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M-3 Industrial City,  
Faisalabad.



maheentex.com



Fashion Retail



## Maheen Textile Mills (Pvt) Ltd:

### Pioneering Excellence with Visionary Leadership

Since 2010, Maheen Textile Mills has emerged as a global leader in the home textiles industry, combining innovation, sustainability, and superior craftsmanship.

We celebrate a journey defined by resilience, achievement, and impact. I have embarked on my career in the textile industry in 1997, gaining invaluable experience and a deep understanding of the market's complexities. With a mission to redefine the "standards of quality and sustainability in home textiles".

#### Rising to Global Challenges with Purpose

Under my guidance, Maheen Textile Mills has consistently addressed the pressing global challenges of climate change, resource scarcity, and social inequality. These efforts have not only strengthened our operations but also contributed to creating a positive environmental and social impact.

#### Sustainability Leadership

A 41% verified reduction in carbon footprint achieved in 2024 and the launch of a 2 MW solar energy project in 2024 underline our commitment to eco-conscious manufacturing.

#### Operational Excellence

Strategic energy-saving measures, such as optimized RO plant schedules and energy-free cooling solutions, reflect our dedication to resource efficiency.

MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

## Muhammad Saqlain Khan

#### Empowering Communities

Initiatives to increase women's workforce participation by a further 18% by 2028 to demonstrate our commitment to inclusivity and equality. Through our partners like Kaarwan and their extensive network across Pakistan with the women of Pakistan from Rural areas and train them to bring to you beautiful commercial works of art, which are recognized by leading organizations such as; British Asian Trust, UN Women, UNESCO and together paving the way.

#### Crafting Products with Purpose

Maheen Textile Mills has built a reputation for delivering products that seamlessly blend innovation, quality, and sustainability. From institutional bedding and luxury linens to eco-friendly blackout curtains and advanced waterproof mattresses, every product reflects our commitment to excellence and functionality. Trusted by industries ranging from healthcare to aviation and hospitality, our solutions meet the diverse needs of a global clientele.

#### A Vision for the Future

As we look toward the future, as a CEO my leadership continues to inspire our journey as a company. In 2026, we aim to achieve 60% sustainable material usage in production, advancing to 80% by 2030. These milestones align with our vision of creating a sustainable, prosperous future for our customers, stakeholders, and the planet.

Our 15th anniversary in 2026 marked a significant milestone in our journey. It was a celebration of the trust of our partners, The ongoing dedication of our team, and my vision as a CEO, my commitment to innovation and sustainability has been the cornerstone of success.

Maheen Textile Mills is not just a company; it is a legacy of progress, a symbol of resilience, and a beacon of leadership. We are poised to shape the future of home textiles and leave an enduring mark on the global stage.

# PRODUCTION CAPACITY

## SUSTAINABLE WITH COMFORT AND STYLE



## CLOSED LOOP RECYCLING cradle to cradle

Maheen Textiles invests heavily on renewable energy; alongside our closed loop recycling system.

"Our after-sales service follows GRS (Global Recycled Standard) practices, where we utilize pre-consumer textile waste in the form of yarn. This not only reduces environmental impact but also promotes a circular approach by giving unused resources a second life in new textile creations"

A Pre-consumer refers to unused textile waste generated during production, such as leftover yarn or fabric waste. Instead of being discarded, these are collected and recycled into new yarns for sustainable manufacturing."

We use 100% solar power to manufacture our products  
All the processes involved are made with CLEAN ENERGY

Lamination  
Quilting  
Knitting  
Cutting, Stitching & Packing



<b>2016</b>	<b>Head Quarters</b> Maheen Textile Mills Pakistan <b>2010</b> Soft Furnishings Home Textiles
<b>2017</b>	<b>OBS: Passenger Comfort</b> New Partnerships with the airline industry. Serving the intercontinental airways
<b>2018</b>	<b>Towelling</b> Producing both retail and institutional quality towels
<b>2019</b>	<b>Nursery Range</b> Comprehensive Range for the biggest brands UK & Europe
<b>2020</b>	<b>Cosmetics</b> Complimentary cleansing cloths and facial applicators
<b>2021</b>	<b>PPE: CE</b> EN 14683 type 11 Masks Tyvek Suits Isolation gowns
<b>2022</b>	<b>Duvet &amp; Pillows</b> 3D ReGen (Recycled Polyester) Available in 0.9D 1.2D 1.5D Cluster Ball Fibre
<b>2023</b>	<b>Food Industry</b> Producing food compliant fabrics for the leading bakeries in the UK
<b>2024</b>	<b>Hospitality</b> Manufacturing Hotel Linen for laundries and major hotel chains
<b>2025</b>	<b>Performance Textiles</b> Moisture wicking muscle recovery anti aging products
<b>2026</b>	<b>Health Care</b> Apparel for Health & Medical Care: Patient Gowns Scrub Suits,

# ECO FACTORY

## Retail, Health Care, Hospitality, Travel Industry



The Paris Agreement's goal is to keep the rise in global temperature to well below 2 °C and preferably limit the increase to 1.5 °C.

Emissions reductions to reach net zero by the middle of the 21st century.

To stay below 1.5 °C of global warming, emissions need to be cut by roughly 50% by 2030.



Addressing Climate Change Through Sustainable Practices



### GHG Emissions Normalized (kg CO2e/unit)



Emission Reduction Normalised Percentage

Yr (kg CO2e/unit)	Maheen Textile Mills (Pvt) Ltd	14%	27%	41% Verified	52%	67%
100% Green Energy						

Paris Climate Agreement 2015

"Net Zero Emission by 2050 and shift to green energy by 2030 is the benchmark"

# Maheen Textile Mills

Awards mark moments of achievement shaped by vision and dedication. They symbolize our pursuit of excellence in every detail we create.



Certified by Better Cotton Initiative (BCI), Which is a global sustainability standard that promotes better cotton farming practices. It focuses on reducing environmental impact of cotton production, improving livelihood and economic development in cotton-producing areas, and ensuring fair labor practices.



The STANDARD 100 by OEKOTEX® certification ensures no harmful finishes or chemicals are used in the production of these fabrics making them safe for your family and safe for the environment.



Certified by Global Organic Textile Standard, woven/knitted fabric from 100% certified organic cotton. Organic cotton is grown without chemicals or pesticides, contributing to cleaner soil, air & water.



Certified by Global Recycle Standard (GRS) for product made with recycle material. It verifies the recycled content of products and ensures responsible, social, environmental & chemical practices in production.



Certified by ISO 9001:2015 is an internationally recognised standards for quality management system (QMS). This certification emphasis a process based approach, continuous improvement & risk based thinking across all operations.



Certified by ISO 14001:2015 is an internationally recognised standard for environmental management system (EMS). This certification provides a framework for organization to manage their environmental responsibilities efficiently & sustainability.



FSC® -certified products are made with sustainability sourced wood from forests that are responsible managed.



Certified by amfori BSCI certification, that ensures companies must follow ethical sourcing and social compliance standard across their supply chain. It focuses on improving working conditions, promoting fair wages, safe workplace, no child labor and environmental responsibility.

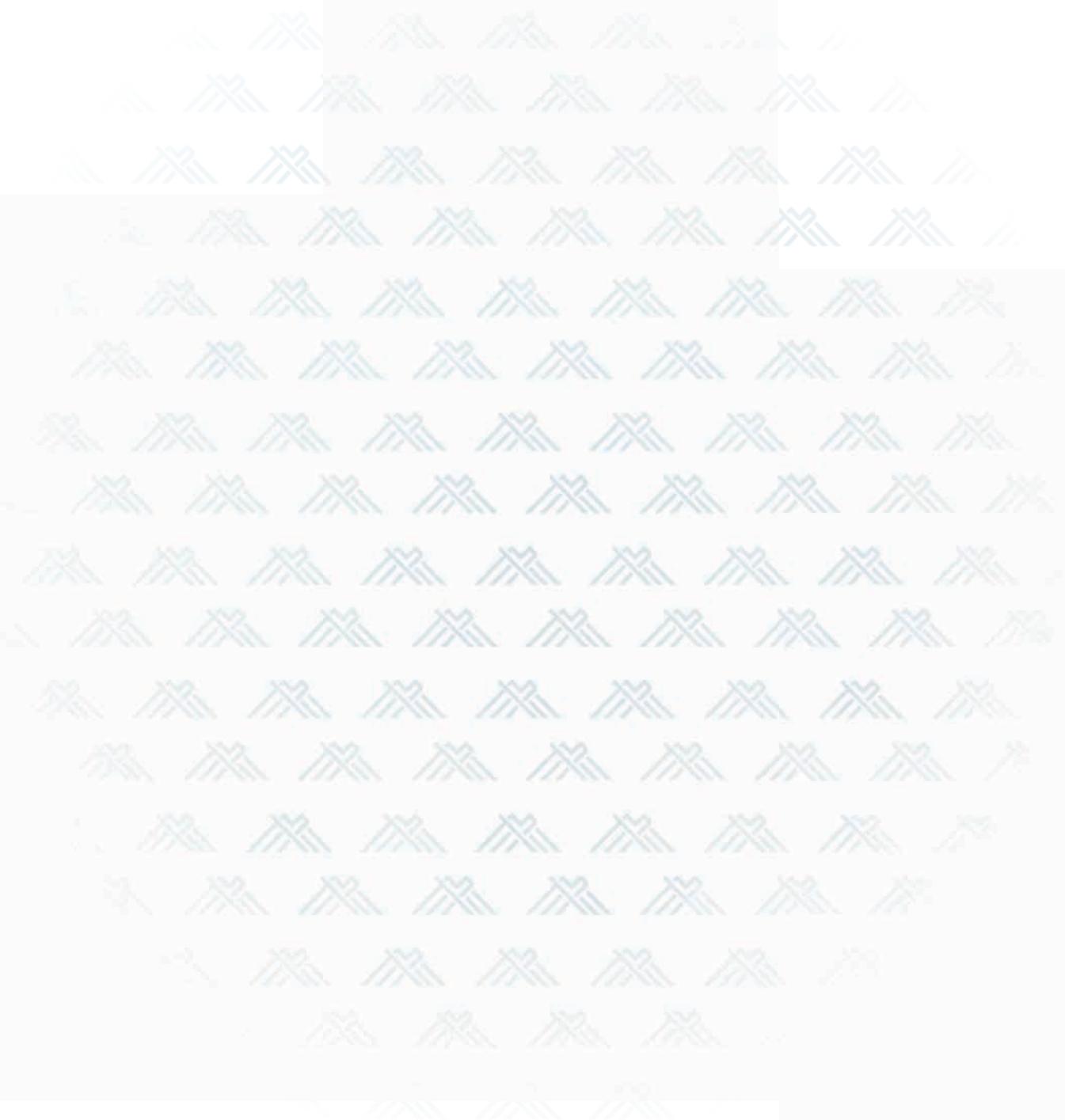


maheentex.com

investing in  
**better**  
cotton™  
BetterCotton.org/MassBalance



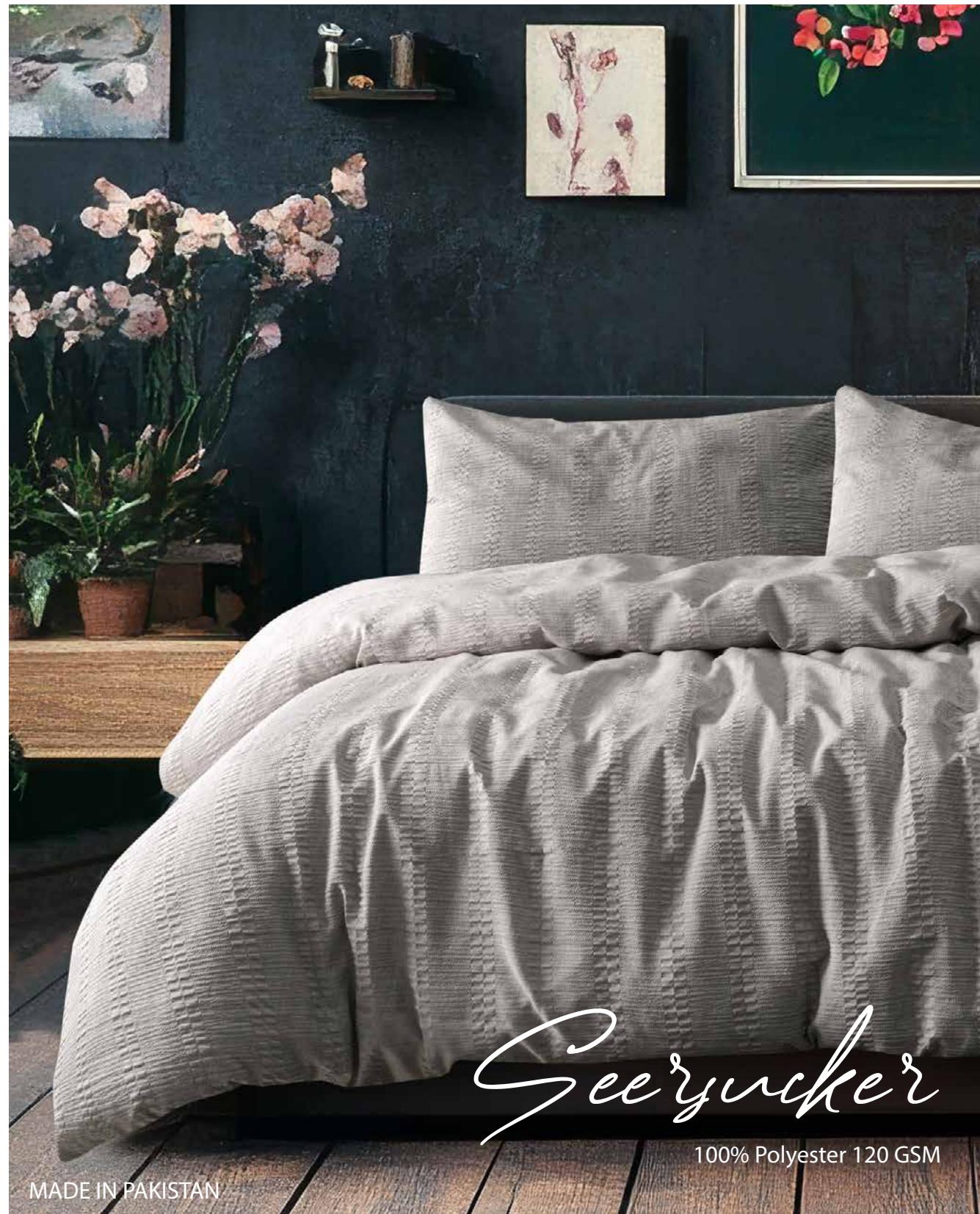
TEXTURE TEXTILE



Microfiber 85 GSM  
Filling: 80 GSM Polyester



MADE IN PAKISTAN



*Seeryucker*

100% Polyester 120 GSM

MADE IN PAKISTAN



MADE IN PAKISTAN

OEKO-TEX®  
STANDARD  
MADE IN  
OEKO-TEX®  
STeP

# Aurelia



MATELASSE  
200 GSM POLY COTTON

Wrap yourself in understated luxury with our Aurelia Bloom bedding. Crafted from textured matelassé with a delicately printed front and a smooth percale 100% cotton reverse, each piece undergoes a specialized garment wash treatment. This process enhances the fabric's natural softness, reduces shrinkage, and gives it a relaxed, lived-in drape that feels as comforting as it looks.



# Tropical Illustrative



PRINT ON JACQUARD  
THREAD COUNT 240 BCI COTTON

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cotton  
BetterCotton.org/MassBalance

# Two Ways Slub

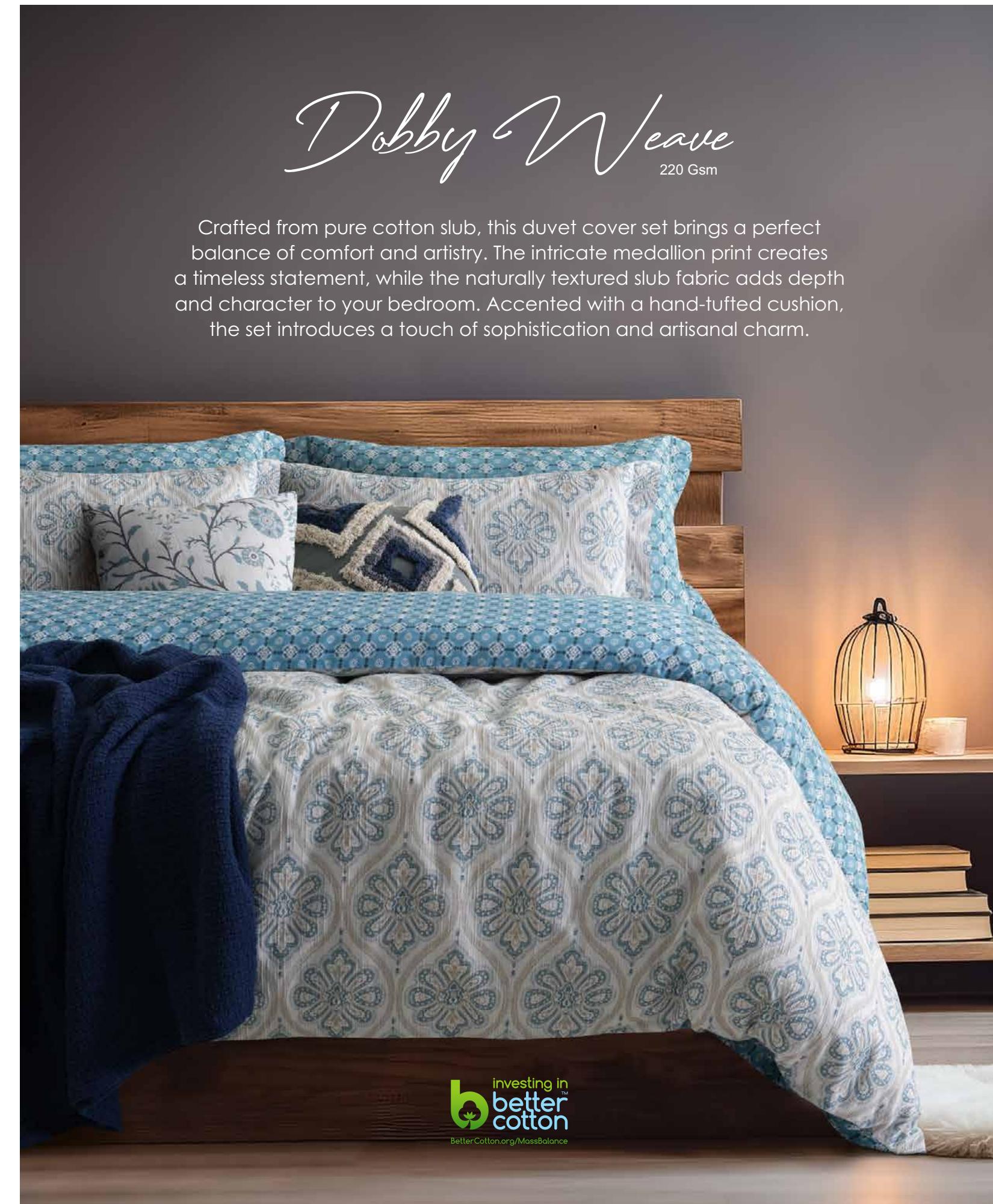


100% COTTON

Bloom weave bring a fresh burst of nature into your bedroom.  
Bloom Weave a floral duvet cover crafted in two-way slub 100% cotton.  
Its textured weave adds depth and character.



