
BLUE RIDGE

ULTIMATE PERSONAL COMFORT HOTEL BEDDING



BLUE RIDGE
HOTEL TEXTILES
SUSTAINABLE / INNOVATIVE / ENVIRONMENT



Bathe in Quality

We're Blue Ridge Hotel Textiles,
a family-owned firm located in Irwindale, California.

We still follow our Heritage of Excellence and centuries-old traditions built in the down and feather business, using the finest materials and proud craftsmanship when making all our products. Every pillow, comforter, blanket and mattress pad must comply with our quality assurance program, the toughest in the industry.



why choose Blue Ridge Hotel Textiles Personal Comfort Bedding?

Blue Ridge Hotel began with and continues to have one mission: to design and manufacture the finest quality pillows, blankets and comforters found anywhere in the world. We achieve this mission by following a core set of guiding principles. It all starts here:

Focus.

Our unrelenting passion for manufacturing exceptional bedding starts by doing fewer things than our competitors but doing them better. So, we are not the biggest, not public or private equity owned, nor do we expand into businesses we are not good at. But we are the experts in bed pillows, comforters, blankets and featherbeds and focus all our energy into making these products work better for your hotel.





Blue Ridge Hotel Comfort bedding is crafted using 37.5[®] Technology

The Story behind 37.5[®] Technology

First, 37.5[®] Technology gets its name from its ability to help keep the microclimate next to your skin at the ideal relative humidity of 37.5%.

Widespread studies, including those from the Mayo Clinic, suggest this level of humidity in bed is ideal for best comfort and restful sleep. It was created by a Ph.D. photophysical chemist and inventor. The idea began during a trip to Japan while visiting a volcanic sand bath on Mt. Aso.

While there and immersed up to his head in the volcanic sand bath, he felt warm but not hot, wasn't soaked in sweat, and thought it was interesting and quite comfortable though he was packed in the sand.

His interest sparked, asking what could we do with these volcanic minerals and find a way to manage core body temperature through moisture management?

Fast forward – the creation of 37.5[®] Technology, the ultimate temperature regulating material used in many of the world's leading apparel and accessory brands, and now in personal comfort hotel bedding.



the science behind the technology

sleeping hot and cold

Simply put, 37.5® Technology reduces the negative effects of temperature and humidity

The technology uses active particles from natural volcanic minerals that have billions of micropores. They can capture human infrared (IR) energy, or light, which we constantly emit, kind of like an 80-watt light bulb.

The technology is triggered by humidity, or moisture. So, your body “tells” the technology “I’m hot and sweaty” or “ I’m cool and dry”. It’s the sleeper’s body that triggers the technology to activate whether to help you stay warm or help you cool down, using the body’s energy.

Most people may say they want to sleep “cool” but what they really mean is they want to sleep balanced. And when you sleep, your body goes in and out of sleep cycles, changing temperature and moisture generation many times per night.

For hotels that make quality sleep a priority, for guests to wake each day feeling rested and refreshed, 37.5® Technology and Blue Ridge Hotel delivers on its promise of a better night's sleep.



PILLOW CLASSICS



DOWN ALTERNATIVE PILLOW, FEATURING 37.5® TECHNOLOGY

Sleep just right with 37.5® Technology that continuously adapts throughout the night. Its unique active-particle technology attracts and removes moisture vapor to resist heat and humidity buildup. The Aria pillow is covered in a cool-to-the-touch 300 thread count cotton cover with 37.5® yarns combined with soft fiberfill for maximum comfort.

- DuraAire® down alternative 3D/microfiber with 37.5®
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Hypoallergenic for sensitive sleepers.

Size	Dimensions	Fill Wt.
Standard	20x26	20 oz
Super Standard	20x28	25 oz
Queen	20x30	27 oz
King	20x36	33 oz

DOWN CHAMBER PILLOW, FEATURING 37.5® TECHNOLOGY

The innovative pillow-in-a-pillow design has an inner core of soft, small curled fluffy feathers for support, surrounded by an outer layer of luxuriously filled down combined with 37.5® fiber for ultimate sleeping support. Pillows have double the normal amount of down for 5-Star softness!

