



For immediate release

Extended range of organic bedding

Organic bedding of the label ia io with 100% Sleep warranty on Eco- and Upcycling-Market

Cologne, 23. January 2014 – At the beginning of 2014, the Berlin label ia io has expanded its product offering of organic bedding on Eco- and Upcycling-Market. ia io offers ecologically produced textiles, especially bed linen, made of pure organic cotton. It is free from harmful pollutants and thus protects people and the environment. "We are pleased to present with ia io a label on our online marketplace that is positioned sustainably from A to Z." says Annette Husmann, owner of Eco- and Upcycling-Market.

All materials used are GOTS certified and IVNbest certified. The organic bedding is made fair in consideration of aspects of sustainability in the entire production process: from the selection of raw materials used, a short supply chain through the processing in a small factory in Thuringia and in the Czech Republic, the shortest possible transport routes to fair working conditions for all involved. To Nina Wood, founder of ia io, it is important to know all the contact persons personally so that she can be sure that the entire production and manufacturing process is ecological and fair.

Simple and elegant

Wood is convinced that you can make healthy, sustainable, high quality products in a fair manner. As an architect, she has learned to put together different crafts and to achieve the best overall result with the respective experts. Her approach is to offer organic bedding of high quality and with a timeless design that satisfies two different purposes: First, if you sleep in the bed linen, no toxins should be absorbed through the skin, so that you wake up healthy and recovered. For another thing, beautiful bedding is a kind of soft furniture, the finishing touch of the furnishing, so to speak. Just as shoes are an essential accessory for the outfit.

Name giver for the label is a species of bats. The ia io is a nocturnal animal that protects people in their sleep from pesky insects and does not even have any need for bedding, because it has a warm coat and sleeps head over.

For the future, Wood aims to further increase the product range. There will be new designs with embroidery, and later beddings of other materials, eg from organic linen or organic hemp.

About Eco- and Upcycling-Market

Eco- and Upcycling Market is an international, bilingual online marketplace for sustainable and ecological products, that combines upcycling, design and sustainability on one platform. Founded in 2012 Eco- and Upcycling Market with the aim to encourage environmental, ethical and socially responsible consumption. Consumers can choose from a wide range of products on Eco- and

Upcycling Market – both in German and English. Every single provider has its own online shop. For more information : www.upcycling-markt.com

###

Presse contact:

Annette Husmann

Owner Eco- und Upcycling-Market

Tel: 00 49 2 21/82 82 46 51

[*presse@upcycling-markt.de*](mailto:presse@upcycling-markt.de)