Two Ways Slub





investing in  
**better**  
cotton

[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)



[maheentex.com](http://maheentex.com)

76x88/30x30 POLY COTTON

# Jacquard



Duvet Cover Set brings a touch of nature-inspired texture into modern living. Crafted in a jacquard knitted pattern and finished in a soothing grey tone, it offers both visual depth and tactile comfort. With its 300 GSM washed cotton construction, this set balances weight and softness, delivering a cozy yet breathable feel that's perfect for year-round use.



# Marloe

Elevate your everyday comfort with Marloe. Crafted from luxurious jacquard cotton, this duvet cover blends subtle texture with effortless sophistication. Each piece is garment-washed, giving it a beautifully soft hand-feel and a relaxed drape that invites you to unwind in style. With its calm, neutral tone and quiet elegance, Marloe fits seamlessly into modern interiors.





# Jacquard



300 Gsm | 100% Cotton

Crafted from premium jacquard weaved cotton, this duvet cover brings a rich, tactile texture that whispers elegance without trying too hard. The fabric is garment-washed, giving it that soft, broken-in feel.

# Jacquard Knit

220 GSM



# Sheet Set



# Waffle



250 GSM

Responsibly sourced 100% waffle cotton, designed to breathe, soften, and comfort so every night feels naturally perfect.



280 GSM





Quaffa Comfort  
Garment Washed  
250 GSM

Bring the warmth of nature and earthy serenity  
into your home with the Waffle bedding sets.

Designed in a textured waffle weave



250 GSM



STANDARD  
100



MADE IN  
GREEN



STeP



Quilted

360 GSM

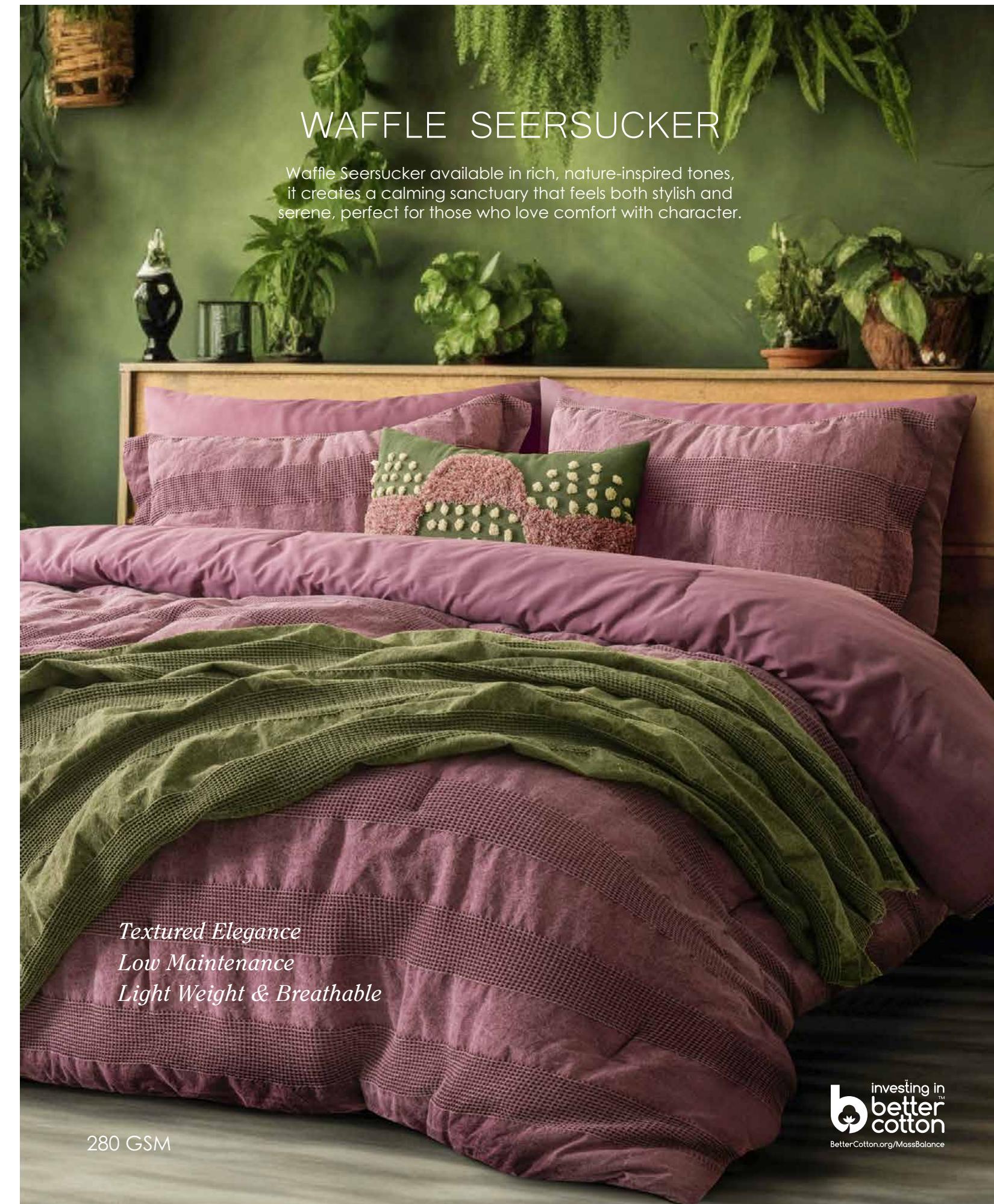


[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)

Waffle 250 GSM

WAFFLE SEERSUCKER

Waffle Seersucker available in rich, nature-inspired tones, it creates a calming sanctuary that feels both stylish and serene, perfect for those who love comfort with character.



*Textured Elegance  
Low Maintenance  
Light Weight & Breathable*

280 GSM



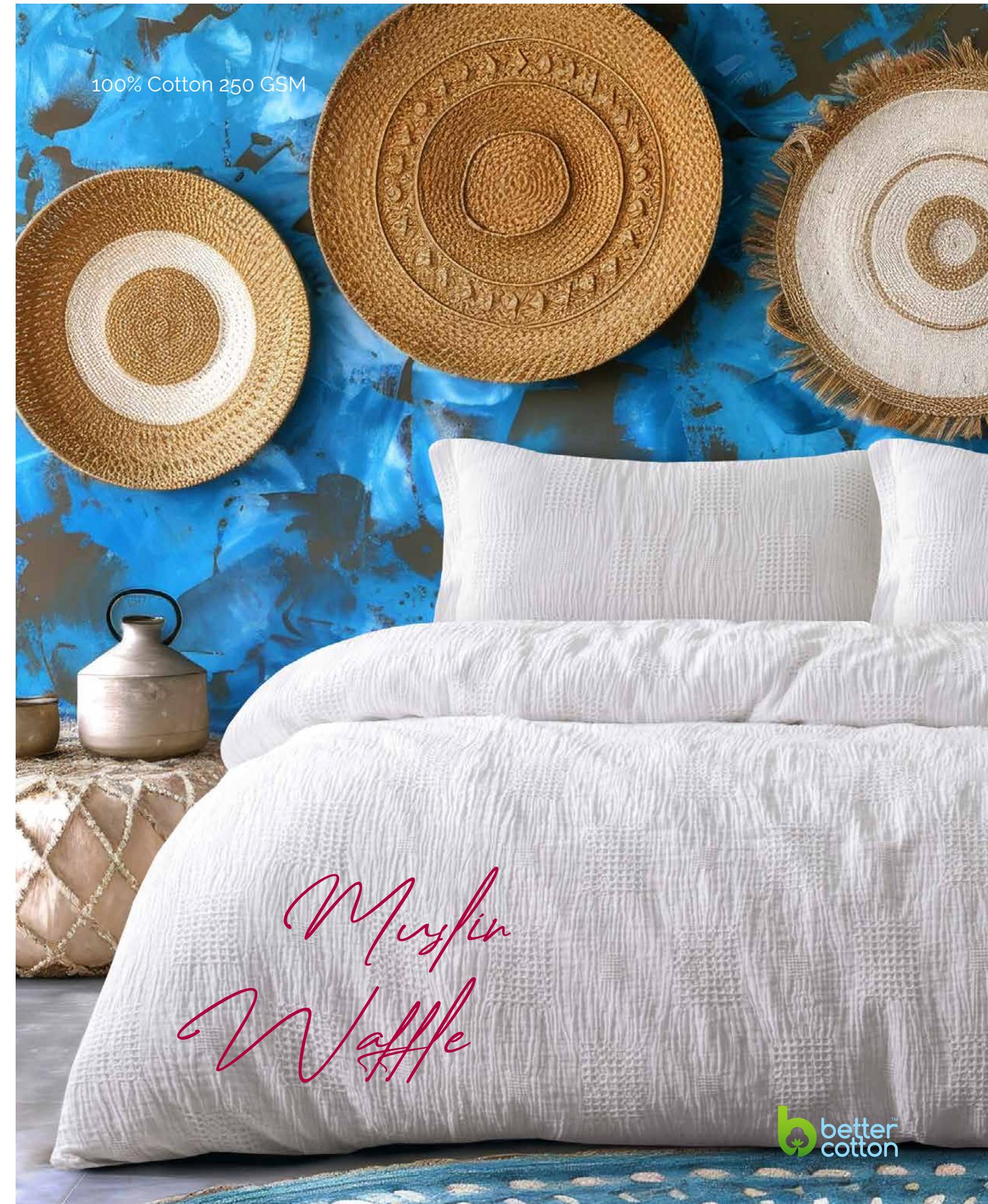
[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)



*Layers of pink in a gentle flow,  
Stripes that blush with a calming glow*

*Rose Strata*

100% Cotton 260 GSM



100% Cotton 250 GSM

*Maylin  
Waffle*



# Jacquard Waffe



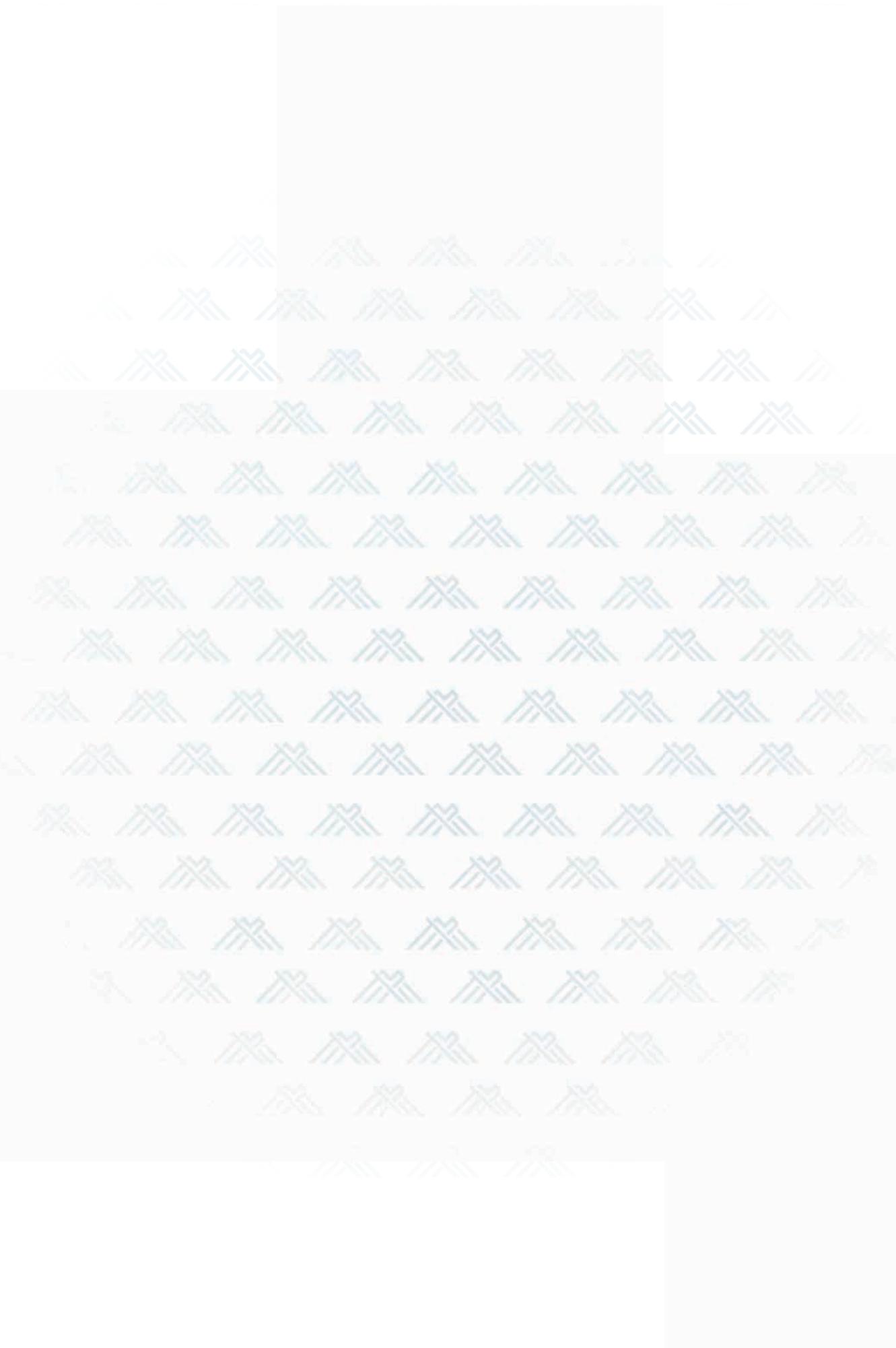
The fabric features a distinctive woven texture, which can be a floral damask pattern, a leaf trail, a checkerboard, or a waffle-knit design.

Polycotton  
270 GSM

# Prism



BED SPREAD



investing in  
**better**  
cotton

BetterCotton.org/MassBalance

*Bed  
Spread*

Ultra-Soft Touch  
Natural Wrinkled Look  
Skin-Friendly  
Enhanced Breathability  
Color Depth & Fade Resistance  
Durable & Long-Lasting  
Pre-Shrunk Fabric  
Eco-Conscious Process

*Aurora Wheel*



Urban Plaid

Bed  
Spread

- Ultra-Soft Touch
- Natural Wrinkled Look
- Skin-Friendly
- Enhanced Breathability
- Color Depth & Fade Resistance
- Durable & Long-Lasting
- Pre-Shrunk Fabric
- Eco-Conscious Process



[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)

Shell: Thread Count 200 CTN  
Fill: 100% Recycled Cotton



Bed  
Spread

Merlot



[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)

Shell: Thread Count 200 CTN  
Fill: 100% Recycled Cotton



*Bed  
Spread*  
PRE-Washed



*Bed  
Spread*  
PRE-Washed

Ultra-Soft Touch  
Natural Wrinkled Look  
Skin-Friendly  
Enhanced Breathability  
Color Depth & Fade Resistance  
Durable & Long-Lasting  
Pre-Shrunk Fabric  
Eco-Conscious Process



# Bed Spread

PRE-Washed

American Meadow



Ultra-Soft Touch  
Natural Wrinkled Look  
Skin-Friendly  
Enhanced Breathability  
Color Depth & Fade Resistance  
Durable & Long-Lasting  
Pre-Shrunk Fabric  
Eco-Conscious Process

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cotton  
BetterCotton.org/MassBalance

# Bed Spread

PRE-Washed

Americana  
Patchwork



Shell: Thread Count 144 Cotton  
Fill: 100% Recycled Cotton

Unity  
Blossom



[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)

Ultra-Soft Touch  
Natural Wrinkled Look  
Skin-Friendly  
Enhanced Breathability  
Color Depth & Fade Resistance  
Durable & Long-Lasting  
Pre-Shrunk Fabric  
Eco-Conscious Process

SOFT FURNISHING



*"Petals whisper, colors sigh,  
Soft horizons drifting by."*

*"From dusk-blue gardens to blush of day,  
Petals whisper as light finds its way.  
Layered blooms in calm embrace,  
Two moments of beauty, one resting space."*

T-300 SATEEN



Armonia

T-200 SATEEN



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better  
cotton™

T-144 100% Cotton

# Campo Dulce

*Calm tones. Modern Rust.*

*Campo Dulce* blends soft checks and warm earthy tones to create a cozy, inviting sleep space.



