

PRESS RELEASE



John Cotton launches NEW Eco-responsible Bedding

Yorkshire based bedding manufacturer, John Cotton, launches a brand new range of Eco-responsible bedding using 100% unbleached cotton and up to 75% recycled plastic bottles!

The new range of pillows and duvets, called Eternity, follows the popular 3 R's approach: reduce, re-use, recycle.

Why is it eco-responsible?

Reduce: the cover is made from 100% unbleached cotton. Thoroughly cleaned before use, Eternity cotton doesn't need bleaching, which means John Cotton can cut out the chlorine normally used in this process. The unbleached cotton not only has a lovely natural colour but is also better for the environment than bleached cotton.

Recycle: the super soft hollowfibre filling is made from up to 75% recycled plastic bottles. The bottles are collected from European countries that have strict child labour and human rights policies. It is important to John Cotton that the fibre can be traced right back to source. The bottles are rigorously cleaned to the highest hygiene standards, melted down and turned into different types of polyester fibres for use in clothing, Eternity bedding and even babies' nappies!

Re-use: even the packaging has been developed in the unbleached soft cotton fabric to be re-used as a carrying sack or laundry bag.

Sales and Marketing Director, Phil Atherton, says of the launch:

"Eternity is a new concept from John Cotton that allows consumers to make an ethical consideration when purchasing pillows and duvets without compromising on quality or comfort. We are proud to offer a range of products that has been produced with the impact on our planet in mind at a price that consumers can really afford."

The Eternity range of eco-responsible pillows and duvets is available from Argos with prices starting at £8.99 for a pillow.



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For more information about the John Cotton Group please visit www.johncotton.co.uk.
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