



# LINEN DRAWER

*Comfort and Style*

## COMPANY PROFILE

### Our Mission Statement

Our mission is to provide high quality, comfortable and stylish household textiles to our customers globally through an innovative, ethical, inspired and world-leading organisation and to educate our customers on the benefits and care of our products.

### Corporate Background

In 2004 the current owners of **Linen Drawer** decided to combine their extensive knowledge of fabrics with their vast experience in the retail and manufacturing industry in South Africa .... and so the concept of **Linen Drawer** was formed. Actual trading began towards the end of that year.

Our expertise is to source top quality pure cotton percale fabrics that meet our exacting specifications to produce an extensive range of bedding and hence the **Linen Drawer** brand was introduced to the South African market. The bedding was well received by **the hospitality industry** around the country. We extended our range to supply duvet inners, throws, towelling and a host of related products suitable for the relevant industries. We were then able to offer a virtual **one stop shop for bedding, towelling and soft furnishings for the hospitality and décor industry.**

We opened a showroom in Paarl in 2007 (our home town) and redesigned our website [www.linendrawer.co.za](http://www.linendrawer.co.za) to function as a safe, secure yet simple to use, online bedroom and bathroom shop.

### Products & Services

**Linen Drawer** is essentially a producer of top quality, high thread count cotton and pure linen bedding, as well as a wholesaler and retailer of a comprehensive range of bed and bath linen and related products.

Our products and service offering is targeted as follows:

- 1 To the hospitality industry we offer our entire product range through a growing network of competent agents into Africa and abroad. We focus on ensuring that the durability and performance of all our products are ideal for this industry. In addition to this we offer advice through workshops where hospitality industry staff are trained on techniques and processes in the laundry with the intention of increasing longevity of the products and reduction in costs.
- 2 To the decorating industry we offer similar advice, our entire product range plus the specialised service of customising products through embroidery, design and sizing. We are able to ensure that the bed and bath linen matches the décor of the bed and bath room.
- 3 To the general public we offer our product range at retail prices, selling from our showroom in Paarl as well as directly from our online Bed and Bathroom shop [www.linendrawer.co.za](http://www.linendrawer.co.za), where further information and recommendations are also available.

What sets **Linen Drawer** apart from our competitors?

- 1 We focus on efficient service and delivery committing our entire team to ensuring that customer requirements are achieved. Integrity is a key driver for us and is evident through all areas of our business.
- 2 Our products are all top quality. From our own range of **Linen Drawer** branded bedlinen, our cotton throws, bath robes, towels, duvets and pillows... in fact, all of our products offer exceptional quality and value for money. Wherever possible, we make use of pure natural fabrics like cottons and pure linen... not only are they healthier, but they typically feel so much more luxurious than the synthetic equivalent. In addition, pure natural products often have a life span that exceeds that of the alternatives.
- 3 We at **Linen Drawer** have a wealth of knowledge around fabrics, their properties, how to launder them and how to get the best use from the fabric/products. We are happy to share our extensive knowledge with you. On our website [www.linendrawer.co.za](http://www.linendrawer.co.za) we have a page dedicated to stain removal and how to care for your bed and bath linen.