



DOWNPASS STARS

ARO Artländer

Premium: Small but brilliant

ATELIER MANUFACTURER



ARO® ARTLÄNDER GmbH, based in Lower Saxony, Germany, has been committed to its "passion for down" since 1919. The traditionalist operates three fully integrated raw feather washing lines in northern Germany, and all products are "Made in Germany". In addition to more than 100 years of core competence in this natural filling material, expertise in mattress production was added around 50 years ago. The full-range supplier concentrates on the premium segment with its products and exports to Japan, Korea and other Asian countries.



Downpass talked to Peter Gumbel, managing director at ARO® ARTLÄNDER GmbH.

ARO® ARTLÄNDER GmbH has about 100 years of experience in development and production of sleep comfort. The company's product portfolio includes bedding for adults and children as well as mattresses. What are the advantages of such a portfolio for the company's success?

In addition to the expansion of our core competence, the washing and sorting of feathers and down, it has

always been the intention of the shareholders to position the company broadly in the market.

The specialization as a premium manufacturer in the Siberian down comforter segment (snow goose down in silk covers, highly fluffy Siberian wild duck down in batiste) as well as the orientation as a baby and children's bedding manufacturer were inevitably accompanied by the development into a "full-range supplier" in this field, and so for many years we have also been known in mattress production.

Following the strategy "small but brilliant", one building block has been placed on top of the other. Thanks to its own variability and this wide range of products, ARO Artländer has succeeded in further expanding existing partnerships and establishing new connections both at home and abroad. Based on a passion for down and feathers as loose goods, ARO Artländer GmbH has consequently developed further and today delivers all over the world.



ARTLÄNDER is very critical in purchasing its down and feathers and uses mostly goods from Siberia, Ukraine and Eastern Europe, which collectors procure directly for the company. Why did you decide on such a restrictive procurement policy?

There are no compromises for ARO Artländer. Because of decades long partnership with our suppliers, partly even joint ventures, we now benefit from these transparent and very well-established supply chains.

Please allow me to use another scene. A restaurant's menu alone rarely provides as much information as a look into its kitchen. In other words, we want to know how, where and who works with this wonderful natural product that we ultimately refine.

Artländer is also a supplier to the exclusive hotel industry - the Corona crisis with its various lock-down phases was certainly a challenge. To what extent are sustainability criteria increasingly relevant for purchasing decisions in contract furnishing, and how is the company prepared for this?

As far as purchasing decisions are concerned, as in many other areas of life, there has almost been a change of paradigm in the hotel industry. The consumer seeks and expects information about the origin and production of a product.



Bedding is rightly no exception. ARO Artländer offers not only complete traceability for its products, but also an internalized sustainability concept, which we implement and consistently pursue through many individual projects, including our own, fully integrated wastewater treatment plant.



How important are independent certifications for your success, and why do you rely on the DOWNPASS seal as a sign for animal welfare & quality?

The issue of animal welfare continues to take center stage. As a company, we would like to do justice to this in its entirety. The traceability of the origins, their documentation and control are indispensable today. Together with our partners, we want to comply with all legal and ethical requirements and wishes. This is in our very own interest and so the DOWNPASS seal helps us with its clearly structured framework and processes. Especially for our international business the high worldwide acceptance of this certificate is a crucial point. Especially geared to the bedding industry, the DOWNPASS seal is an important certification for our company on the way to even more transparency and safety.



Peter Gumbel
Managing Director ARO® ARTLÄNDER GmbH

Source: Downpass e.V.