- Freshloft® Cleaned filling for restful allergy-free comfort
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Double-needle sewn with braided corded edges guarantees durability

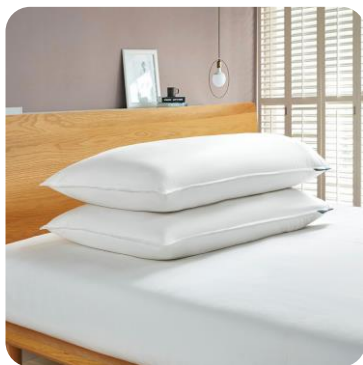
Size	Dimensions	Fill Wt.
Standard	20x26	37 oz
Super Standard	20x28	39 oz
Queen	20x30	42 oz
King	20x36	47 oz

50/50 DOWN-FEATHER PILLOW, FEATURING 37.5® TECHNOLOGY

The perfect mix of soft fluffy down and small, springy resilient feathers create a pillow used for centuries around the world. The ideal amount of fill is designed to fit even the most discerning luxury hotel guest. Covered in the exclusive and soft to the touch cotton – 37.5® fabric. Premium craftsmanship includes double-needle corded edges.

- Freshloft® Cleaned 50-50 down and feather filling for allergy-free comfort
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Double-needle sewn with braided corded edges guarantees durability

Size	Dimensions	Fill Wt.
Standard	20x26	23 oz
Super Standard	20x28	25 oz
Queen	20x30	26 oz
King	20x36	31 oz



TOP OF BED



DOWN ALTERNATIVE BLANKET, FEATURING 37.5® TECHNOLOGY

The luxurious alternative to a down filled blanket is our high-lofting fiber-filled blanket blended with 37.5® Technology poly fiber. The cover is our super-soft cotton with 37.5® Technology combining to put you in the Comfort Zone all night long. The 9-inch quilted box keeps the fiber in place. Ideal for both warmer and cooler climates.

- High-lofting down alternative fiber with 37.5®
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Double-needle sewn with braided corded edges guarantees durability

Size	Dimensions	Fill Wt.
Full	80x96	23 oz
Queen	90x96	26 oz
King	108x96	31 oz

DOWN ALTERNATIVE COMFORTER, FEATURING 37.5® TECHNOLOGY

Fabulously warm and comforting, the Aria down alt comforter is simple in design but high in incredible performance. Ideally filled to work in all climates and made using innovative 37.5® Technology. The 15-inch quilted box design locks the fill in place and is easy care. Premium craftsmanship includes double-needle corded edges.

- High-lofting down alternative fiber with 37.5®
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Double-needle sewn with braided corded edges guarantees durability

Size	Dimensions	Fill Wt.
Full	86x98	35 oz
Queen	93x98	38 oz
King	105x98	47 oz

CLASSIC DOWN COMFORTER, FEATURING 37.5® TECHNOLOGY

The Classic Down Comforter features a snugly-soft cotton fabric with 37.5® Technology that provides year-round comfort. The 15 inch quilted box design ensures the even distribution of down and 37.5® fibers, eliminating shifting. Luxurious 550 fill power down has been Freshloft Cleaned for complete allergen-free bedding.

- Freshloft® Cleaned down filling for restful allergy-free comfort
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Double-needle sewn with braided corded edges guarantees durability

Size	Dimensions	Fill Wt.
Full	86x98	27 oz
Queen	93x98	30 oz
King	105x98	36 oz



MATTRESS PAD



SLEEP PRESERVER MATTRESS PAD, FEATURING 37.5® TECHNOLOGY

The underpinning of a complete luxury bed starts with the Sleep Preserver Mattress Pad and 37.5® Technology. Impenetrable protection for the mattress combined with a soft top fabric and sophisticated scallop quilt pattern, all built with 37.5® Technology material for temperature and humidity reduction. Complete waterproof, stain and dust mite protection.

- High-lofting down alternative fiber with 37.5®
- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Polyurethane backing

Size	Dimensions	Fill Wt.
Full	53x80x18	4 oz/sq yard
Queen	60x80x18	4 oz/sq yard
King	76x80x18	4 oz/sq yard

FEATHERBED



LUXURY BAFFLE BOX FEATHERBED (w/o 37.5® TECHNOLOGY)

Hotel Guests will remember their first experience with our Luxury Featherbed. With European heritage dating back centuries, the featherbed has always delivered on its promise of an extraordinary night's sleep. Small, fluffy feathers provide plush, cushioning support and the baffle box allows them to fully loft. Naturally breathable and allergy-free.