T-144 100% Cotton

# Veluto





COTTON SATEEN  
THREAD COUNT 300



# Tropical Sage Sage



A palm tree duvet in cotton percale offers a bedding experience that is both stylish and comfortable, blending a tropical aesthetic with the distinct physical qualities of a percale weave.



T-200 COTTON  
PERCALE



# Celestine



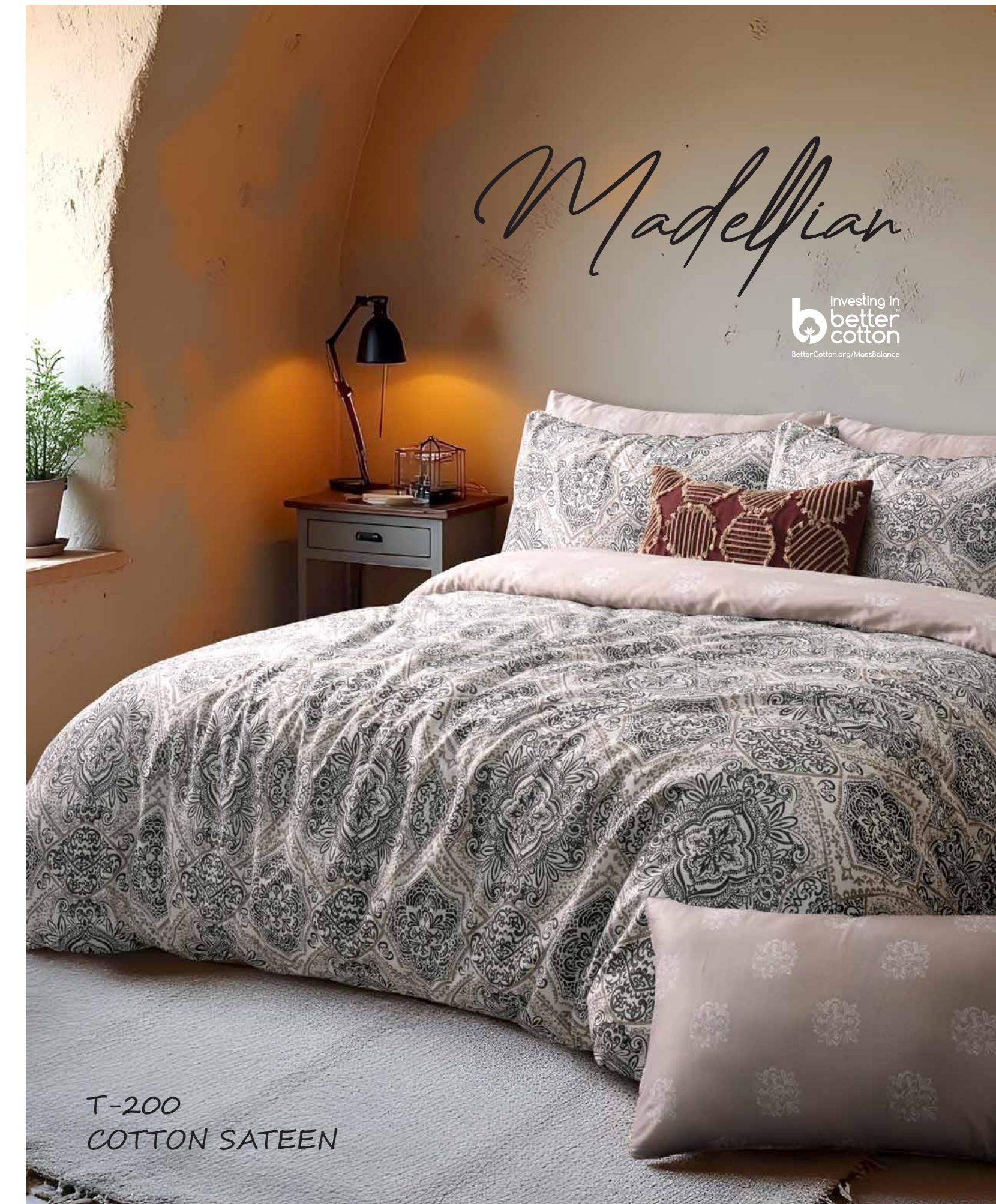
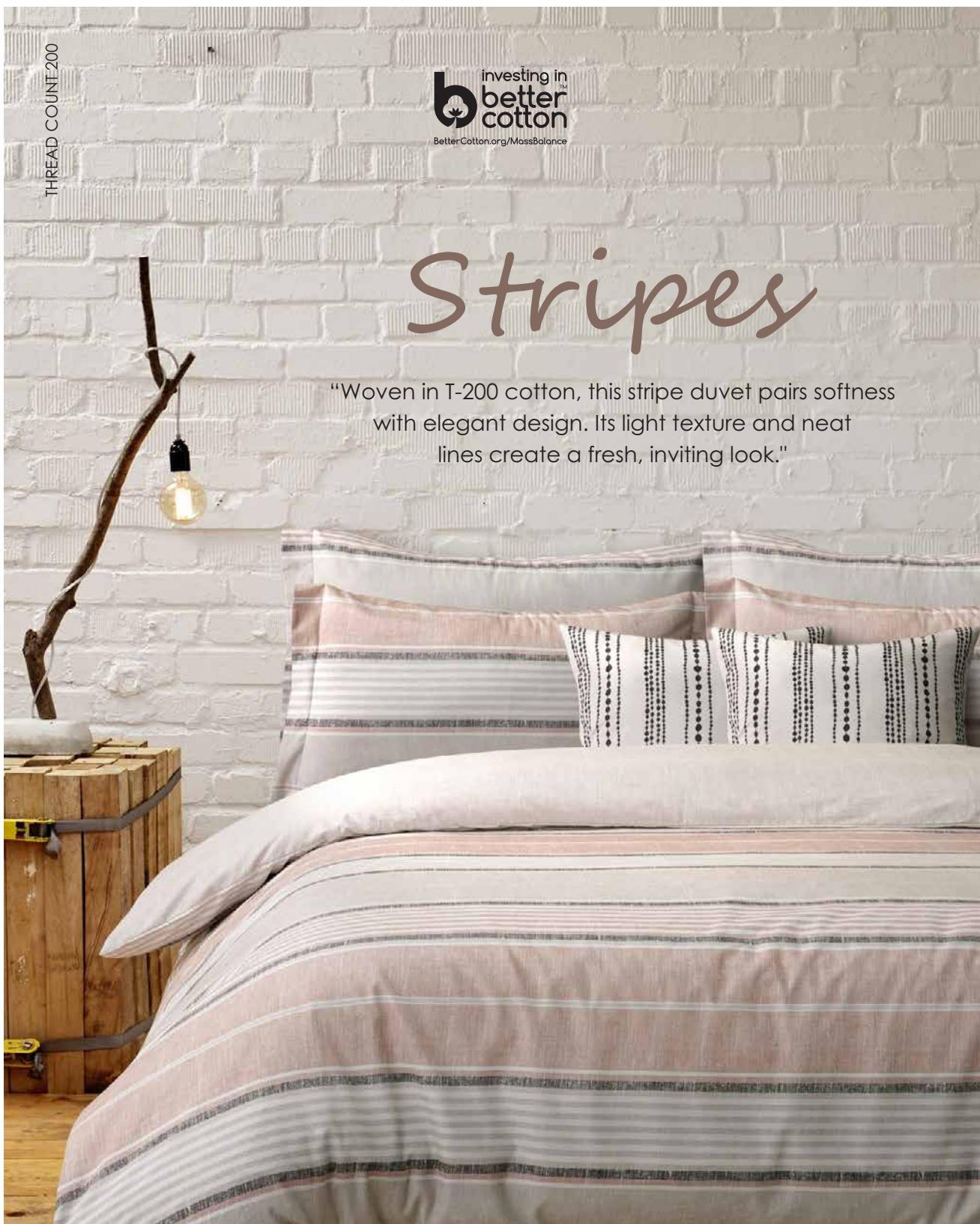
THREAD COUNT 300 COTTON SATEEN

# “Luxury You Can Feel”

A Blend of soft florals and powder blues sateen, celestine  
brings effortless elegance to your bedroom.



# Perelia





BetterCotton.org/MassBalance



## YARN DYED

Wrap yourself in enduring elegance with our Yarn Dyed Duvet Cover Set Collection. Each thread is dyed before weaving, creating patterns that are woven, not printed bringing you lasting beauty and timeless style.



## ROSELLE STRIPE YARN DYED

Infuse your bedroom with a touch of modern elegance and soothing charm with the Roselle Stripe Comfort Set. Crafted in yarn-dyed fabric, the design features subtle grey and white textures accented with delicate pink stripes for a refreshing yet calming appeal.

Vibrant & Lasting Colors  
Premium Durability  
Crisp Patterns & Textures  
Soft & Breathable Comfort  
Fade & Wear Resistance

56x56/20x20 100% cotton



Garment  
Washed

Thoughtfully made to comfort you through the night,  
it promises restful sleep and gentle warmth.  
Crafted with care and garment-washed for extra softness,  
this duvet offers a naturally cozy, lived-in feel.



Ultra-Soft Touch  
Natural Wrinkled Look  
Skin-Friendly  
Enhanced Breathability  
Color Depth & Fade Resistance  
Durable & Long-Lasting  
Pre-Shrunk Fabric  
Eco-Conscious Process

*Enoki*



T-200 BCI COTTON

Just like flower, Blossom and spread its fragrance,  
Put a signature on several hearts, Memory of its beauty,  
Aura remains all the time everywhere In hearts of those  
who had seen it! Some by their wisdom and knowledge  
Some with deeds and virtues,  
Flowers, beautiful flowers of God's Garden!



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**b** better  
cotton  
BetterCotton.org/MassBalance

100% COTTON  
THREAD COUNT 144

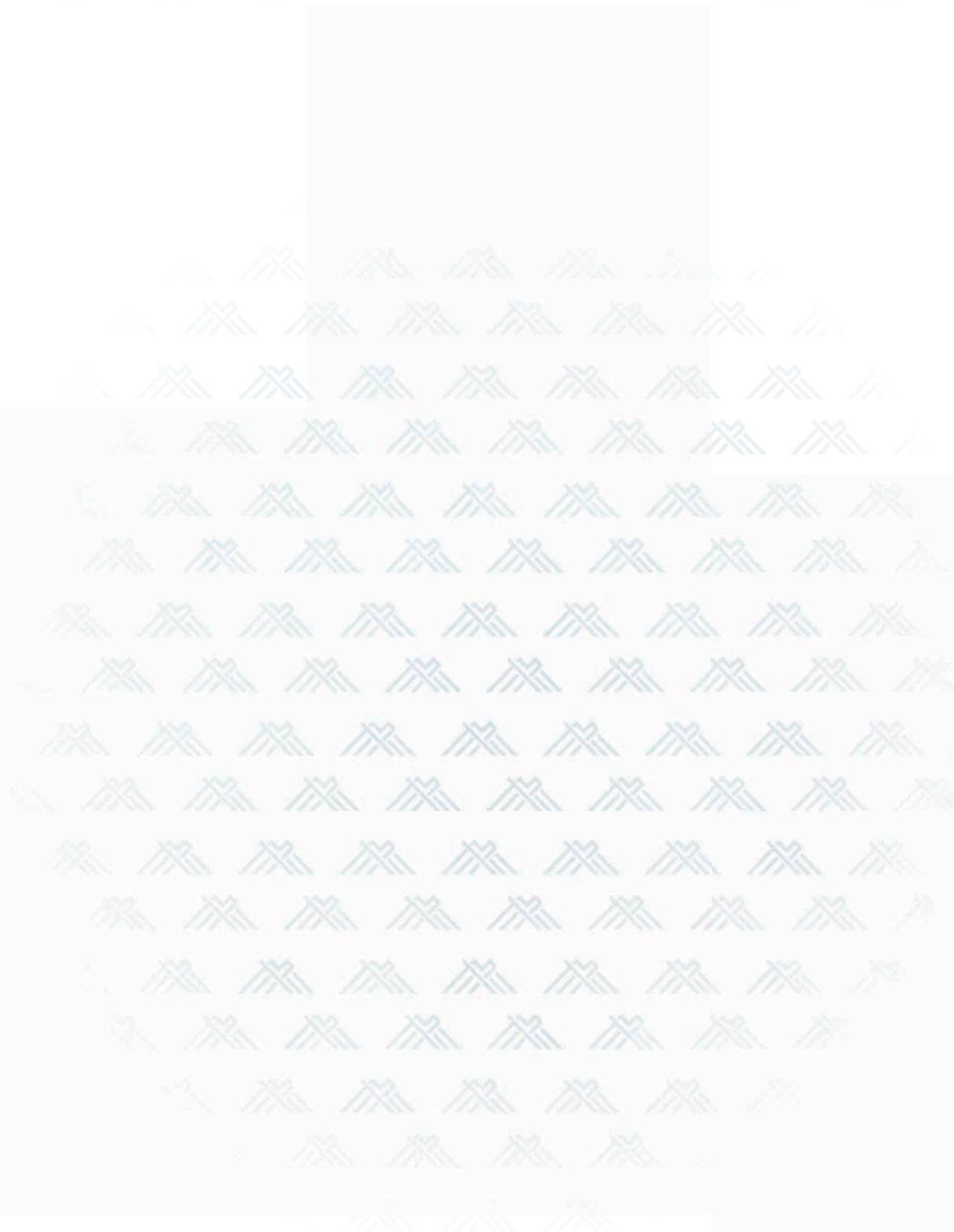
Pleats

100% Cotton 76x68/30x30

Enzyme  
Washed



BRUSHED



*Soft rich flannel woven for  
warmth, comfort and everyday luxury.*

*Roxelle*

FLANNELETTE  
COTTON RICH 140 GSM



Mechanically eliminates harmful pathogens and mitigates the growth of mold and fungus.

Mitigates the growth of odor-causing bacteria.\*

Prevents damage from harmful ultraviolet light.

Breaks up surface tension of water, speeding drying times and enhancing wicking/cooling properties.

Permanent application: Testing shows 0mg in waste water after 20 washes.

Reduces micro pollutants in the environment, and does not affect the recyclability of the treated fabric.



Other fabric treatments prevent textiles from being able to be recycled. If it could be recycled before being treated with FUZE, it can be recycled after being treated with FUZE.



FUZE textile treatment is a chemical-free, water-based solution that permanently adheres to the fabric without any binders.

FUZE uses elements taken from the earth to help our planet by reducing the need for chemicals.

Brushed T-144 Poly Cotton



*Charlotte Finch*

## Moisture Wicking Cooling

The most environmentally sustainable focused textile treatment technology ever invented.

### Your Advantages

Prevents odour formation Eliminates all types of microorganisms (bacteria, algae, fungi) Anti dustmite

Other fabric treatments prevent textiles from being able to be recycled. If it could be recycled before being treated with FUZE, it can be recycled after being treated with FUZE.



Arte Lineare



THREAD COUNT 144  
POLY COTTON BRUSHED



FUZE™

Neo Lattice



T-144  
POLY COTTON  
BRUSHED



The most environmentally sustainable focused textile treatment technology ever invented.



# biopure.™

Plant-based, Moisture Wicking,  
Moisture Absorption Quick  
Drying, Rapid Cooling

#### Mindful Pioneering

Pioneers in plant-based softeners and functional finishes that provide textile products with optimal performance, durability, and comfort while remaining cost-effective.

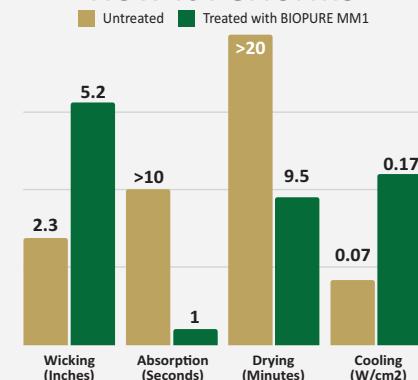
Prioritizing the development of sustainable and innovative technologies that are easy to use and adopt, while improving the characteristics of textile products that consumers love.

<input checked="" type="checkbox"/> Plant-based	78% Plant-based
<input checked="" type="checkbox"/> Moisture Wicking	30 Wash Durability
<input checked="" type="checkbox"/> Moisture Absorption	For All Fiber-types
<input checked="" type="checkbox"/> Quick Drying	High Compatibility
<input checked="" type="checkbox"/> Rapid Cooling	Easy Application

#### BIOPURE

is a plant-based textile optimal performance enhancer. Providing durability, and comfort with hydrophilic properties and temperature management system.

#### How It Performs



#### Sustainability Values

- Castor Seed Oil Technology
- Carbon Negative\*
- No GMOs
- Regenerative Agriculture
- Arid & Semi-Arid Marginal Land
- Drought Resistant
- Prevents Soil Erosion
- Resource Efficient

\* Life Cycle Assessment includes Scope 1,2,3-Upstream

**WICKING  
COOLING  
DRYING  
REPEAT**

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# Hora



THREAD COUNT 144  
BRUSHED COTTON



# 4 Guaze Muslin

Crafted from pure cotton muslin, this lightweight and airy duvet cover set offers exceptional ventilation, making it perfect for year-round comfort.



