



Luxus für Bett und Bad

Helpful tips on how to care for your towelling items So your soft textiles stay beautiful longer

Start with a warm-up

The first time you wash your towelling items after purchase, do not choose a cold or lukewarm delicate cycle: bright and brilliant colours can “bleed” at low temperatures. Washing your towelling items at the recommended temperature will keep the colours from fading.

Towelling laundry: separate and dry

Like any other laundry, towelling items should be separated into light and dark colours before washing. The first few times dark and bright colours are washed, the textiles may discharge excess dye. Do not leave damp towelling items on top of one another for longer periods, this can also lead to discolouration.

How much detergent? The manufacturer knows best!

Always use the amount of detergent recommended by the manufacturer. Using too much can lead to detergent residue being deposited on the fibres, with the result that the cotton fibres harden and the colours fade. And if you don't use enough detergent, the water is not softened sufficiently; this can also cause the fibres to stiffen.

Some more enlightening facts about detergents

Regular detergents contain bleaching agents and optical brighteners and should only ever be used for white towelling items. For coloured laundry, we recommend a mild detergent without any optical brighteners (colour detergents). This type of detergent prevents colour changes and fading, ensuring that towelling items stay bright and vibrant for years to come.

Spinning: turn it to your advantage

Modern washing machines have lots of different programmes. A very high-speed spin cycle is often pre-programmed. These high spin speeds cause mechanical abrasion, which wears the fibres out and soon makes the fabric brittle. The laundry becomes too dry and wrinkled. In our experience, 900 revolutions are quite enough. That's not just good for the laundry, it saves energy too.

Fabric softener: less is often more

Fabric softeners mean soft laundry. On the whole, that's true – but it's crucial to use the right amount. Too much fabric softener clings to the cotton fibres like a film, thus reducing absorbency. In addition, the softening agents encourage pilling. Tip: a tumble dryer makes the laundry particularly soft and fluffy by locking air into the fibres. In principle, you can then do without softener completely. And talking of softening things up: towelling that has been dried on the heating and become stiff can be softened by kneading and rubbing it.

A beginner's guide to pilling

It's quite normal for new towelling items to pill at the beginning – top-quality and deep-pile towelling fabrics are particularly likely to shed loose fibres to start with. In order to avoid more severe and long-term pilling, it is important for the material not to rub against the drum of the washing machine too much. A well-filled washing machine is a good way to avoid mechanical wear and tear. Please stick to the manufacturer's loading recommendations from the first wash on.

Keeping towelling in good shape

Good, high-quality towelling items are typically made with particularly fluffy cotton yarns, which are never totally shrink-proof. Our tip: stretch the towelling items briefly by hand and pull them into shape when damp – and later on when they're dry as well. This will prevent severe shrinkage. And don't set the temperature of the tumble dryer too high as this overheats the cotton.

Don't lose the thread!

Rather than pulling snagged threads out, just cut them off short (apart from the inner threads). In order to avoid snagged threads, towelling should never be washed with clothes that have hooks or zips.