

# Giving to Singapore & Sumba

BY KEL FLANDERS

While it can be easy for businesses to get caught up in day-to-day work-related issues, many continue to seek ways to offer charitable support for the community. We meet one here.



Besides making super comfortable mattresses from organic latex and other bedding products from good-for-the-earth sustainable materials, **European Bedding** also focuses on giving back.

Managing Director STEFAN MAGNUS has a passion for the environment, which initially drove him to source latex from an organically certified plantation. “We wanted our supplier to be carbon neutral certified with a Fairtrade certificate. Now, all of our products have an eco-friendly aspect (organic, carbon neutral, sustainable and FSC certified). But we also looked to see how we could make a difference from a local level. So, when our clients receive a new mattress from us, we encourage them to responsibly recycle their old one.”

The company selects good second-hand mattresses and donates to local Singaporean organisation Beyond Social Services. “It’s a great charity dedicated to helping less privileged children, youths and their families break away from the poverty cycle. When customers buy a bedding product from European Bedding, they’re investing in a better life – not just for themselves but also for others and the environment.”

But can second-hand mattresses be re-gifted? “Yes; we make sure the mattresses are clean, with no visible stains. Overall presentation matters



Tina & Nico



– minor wear and tear is acceptable, as long as the mattress has retained its shape and still provides adequate support for a comfortable sleep. Most importantly, we have to match the required mattress size to fit the receiver’s existing bed frame.”

## Help for Sumba

This isn’t the only programme championed by European Bedding. “We’d been looking for our next charity organisation to support – another one that we could truly connect with.” It was during a dinner with the founder of the Sumba Hospitality Foundation (SHF), Inge De Lathauwer, that Stefan realised SHF was ideal. “I was inspired by Inge’s dedication, vision and determination.”

The Sumba Hospitality Foundation has a mission to help the eastern Indonesian island of Sumba to grow as a sustainable tourism development, which involves the local people, protects the environment and showcases the natural beauty of the island.

“The SHF has a full boarding permaculture school and a green hotel for underprivileged Sumbanese youth. It provides students with a vocational education, focusing on practical skills in a nurturing environment, while also raising awareness of their cultural identity.”

Stefan says that these values matched perfectly not only with the values of European Bedding, but those of the company’s mattress brand, Heveya. “We also liked the fact that sponsoring individual students created a personal connection that allowed us, and ultimately our customers, to see the results of the fundraising.”

The company sponsors two students to attend the school, who regularly send letters and pictures documenting their progress. “We love hearing about what they’ve learnt, their activities, and their family and friends. They’re always so appreciative. We’re looking forward to going to Sumba to meet them towards the end of the school year.”

So, if you’re in the market for a latex mattress and some supportive organic latex pillows, all set on an FSC-certified bed base, visit European Bedding’s Tiong Bahru store. Try out the 100 percent natural organic latex, with a soft, washable bamboo cover, wrapped in a set of lyocell bamboo sheets.!

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