# Blossom Veil

REV: T-144  
BRUSHED COTTON

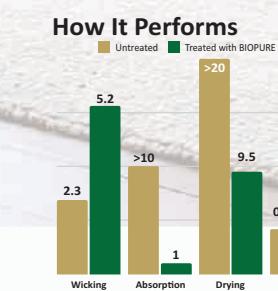


# biopure.™



# biopure™

Plant-based, Moisture Wicking,  
Moisture Absorption  
Quick Drying, Rapid Cooling



**Sustainability Values**

- ✓ Castor Seed Oil Technology
- ✓ Carbon Negative\*
- ✓ No GMOs
- ✓ Regenerative Agriculture
- ✓ Arid & Semi-Arid Marginal Land
- ✓ Drought Resistant
- ✓ Prevents Soil Erosion
- ✓ Resource Efficient

\* Life Cycle Assessment includes Scope 1,2, 3-Upstream

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## WICKING COOLING DRYING REPEAT

**Mindful Pioneering**  
Pioneers in plant-based softeners and functional finishes that provide textile products with optimal performance, durability, and comfort while remaining cost-effective.

Prioritizing the development of sustainable and innovative technologies that are easy to use and adopt, while improving the characteristics of textile products that consumers love.

● Plant-based	● 78% Plant-based
● Moisture Wicking	● 30 Wash Durability
● Moisture Absorption	● For All Fiber-types
● Quick Drying	● High Compatibility
● Rapid Cooling	● Easy Application

# Hannelette



180 GSM

## Embroidered Edges



investing in  
better  
cotton



# Hannelette

180 GSM



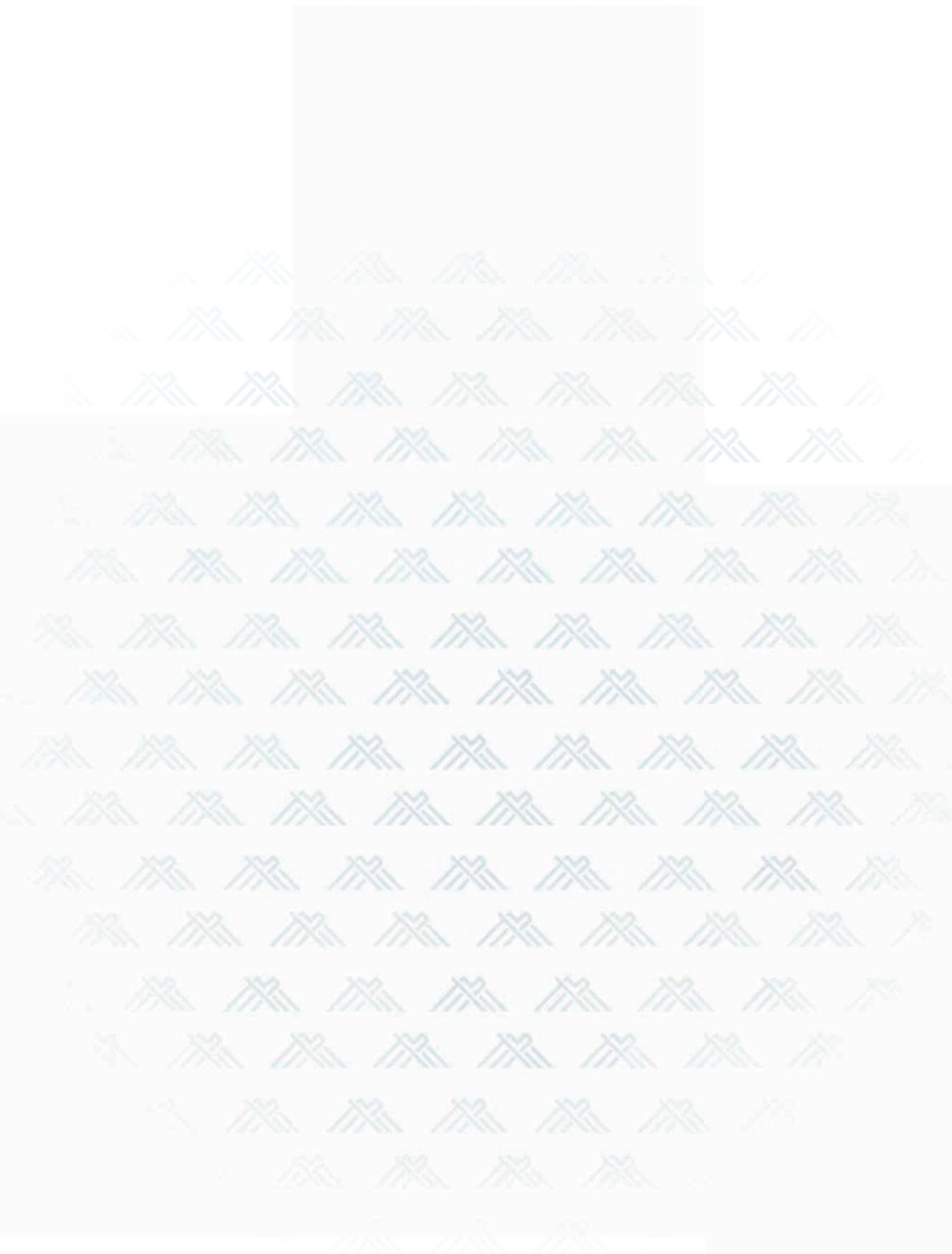


Hannelette



180 GSM  
100% COTTON





3  
Grace  
Maylin

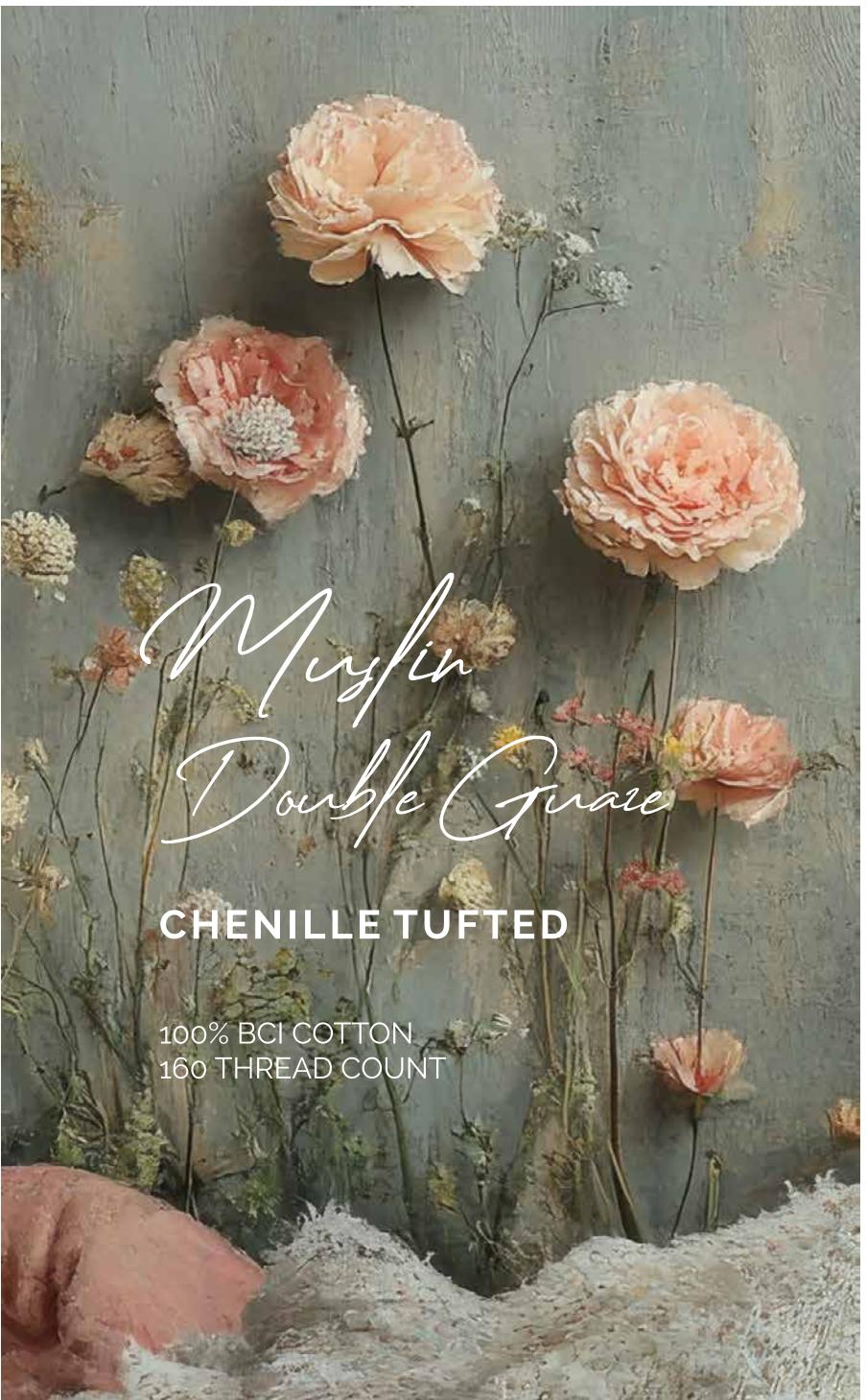
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**better**  
cotton  
BetterCotton.org/MossBalance

# 3 Grade Muslin

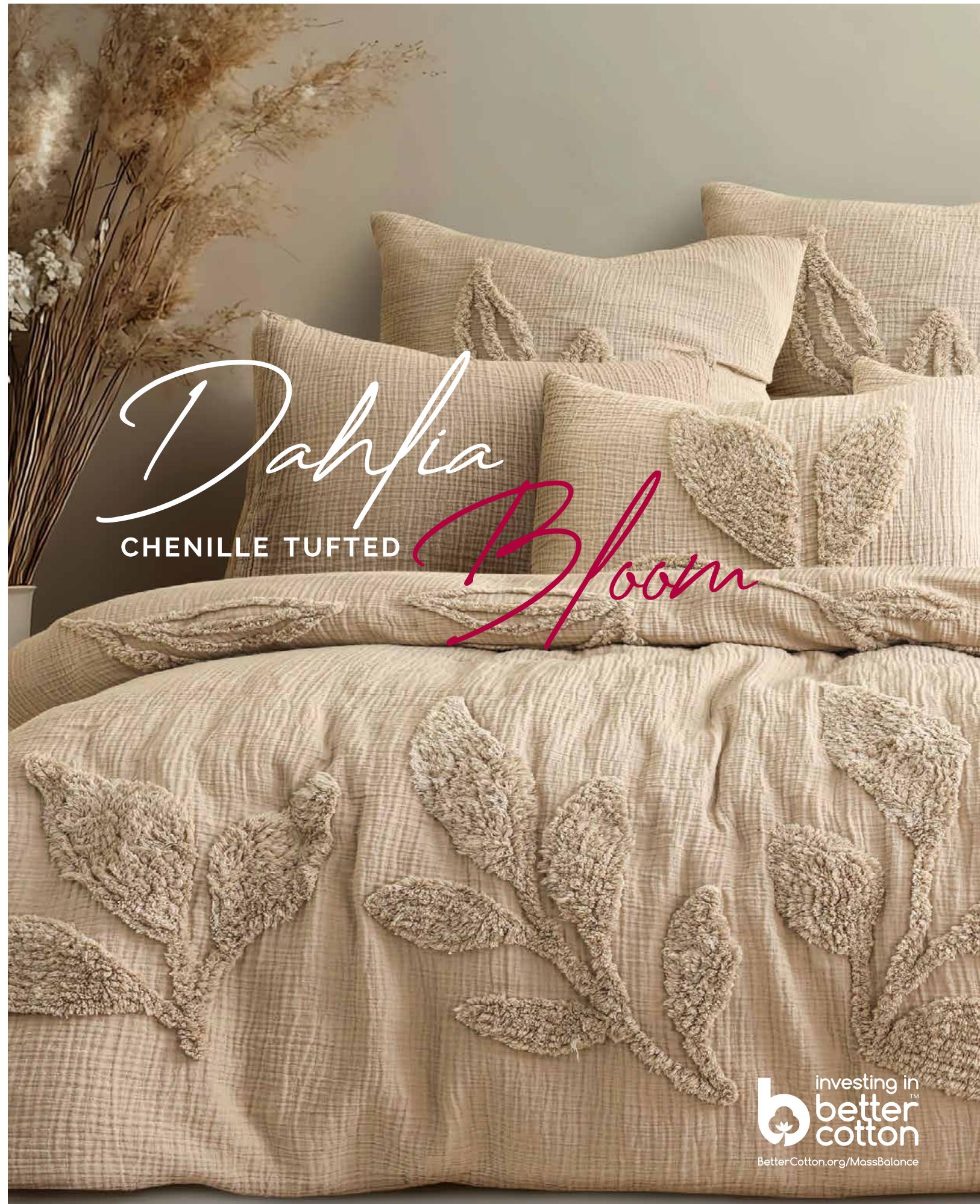


Crafted from pure cotton muslin, this lightweight and airy duvet cover set offers exceptional ventilation, making it perfect for year-round comfort.





Nature has a great simplicity and therefore  
a great beauty.



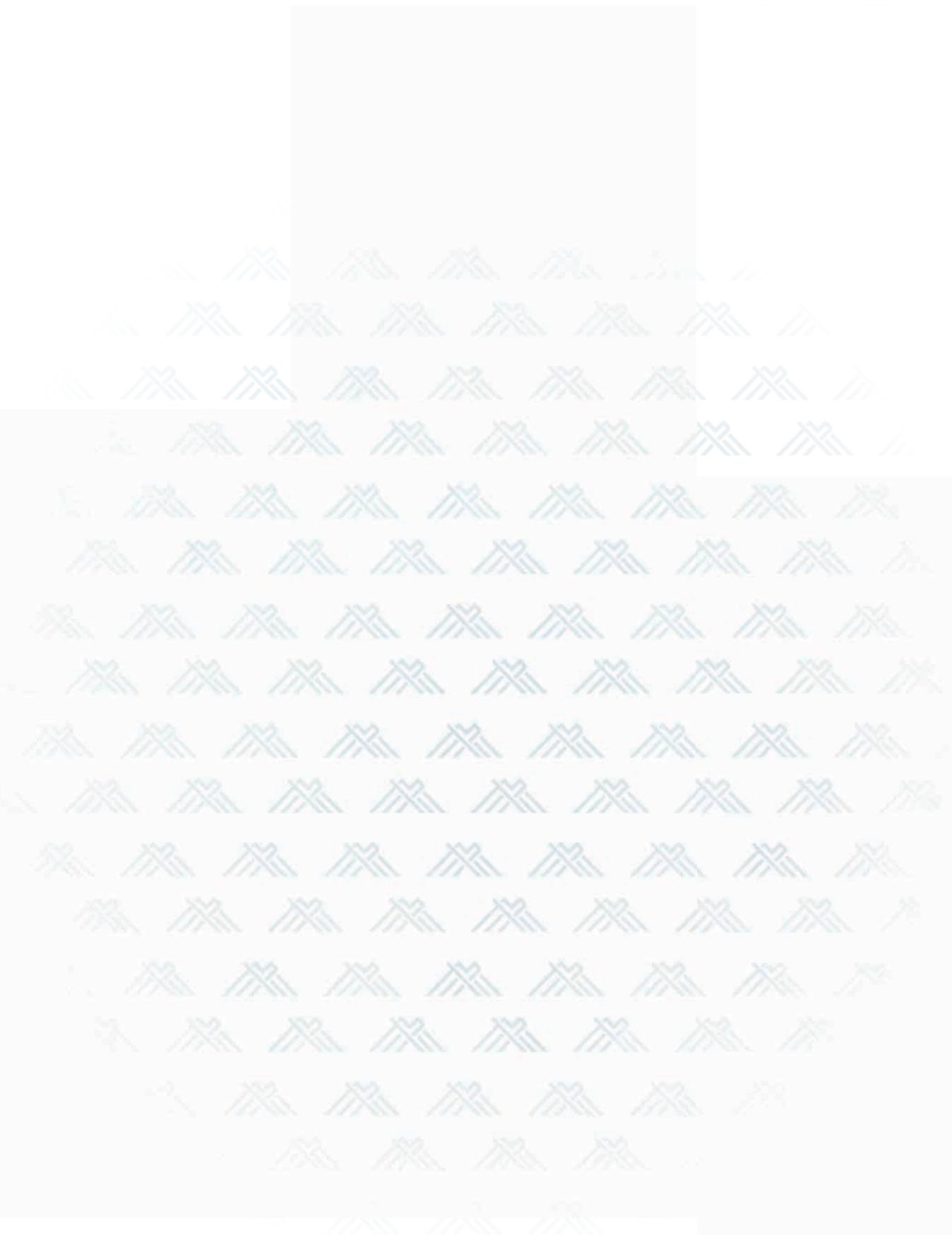
# Muslin Double Gauze

The Caelura Duvet Cover Set is crafted from 2-layer gauze muslin cotton, celebrated for its airy softness and natural breathability. With a delicate toile-inspired floral print paired with subtle stripes, it blends heritage charm with modern ease.



# Caelura

# TUFTED



*Garment Washed*

Bring bold texture and  
modern elegance to your  
bedroom with Tufted  
Luxe. Crafted from  
T-144, 100% cotton  
10s 100% cotton

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**better**  
cotton  
BetterCotton.org/MossBalance

*Tufted  
Luxe*



THREAD COUNT 144

*Harbour Luxe*

Where textures meet and silence stays, Dreams arrive in gentle ways.

Threads that whisper, lines that blend, Sleep begins where long days end.

Wrapped in warmth, the world feels right, Dreams come softly through the night.

