have gone missing. Moreover, the real load for each washing machine drum is provided and, thus, supervision over the cost effectiveness of the laundry service alongside the shelf life of each textile item.

Technological and Tailored Advice

This comprehensive solution includes hardware that has been specifically designed by engineers for the service, integration of the software into hotel management programs and the supply of smart linens that match the establishment's physical constraints and current logistics. In this vein, Resuinsa provides technology advice for hoteliers on the best way to implement the system and full set-up (hardware and software), where to place booths, delivery of scanners and the installation of the programs required for data management.

As with other sectors that are already using industry 4.0 technology, data are stored in the cloud, i.e. a server that hoteliers and employees can access from any corner of the globe, ensuring collaboration and synergy with other sector players such as external laundries. In turn, the laundry can provide information to the hotel in real time so that it is aware of the process status, enabling it to cut human error margins to a minimum: each product movement is traceable in the program meaning possible issues regarding laundry losses can be avoided.

An Anti-theft System

Theft and loss of textiles is a common occurrence at hotels. Resuinsa 4.0 technology offers two ways for hotel reception to detect any attempted unauthorised removal. Whilst retail businesses control theft through anti-theft gates and other visible elements, hotels can use these systems that are better suited to the interior design of each facility: an anti-theft mat and a ceiling antenna that notify the IT system that a product is leaving the establishment.



ATELIER SERVICE BY CARMELA MARTÍ

Carmela Martí is an expert design company for hospitality sector textiles. The firm offers a design consultancy service to fit out any type of establishment and create unique atmospheres with their own character. The aim is to provide a warm comfortable welcome through textiles that meet the requirements of every kind of project. Resuinsa trusts in its know-how to provide customers with the latest trends in global interior design and to offer a tailored service through its Atelier Service.

Atelier by Carmela Martí Decoración service from Resuinsa places our designers at customers' disposal to develop tailored textiles that perfectly match their décor projects and thus, the character of each establishment.

This service comes from our firm commitment to provide customers with one of the leading global trends in textiles tailored products so that they can offer exclusivity and differentiation in interior design.



This distinctive approach is testament to how innovation runs through everything Resuinsa does. Any new commission is studied by our designers to create a product that matches the customer's specific requirements.



POSIDONIA COLLECTION

by Carmela Marti

POSIDONIA. With this name Carmela Martí presents the new collection of sustainable fabrics. The qualities of this Mediterranean seaweed, with immense properties to preserve its natural habitat, introduces the benefits of these new fabrics for the environment.

Its objective is to offer an alternative for sustainable decorative textiles, that allows the circle of consumption to be closed, without losing, not even a bit, of design or functionality. As Posidonia is a fundamental element for the preservation of the seabed, Carmela Martí wants this collection to be a pillar in the transition towards a more sustainable textile interior design.

Until now, there were some sustainable fabrics on the market, but no special one for the hospitality sector. This collection covers all kinds of decorative fabrics, as we can find them in a hotel, from sheers and blackouts to bedspreads, cushions, or plaids, complying with the same demanding technical specifications that the sector requires.

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Its manufacturing process contributes to reducing the impact in the environment



The fabrics are made from two types of recycled material, in different proportions. On one hand, polyester from plastic bottles and containers, fibers made by PET (polyethylene terephthalate) base, which, in many cases, come from waste found in seas and oceans. The other fiber is recycled cotton, which is produced from a garment base of this material that is cut into small pieces, from which a new fiber is extracted.

Thanks to the Posidonia collection, we do not only deal with one of the main problems of our planet, as is plastic pollution, but also its manufacturing process contributes to reducing its impact on the environment. As it is not necessary to dye again, it produces an enormous savings both on water and on chemical elements.

Furthermore, these fabrics have been accredited with the Global Recycle Standard Certificate that guarantees the origin and sustainable process throughout the entire supply chain.



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