- 233 thread count all cotton with BarrierXT for no-leak quality
- Baffle box design keeps feathers in place while allowing to loft
- Freshloft® Clean feathers

Size	Dimensions	Fill Wt.
Full XL	54x80	11 lbs
Queen	60x80	14 lbs
King	76x80	17 lbs

PROTECTORS

PILLOW PROTECTOR, FEATURING 37.5® TECHNOLOGY

Sleep at just the right temperature with 37.5® Technology. Active particles move heat and humidity away, continuously adapting to help keep you comfortable throughout the night. Fabric is cool-to-the-touch and hypoallergenic for sensitive sleepers. A pillow protector adds an extra layer of protection for your hotel pillow, keeping out dust mites and allergens.

- Soft 300 thread count 80% cotton/20% 37.5® poly cover for temp-right feel
- Hypoallergenic for sensitive sleepers.

<u>Size</u>	<u>Dimensions</u>
Standard	21x27
Queen	21x31
King	21x37

FEATHERBED PROTECTIVE COVER (w/o 37.5® TECHNOLOGY)

Designed to prolong the life of the Luxury Baffle Box Featherbed. 233 thread count all cotton for a durable, long-lasting protector, also providing a stain barrier so you do not need to clean the featherbed as often. Premium craftsmanship for a custom-tailored fit.

- 233 thread count 100% cotton BarrierXT fabric
- Fabric blocks dust mites and allergens
- Tightly sewn for increased durability
- Rust-proof nylon zipper

<u>Size</u>	<u>Dimensions</u>
Full XL	54x80
Queen	60x80
King	76x80

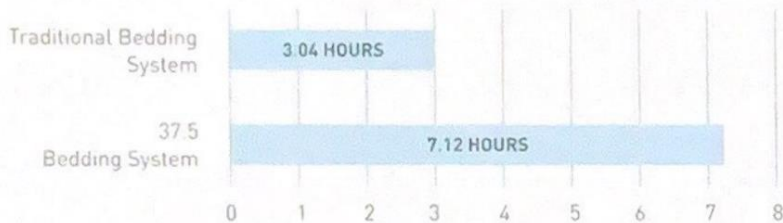
blue ridge personal comfort hotel temperature balancing

Testing

37.5 Sleep System keeps you in the comfort zone more than two times longer than traditional bedding.

NUMBER OF HOURS IN COMFORT ZONE

[Based on 8 hours of sleep]



80%



U.S. OLYMPIC
TRAINING CENTER

Preferred the
37.5 Sleep System

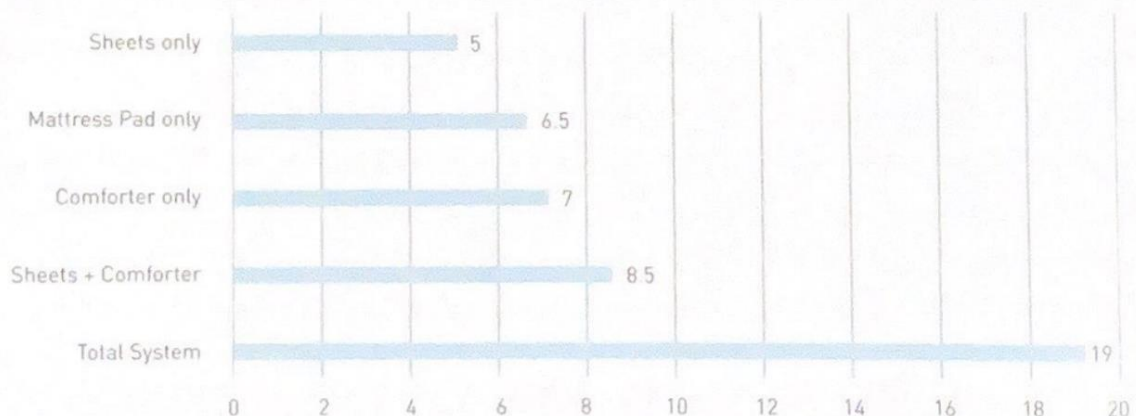
67%

MESH OI

Preferred the sheet with
37.5 Technology vs.
their favorite sheets

BEDDING WITH 37.5 TECHNOLOGY

Relative Temperature-Balancing Effect vs. Standard Bedding [°F]



Feeling is Believing

experience a more restful sleep with
bedding made with 37.5® Technology

Digital and Print Luxury Hotel Marketing Campaigns





BLUE RIDGE
HOTEL TEXTILES
SUSTAINABLE / INNOVATIVE / ENVIRONMENT



How To Reach Us

Email: info@blueridgehoteltextiles.com

Web: www.blueridgehoteltextiles.com

Customer Help Line: 844-571-4300