*Garment  
Washed*



[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)



[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)

*Arcadia Tuft*

Discover playful geometry wrapped in modern comfort with Arcadia Tuft. Made from T-144, 100% cotton, this duvet features hand-tufted arcs that bring a soft, tactile dimension to a smooth percale base. Each piece is garment-washed to achieve a beautifully soft feel, a relaxed drape, and a look that feels effortlessly lived-in.



THREAD COUNT 144

Ultra-Soft Touch

Natural Wrinkled Look

Skin-Friendly

Enhanced Breathability

Color Depth & Fade Resistance

Durable & Long-Lasting

Pre-Shrunk Fabric

Eco-Conscious Process

# Noir Whimsy

Beneath each fold, the night turns gold,  
A story of rest, serene and bold.  
Softly woven, a gentle art.  
Where comfort and elegance never part.

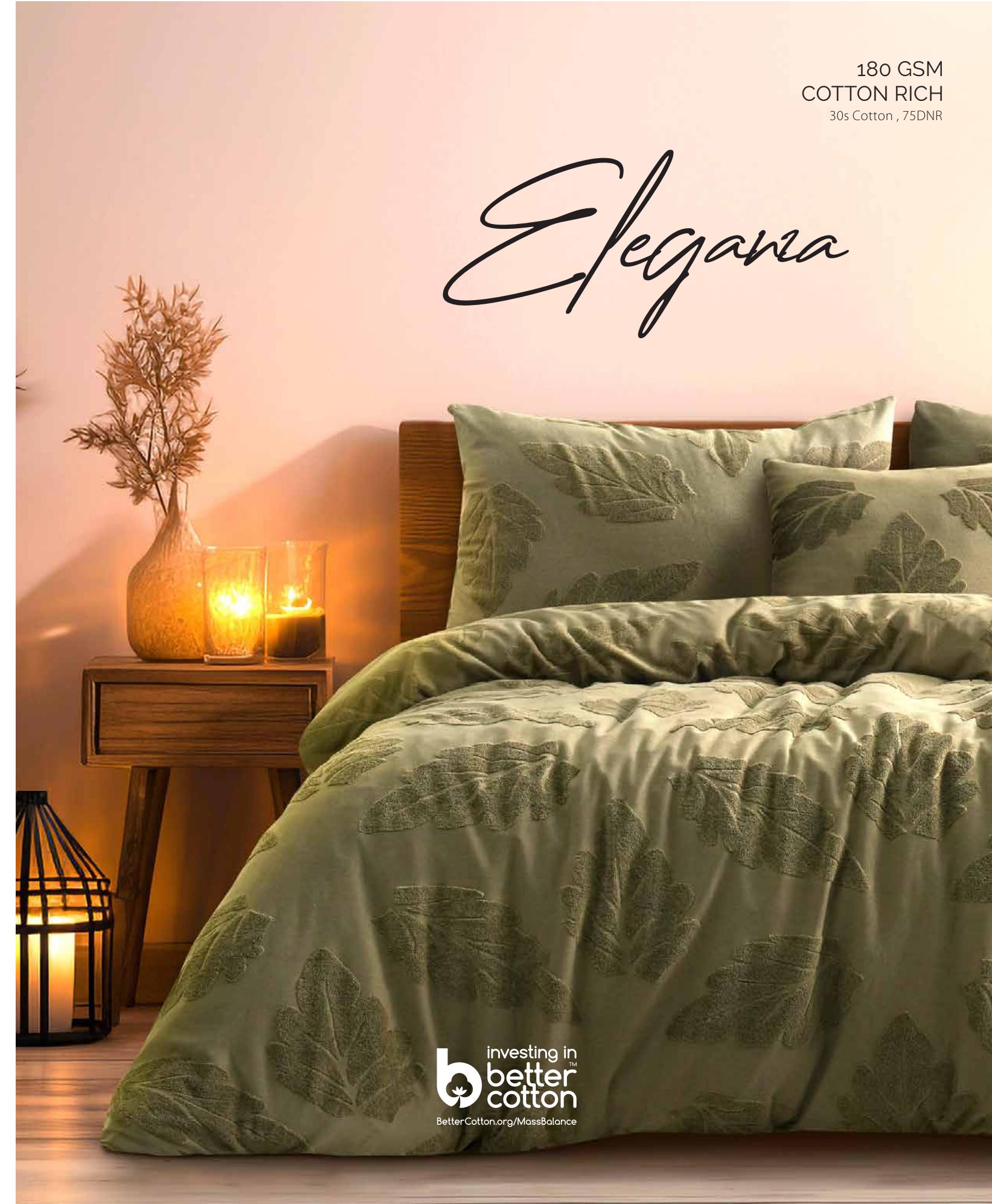
Threads of luxury, quiet and deep,  
a timeless embrace that carries sleep.



THREAD COUNT 144

Enhanced Softness, Breathable  
& Lightweight Natural Wrinkle  
Effect Improved Durability  
Gets Better with Time

Textured comfort with this garment washed  
waffle and tufted duvet, where soft botanicals  
meet timeless coziness.



investing in  
**better**  
cotton

BetterCotton.org/MassBalance



180 GSM COTTON RICH

30s Cotton, 75DNR

180 GSM  
COTTON RICH

Tyfed

Verdant Whisper

Midnight

30s Cotton, 75DNR

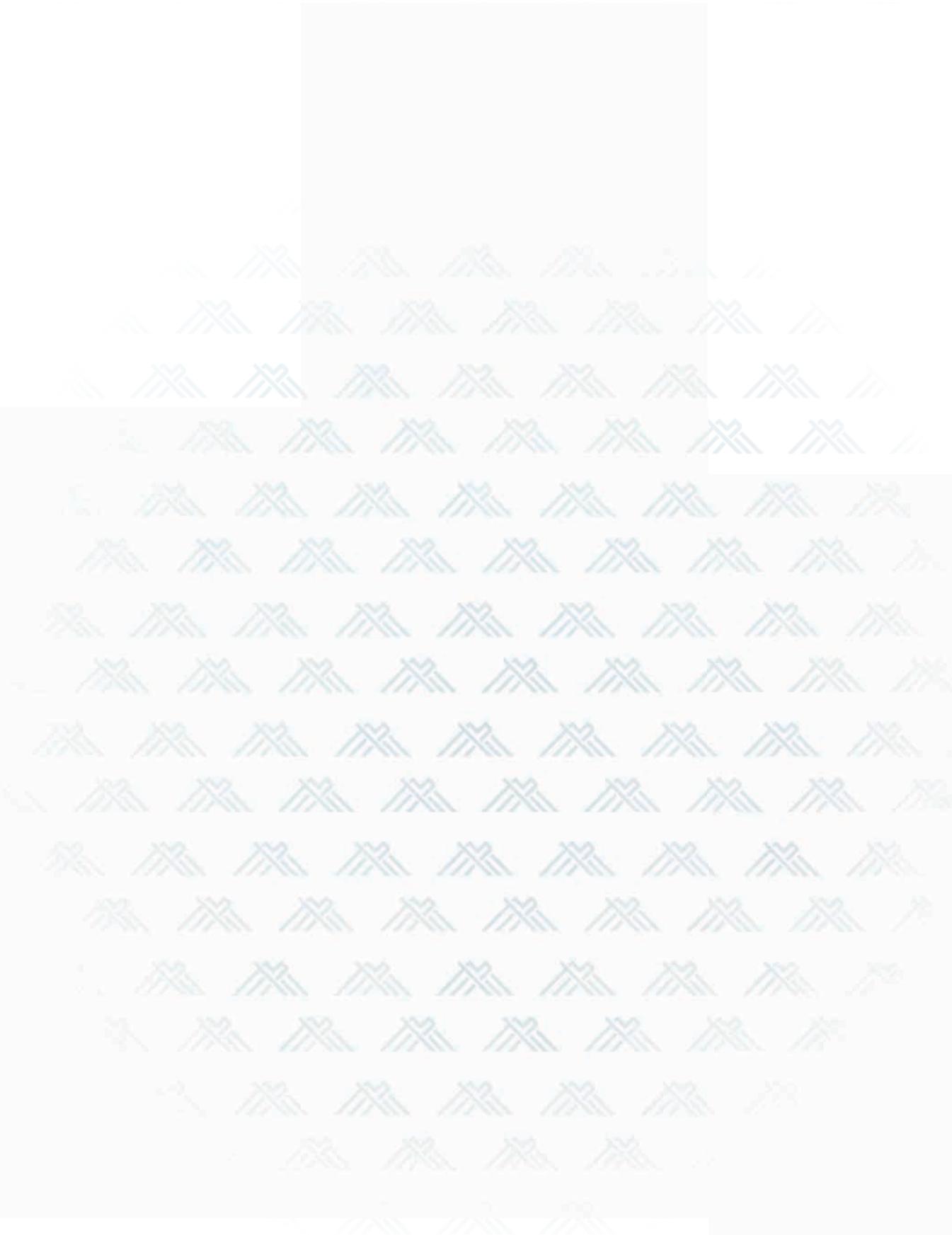
*Ellips*

180 GSM COTTON RICH

30s Cotton, 75DNR

investing in  
**better**  
cotton  
BetterCotton.org/MassBalance





"Pink wavy lines go swirl and sway,  
Butterflies flutter in green and white play.  
Soft little ways for dreams so sweet,  
A cozy bedtime ways colors meet."



designed for you

Thread Count 144  
100% Cotton  
10s Cotton





Thread Count 144  
100% Cotton  
10s Cotton



Investing in  
better cotton  
BetterCotton.org/MassBalance



Thread Count 144  
100% Cotton  
10s Cotton

**KIP**  
designed for you

# Moo Mallon



Moo baby cow, so soft, so small,  
wobbly little legs and a happy call.  
moo in the morning, moo at night,  
dreaming of stars and moon beams bright.  
Milk white spots and a nose of pink,  
tip tap hooves by the water to drink.  
Moo baby cow, snuggle down now,  
sleepytime hugs — moo moo wow!



designed for you



PIXAR



Disney



MARVEL



# NETFLIX

MOJANG  
STUDIOS



MINECRAFT

MINECRAFT



©Disney  
disney.com

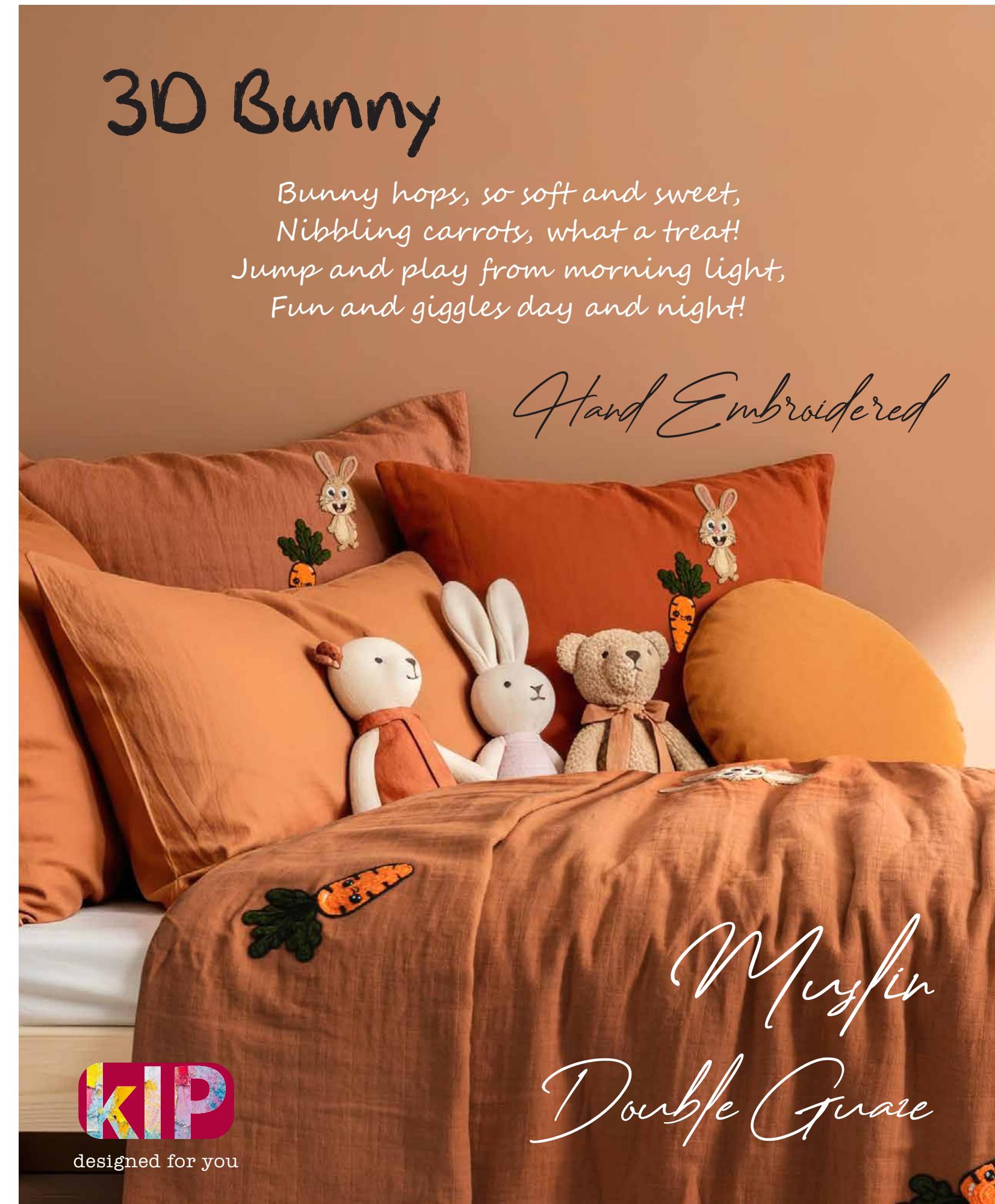


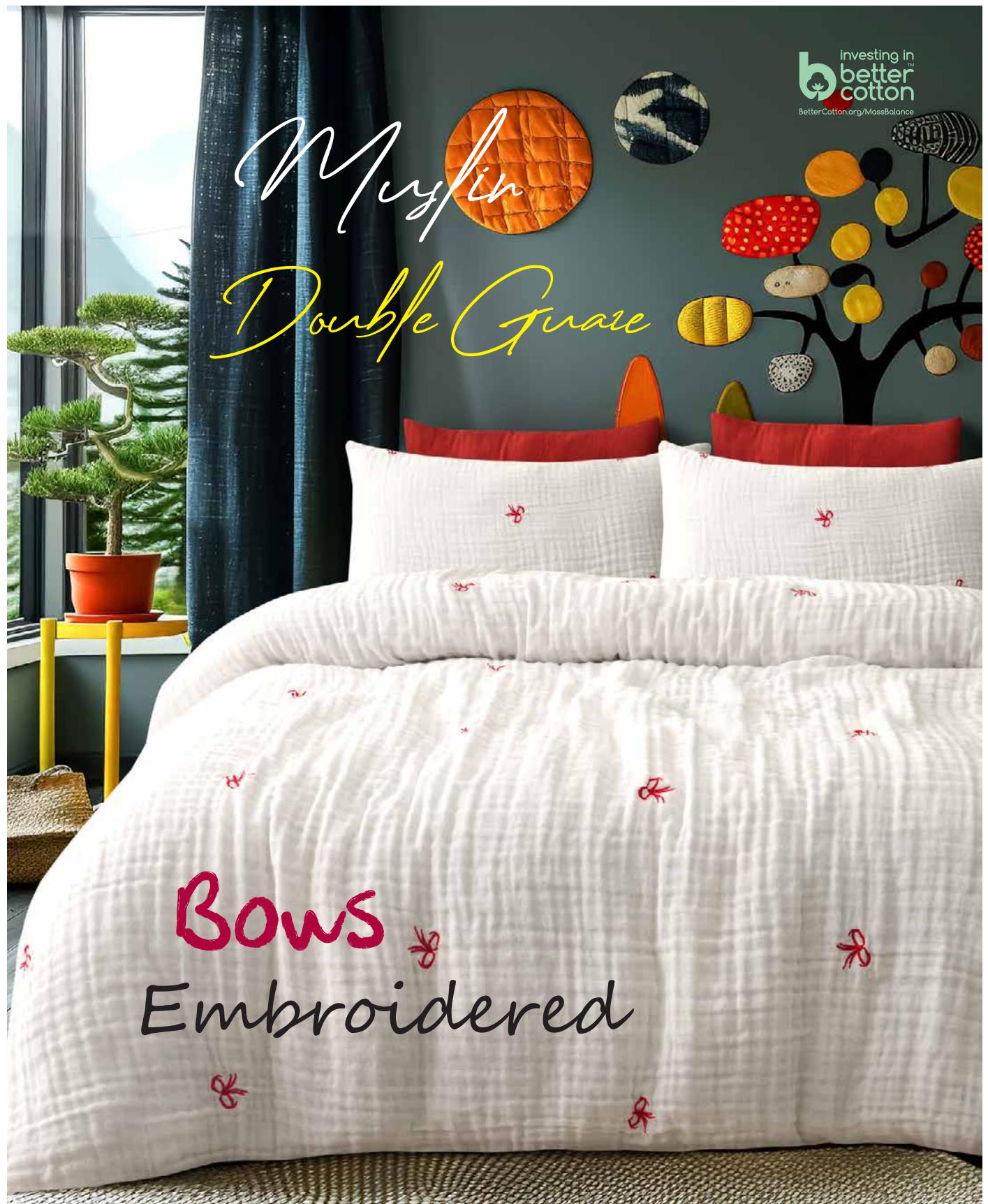
BetterWork



“Catch the stars, little stars”

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cotton  
BetterCotton.org/MassBalance







3D Embroidered



“Bakes and Hugs, All Day Long!”

Teddy's  
Bakery

76x68/30x30 100% Cotton



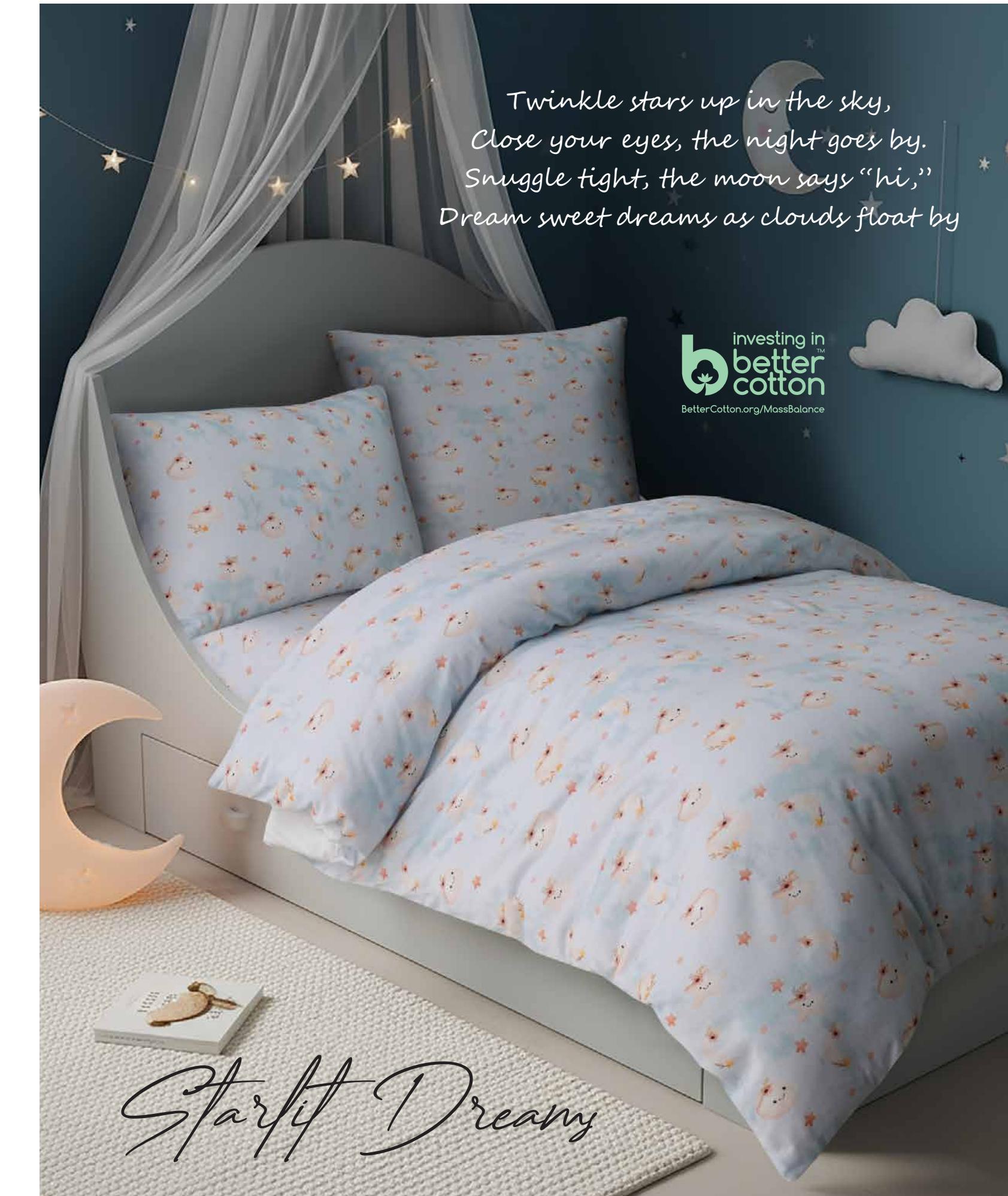
designed for you

“Giggles from  
the Galaxy”





"Snoopy boy loves fun and play,  
Laughing, running, every day!"



Printed Jersey



160 GSM  
100% COTTON

Dinos

"Stop, jump, wiggle, run,  
Dino fun is full of fun"

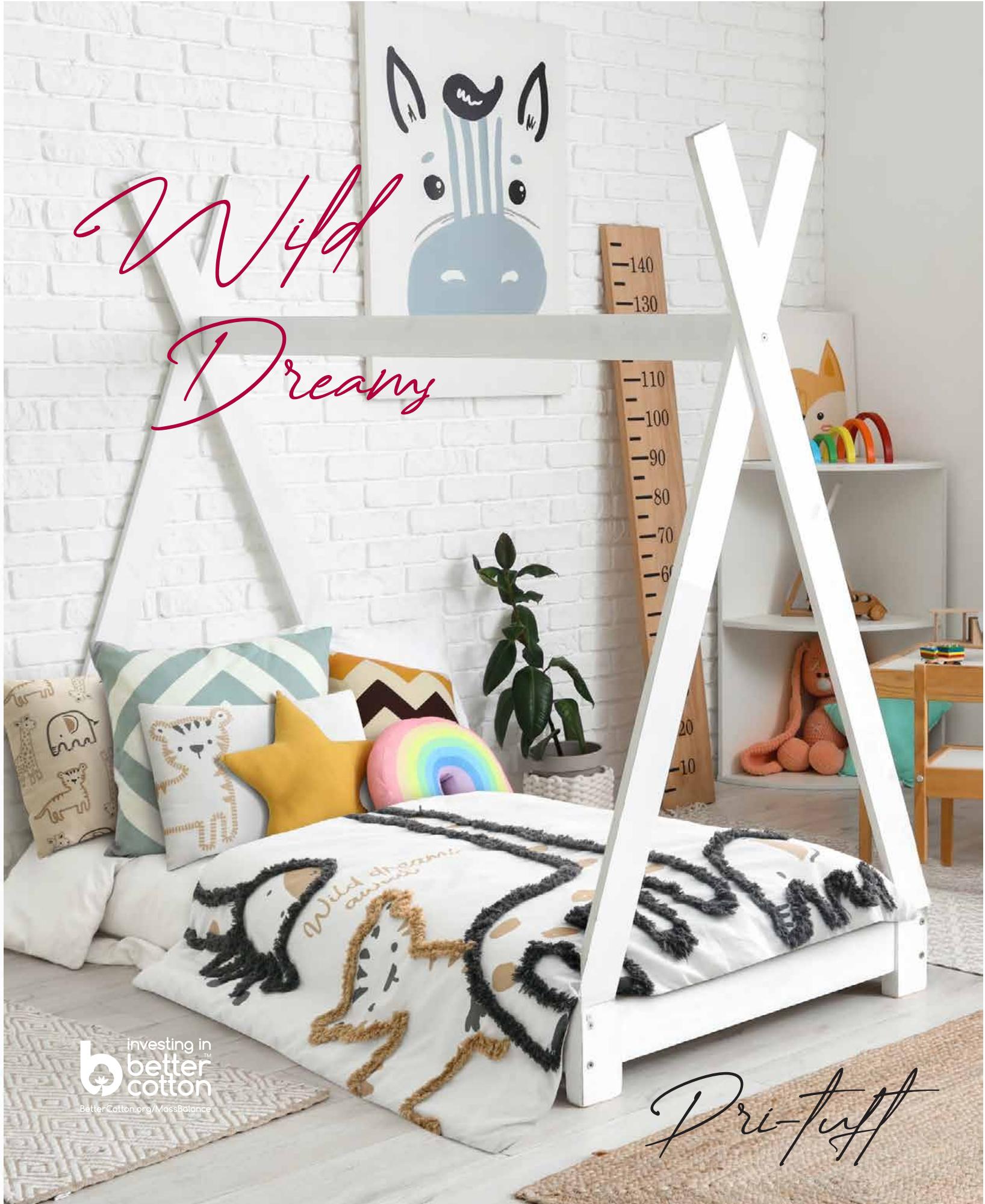
investing in  
**better**  
cotton  
BetterCotton.org/MassBalance



investing in  
**better**  
cotton  
BetterCotton.org/MassBalance

*Wild  
Dreamy*

*Pri-tuff*





## what tog?

Our sleeping bags come in 3 warmth ratings (togs):

### 2.5 tog

Perfect for all year round.  
Room temperatures 16-20°C

### 1.0 tog

Summer time and day naps.  
Room temperatures 20-25°C

### 0.5 tog

Great for hotter temperatures.  
Room temperatures 25°C+

This innovative "arms in & arms out"

2 in 1 Swaddle Sleep Bag  
features **breathable** panels and is made with **comfort flex**  
**tufted** jacquard jersey.

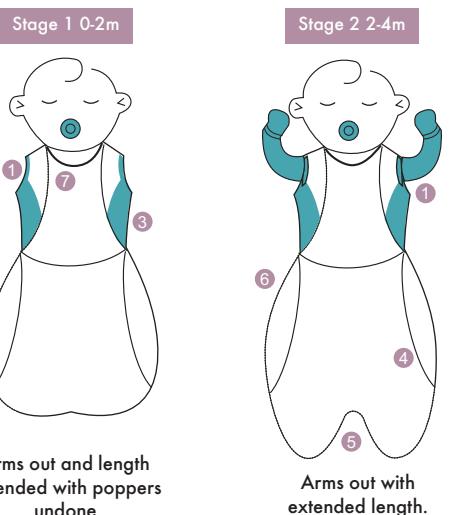
CONFIRMS TO  
BS EN 16781:2018

# Snug Sleeper

This innovative  
“arms in & arms out”  
2 in 1 Swaddle Sleep Bag features  
**breathable** panels and is made  
with **comfort flex jacquard**  
knit jersey.

#### DESIGN FEATURES

1. Popper opening arms to swaddle in or out
2. Botton opening zips for easy changing
3. Breathable mesh panel on torso and neck
4. Hip healthy design for safe development of joints
5. Extendable length to suit baby when they are tiny and as they continue to grow
6. Travel friendly shape for car seats and pushchairs
7. Super soft materials for delicate skin
8. Zip guards and snag free zips







Flutter, flutter, soft and bright,  
Butterfly hugs all through the night.



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**better**  
cotton

[BetterCotton.org/MassBalance](http://BetterCotton.org/MassBalance)



designed for you

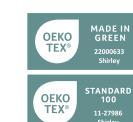
*Muslin 3 Guaze*



2.5 TOG SLEEPING BAG

*3D Hand Embroidered*

Carefully made from 3 guaze muslin and complimented  
with hand stitch.





designed for you



Snoopy



designed for you

# Ruffles Hug



Ruffle ruffle, snuggle tight,  
Muslin hugs you just right.

Dreamland waits with stars so bright,  
Sleepy baby, nighty-night.



designed for you

*Muslin Double Gauze*

100% Cotton 100x62/32x32

# 3 Grace Muslin



designed for you

100% Cotton 108x90/40x40



designed for you

## *Bed Nest*



Tufted Jersey 200 GSM  
Printed Jersey 160 Gsm  
Filling: 650 grams

100% Cotton

## *Hooded Towel*



Terry: 340 GSM  
Jersey: 160 Gsm

100% Cotton

## *Waterproof Bib*



Tufted: 200 GSM  
Printed Jersey: 160 Gsm  
Laminated Terry: 210 GSM

100% Cotton



# *Berry Friends*





0.5 TOG SLEEPING BAG  
100% Cotton Printed



Petals, giggles, sleepy sighs,  
Tiny blooms and lullabies.



Flowers giggle, colours glow,  
Snuggles flutter, nice and slow.  
Wrapped in blooms, so soft, so neat,  
Every nap is calm and sweet."

*Muslin  
Double  
Graze*

*Blanket*



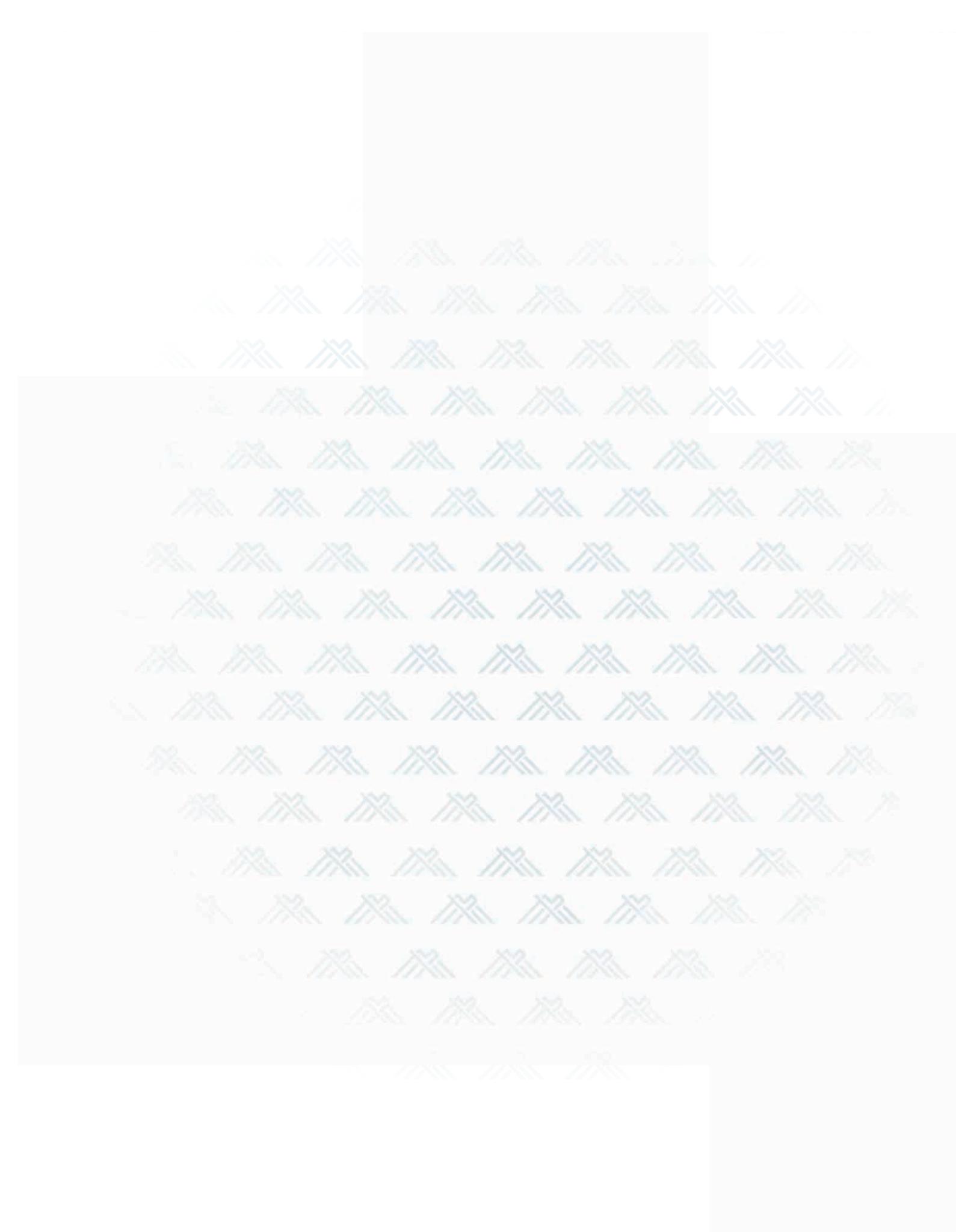
*Embroidered*



2.5 TOG SLEEPING BAG

100% Cotton 50x32/10x10





Soft jacquard textures meet a classic  
blanket stitch edge, designed to wrap  
you in comfort with a beautifully  
finished look.

*Jacquard  
Textured  
Blanket Stitch  
Edges*

Embroidered  
450 GSM

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BetterCotton.org/MassBalance



250 GSM

investing in  
**better**  
cotton  
BetterCotton.org/MassBalance

### WAFFLE BLANKET

The airy waffle texture creates a relaxed, layered look.  
Offered in a range of colours to style your bed just  
the way you love.



*Waffle  
Blanket*  
250 GSM

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cotton  
BetterCotton.org/MassBalance

HERGESTELLT  
MIT 100%  
ÖKOSTROM.  
**CLEAN  
ENERGY**  
MADE WITH 100% SOLAR POWER



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better  
cotton  
BetterCotton.org/MassBalance

True cosiness is unmatched.  
Our collection brings together  
artisanal handcraft, intricate  
tufting techniques, and luxurious  
woven finishes.



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cotton  
BetterCotton.org/MassBalance

*Woven  
Blanket*  
350 GSM



Oblong Pillow  
Kumihimo Hand Work  
Half Panama



Oblong Pillow  
Applique Work  
Half Panama



Oblong Pillow  
Stacked Stitch Hand Embroidered  
Half Panama



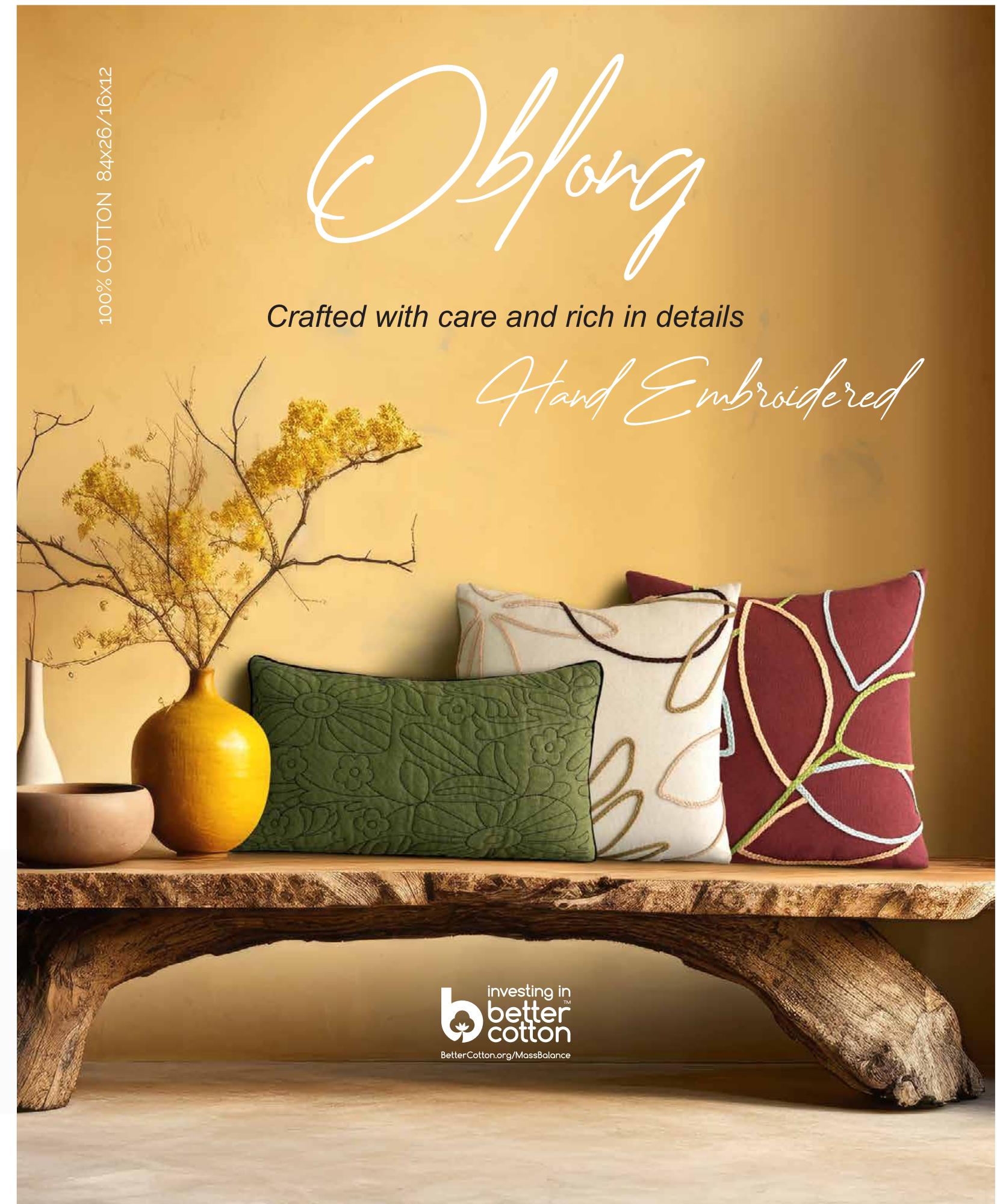
Oblong Pillow  
Couching Hand Work  
Half Panama



Oblong Pillow  
Linked Loop Hand Embroidered  
Half Panama

Filling: 450grams Ciclo Fibre

100% COTTON 84x26/16x12





100% COTTON 84x26/16x12

*Crafted with care and rich in details*

# Decorative Cushions

CICIO®

SUSTAINABLE TEXTILE TECHNOLOGY



Braided Hand Work  
Half Panama



Braided Hand Work  
Half Panama



Pom Center Applique Work  
Hand Tufted



Hand Tufted  
Half Panama



Hand Tufted  
Half Panama



Mosaic Embroidered  
Half Panama



Split-panel  
Half Panama



Color Block  
Waffle



Split-panel  
Half Panama



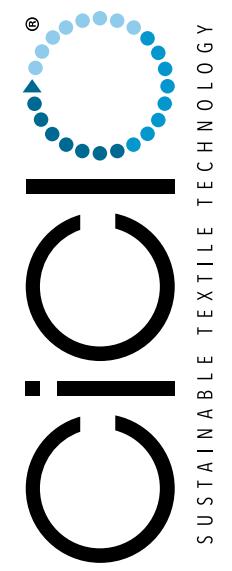
Cross Stitch Junction  
Half Panama



Classic  
Waffle



Machine Embroidered  
Half Panama



Living

Crafted with care and rich in detail,  
our oblong and decorative pillows.

Designed to layer beautifully,  
They complete your living area  
with effortless elegance.



100% COTTON 84x26/16x12  
Filling: 450grams Ciclo Fibre

# CLOSED LOOP RECYCLING cradle to cradle



## Seat Cushion

Filled with post consumer recycled cotton fibre derived from clothing and textiles.



## Seating Pads Cushion

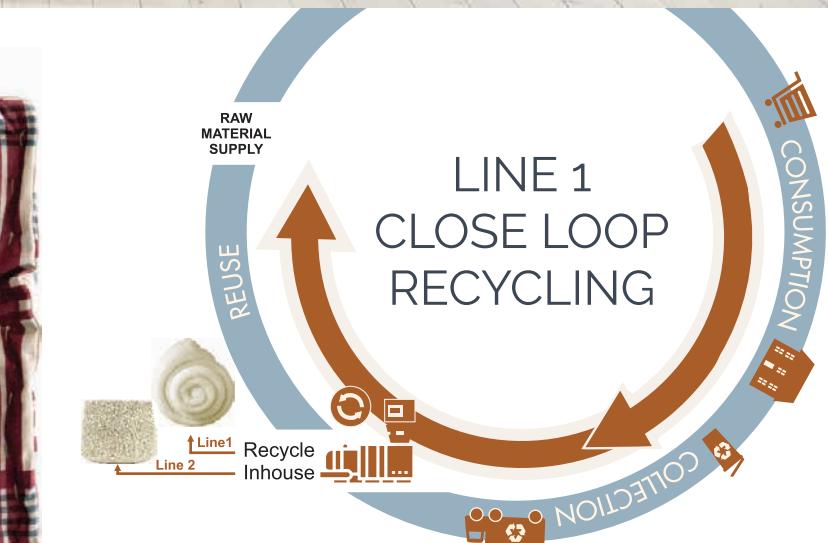


100% COTTON 70X40/10X10



## Seat Cushion

Filled with post consumer recycled cotton fibre derived from clothing and textiles.





Soft jacquard textures meet a classic  
blanket stitch edge, designed to wrap  
you in comfort with a beautifully  
finished look.

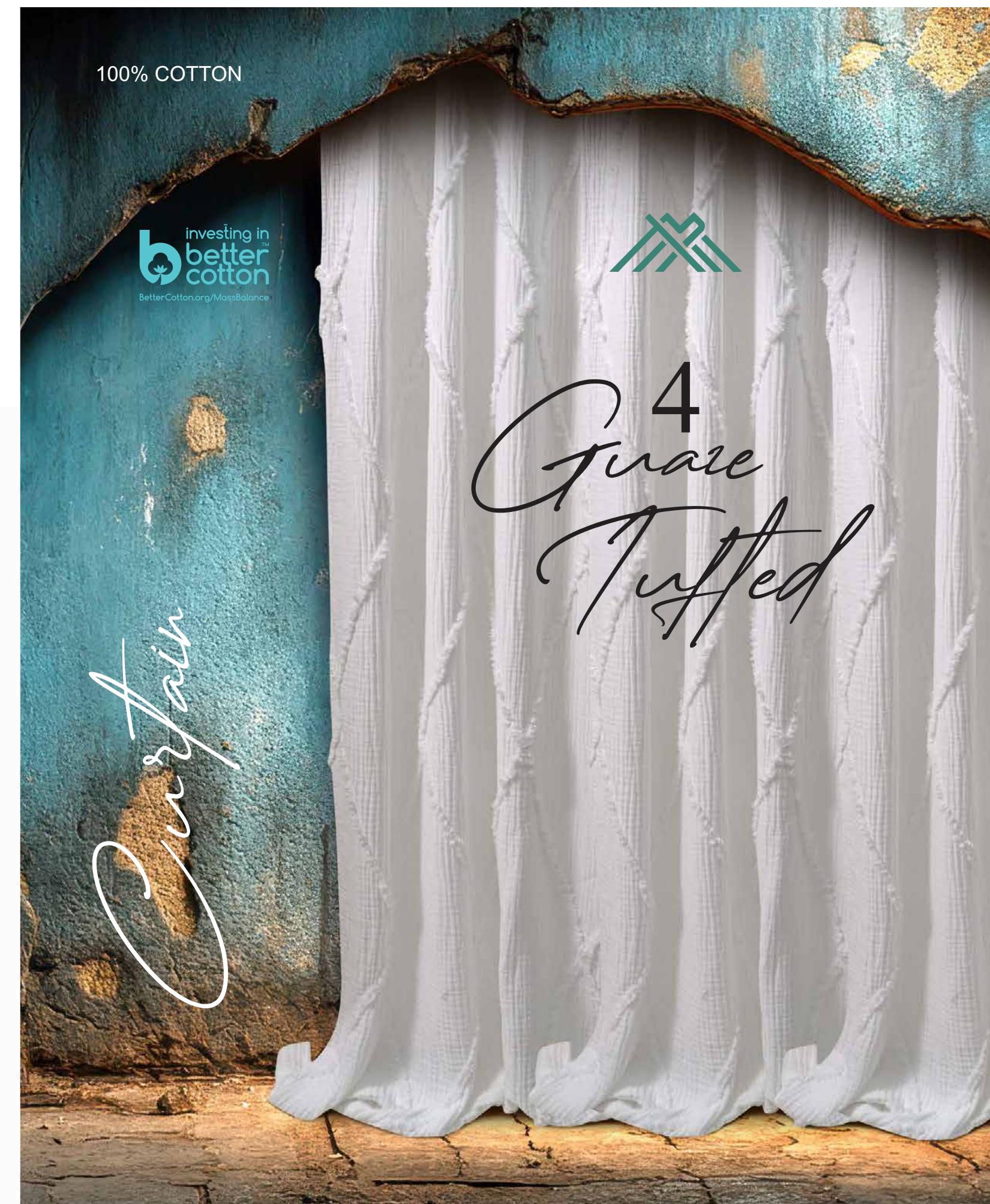
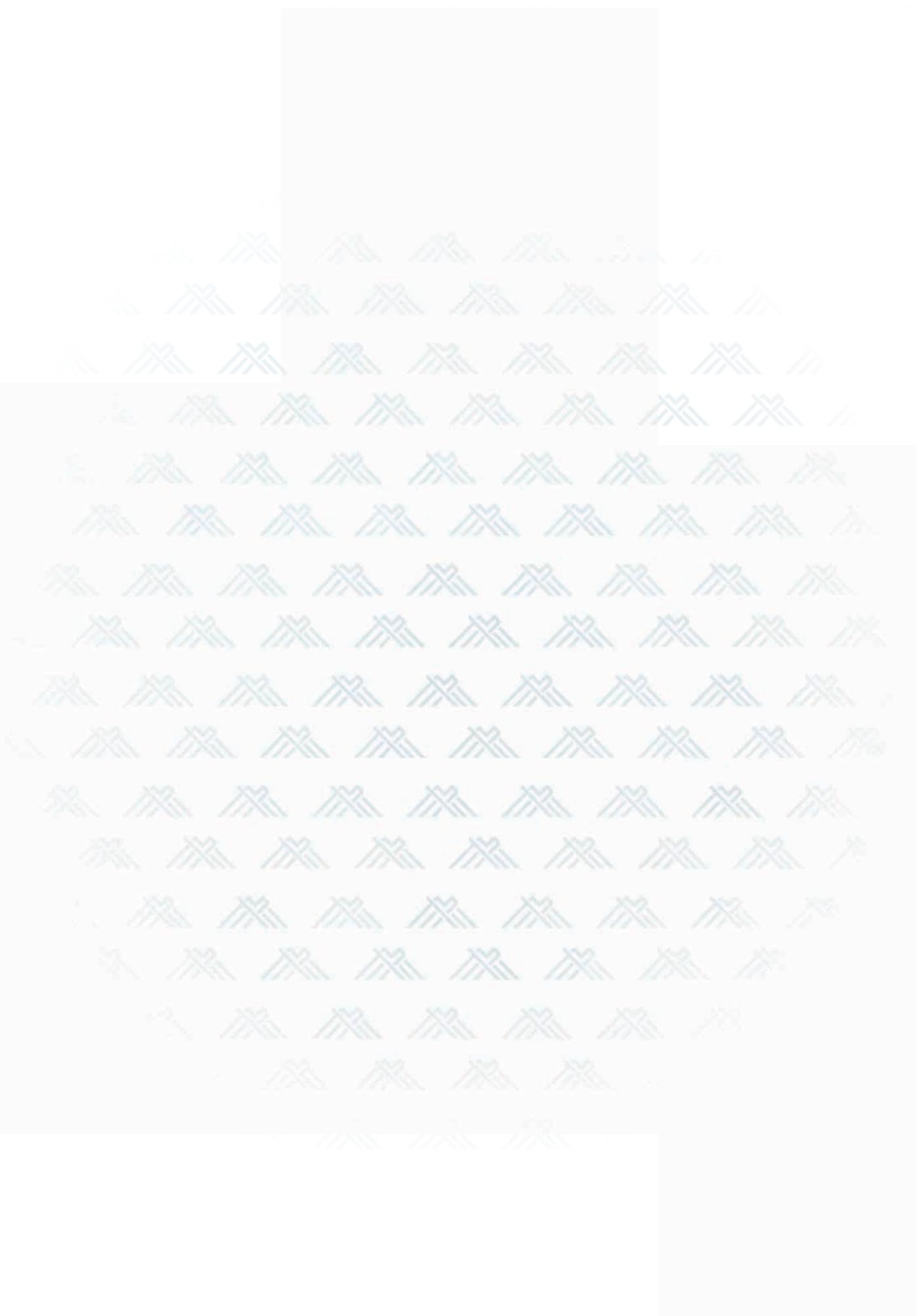
# Jacquard Textured

## Blanket Stitch Edges

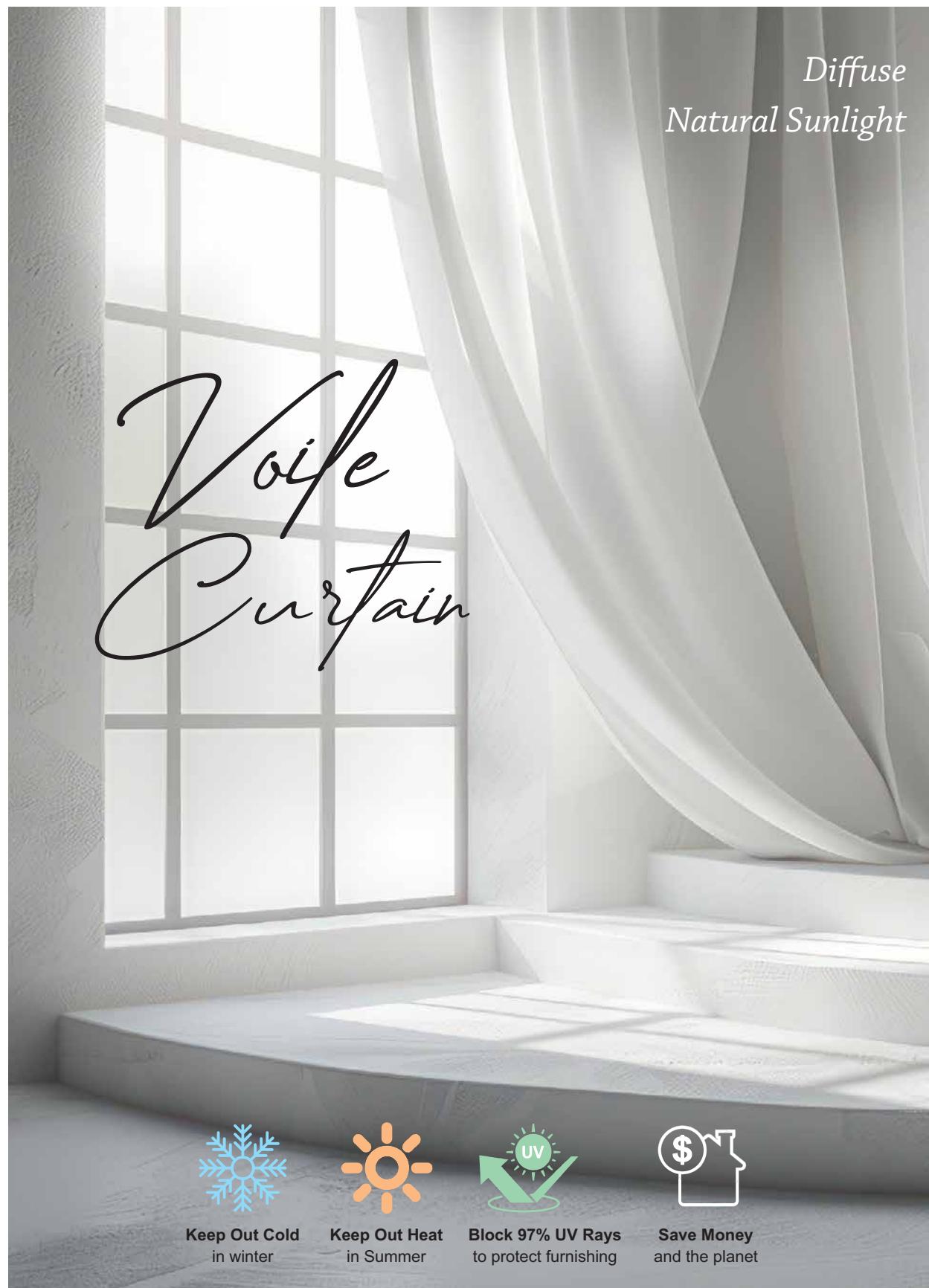
Embroidered  
450 GSM

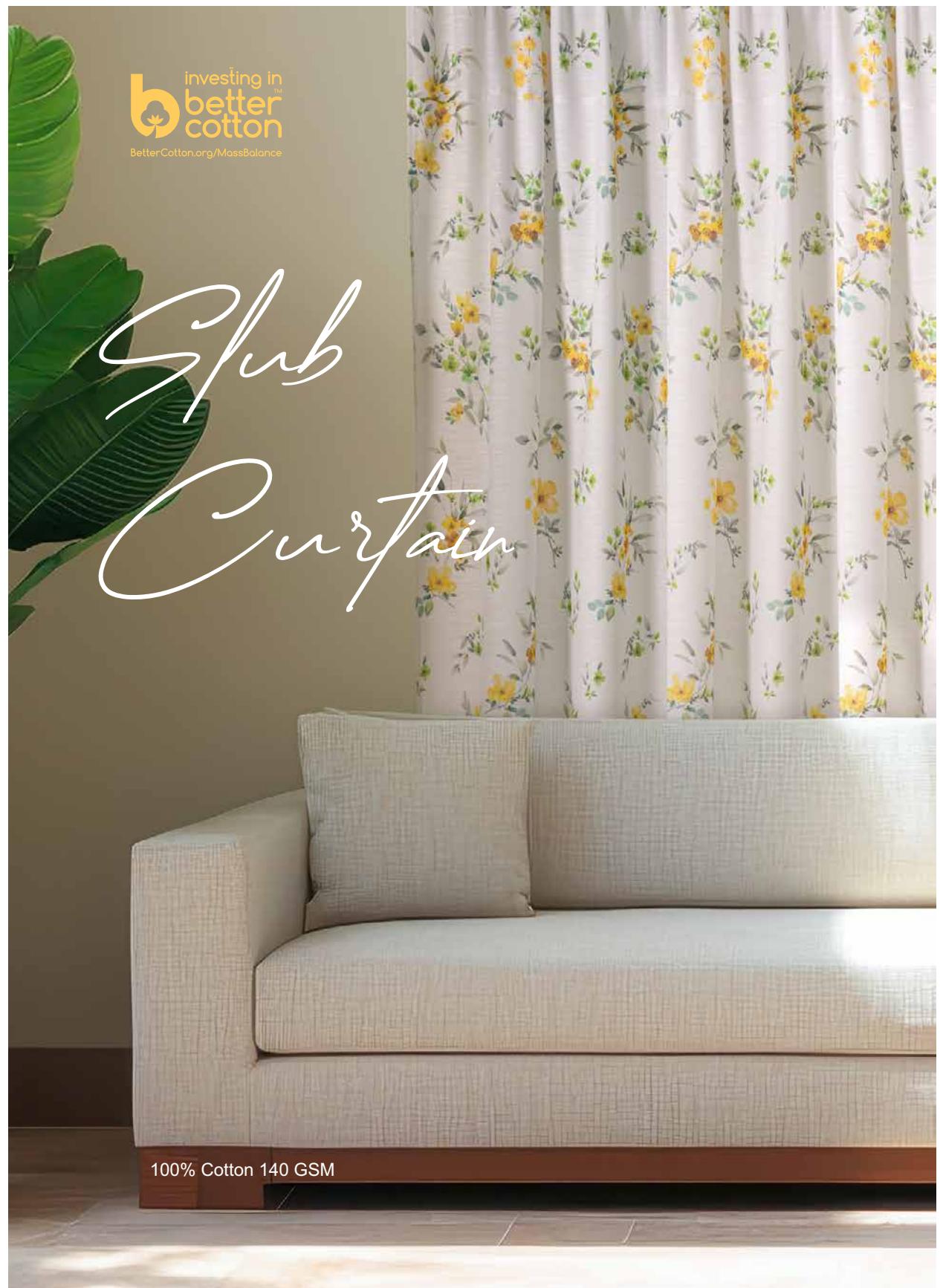


CURTAIN











Tab Top  
Curtains



Cross Weaved Slub CVC

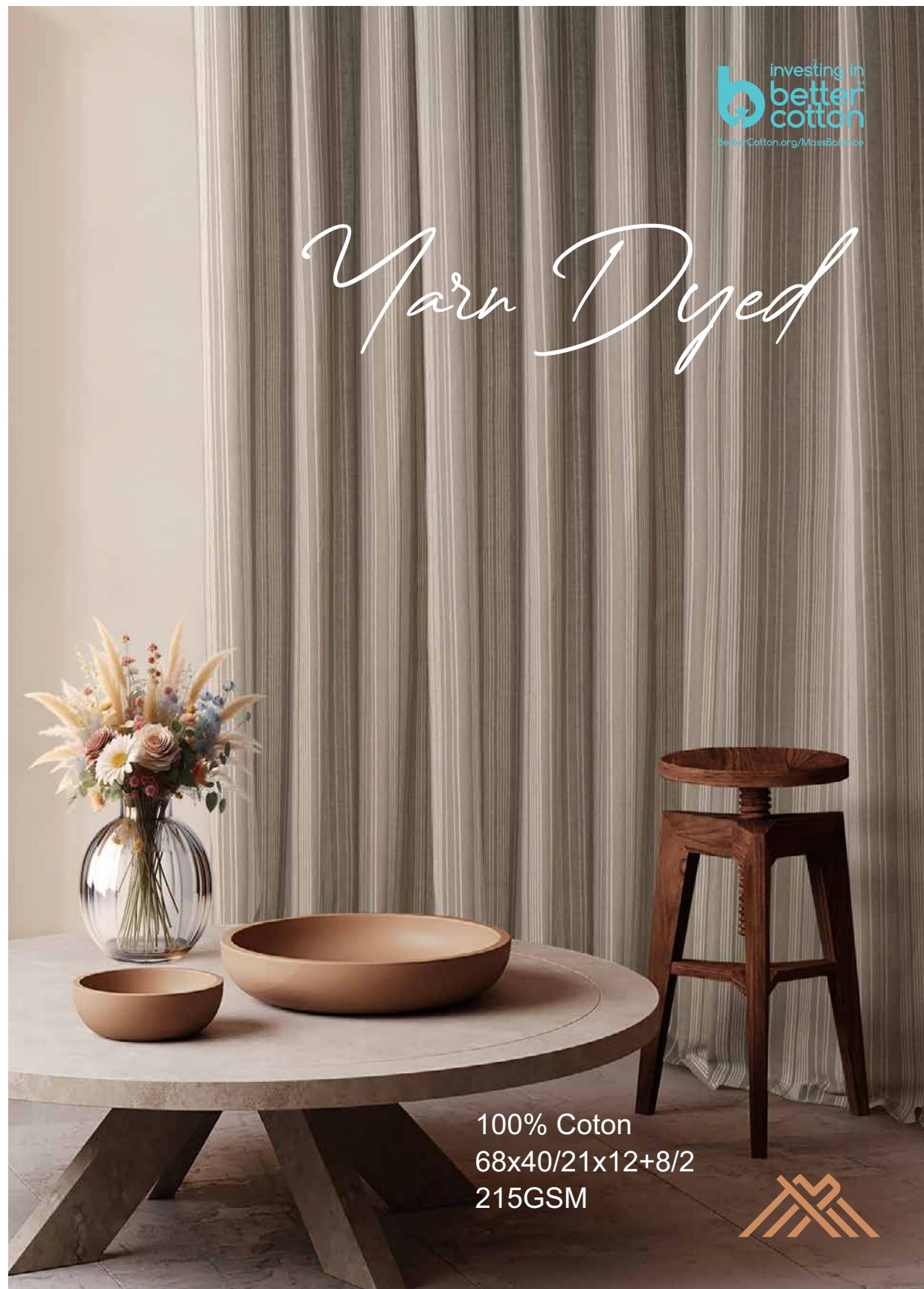
Check  
Elegance



Cotton 50x43/12x16  
190gsm

Yarn Dyed

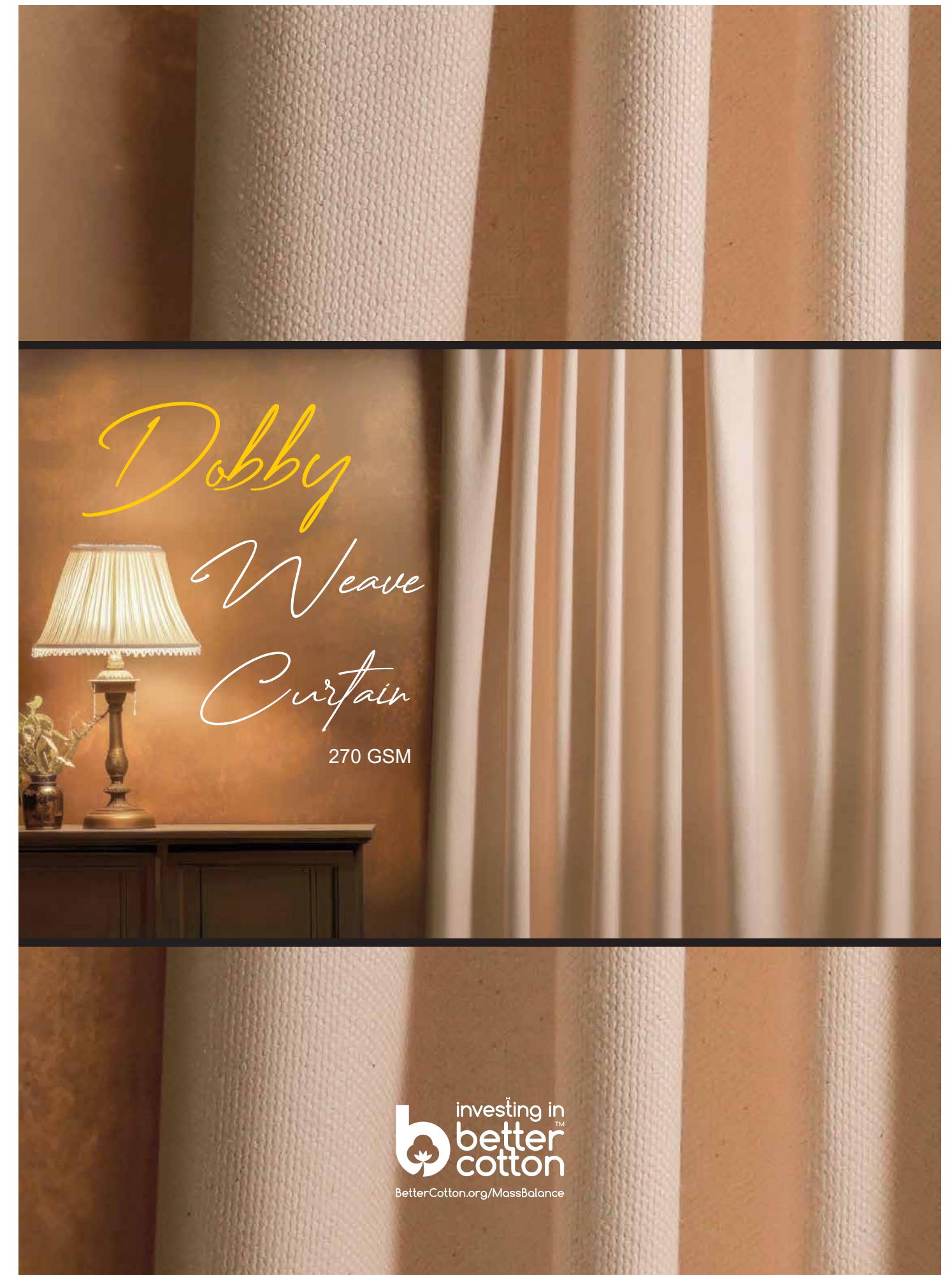
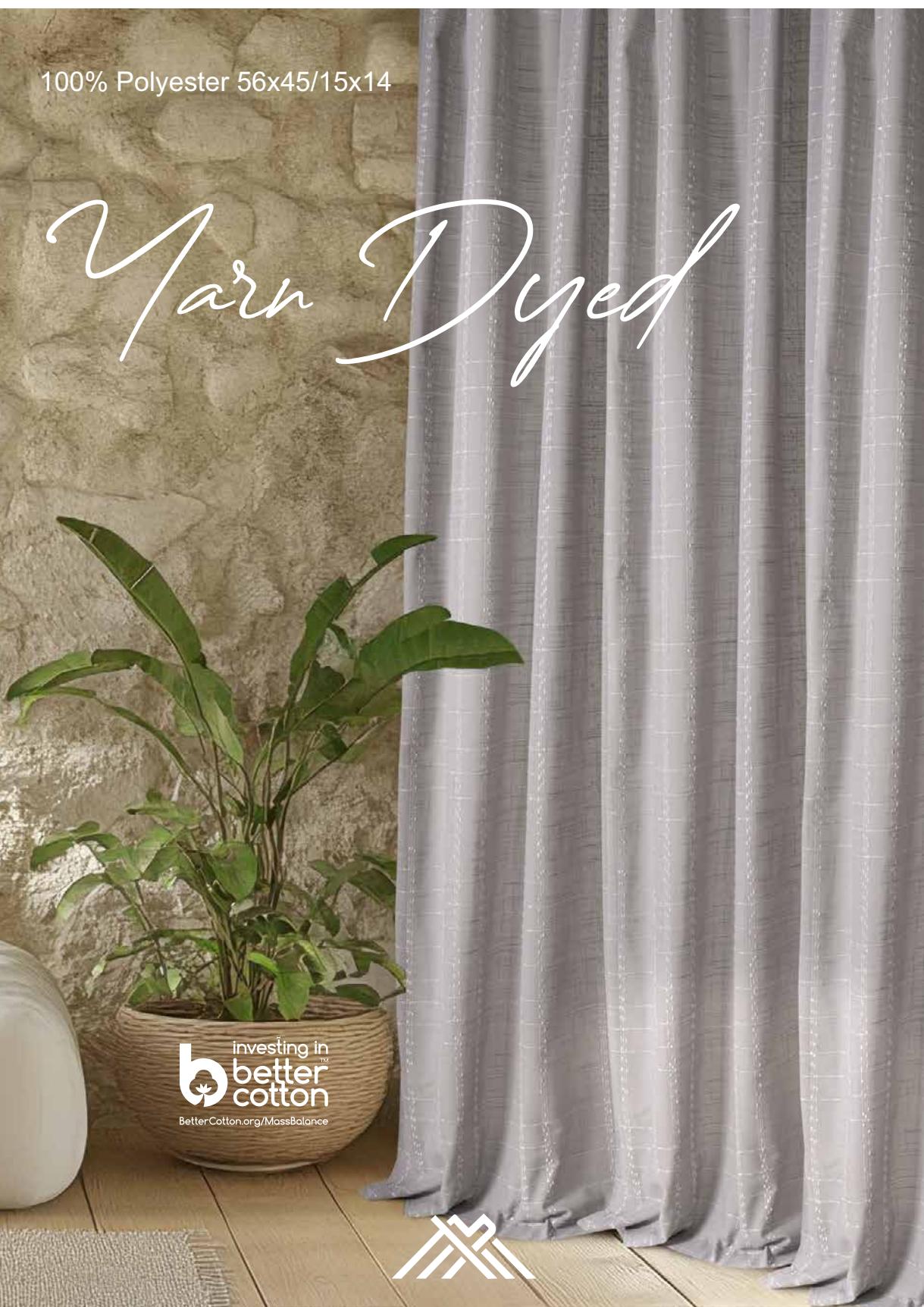




100% Coton  
68x40/21x12+8/2  
215GSM



52% Polyester 48% Cotton  
150x64 40/300DNR  
190gsm





## Seerwaff Tie Top Curtains

280 GSM

## Seerwaff Eyelet Curtains

Eyelet curtains bring a modern and stylish touch to any interior. Designed with metal rings at the top, they slide smoothly onto the curtain rod for easy installation and effortless movement. Perfect for living rooms, bedrooms, or offices seeking a neat and polished finish.



Smoky Grey

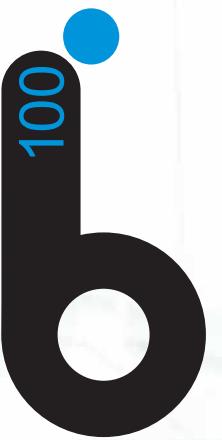
280 GSM



# Seersucker Waffle Curtains

280 GSM

- Garment Washed
- Waffle Texture
- Soft & Breathable
- Wrinkle-Friendly Look
- Color Depth
- Durability
- Easy Care



## black Out

100% **BlackOut**  
and UV Protection  
Regulate Room  
Temperature

100% Polyester



230gsm 84x28/16/8

230gsm 84x28/16/8



The water-repellent finish keeps your bathroom dry and fresh, while the easy-care material ensures long-lasting use. A perfect blend of functionality and décor for everyday living.

# Shower Curtains

**72in.W x 72in.L  
183cm x 183cm**

The water-repellent finish keeps your bathroom dry and fresh, while the easy-care material ensures long-lasting use. A perfect blend of functionality and décor for everyday living.

*Textura*

Crafted from a natural blend of bamboo and cotton, this shower curtain combines eco-friendly durability with soft, breathable texture. The bamboo fibers offer natural resistance to moisture and bacteria, while cotton adds a gentle, luxurious feel.

**BAMBOO COTTON WAFFLE**

Shower  
Curtains

72in.W x 72in.L | 183cm x 183cm

A perfect choice  
for Sustainable,  
Modern Living