



PRESS RELEASE

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## QUESTION. Do we know enough to make sustainable choices?

More than ever is important for us consumers to make **nature-conscious decisions** and surround ourselves with things that leave a minimal nature footprint. Like **LINOROOM** table and kitchen linens that are made entirely from 100% natural and sustainable linen. But **do we know why?** Do you know that linen is unique what concerns sustainability? Linen is 100% plant-origin fabric. Its cultivation requires no additional irrigation or fertilising, just rainwater and soil. Being plant-based linen is 100% renewable and 100% biodegradable. The whole plant is used for textile or food leaving no polluting residues. Linen will help you to slow down consumption as it is one of the strongest natural fibres and is very long-lasting. Actually, linen also cares about you! Linen is naturally germ-destroying therefore linen home textiles, such as kitchen towels, are hygienic and never get bad odours. Linen is hypoallergenic and is safe for allergic and sensitive people. Linen products are a sustainable choice for nature and climate-conscious people

Because of sustainability, **100% natural linen** is the sole material that **LINOROOM** uses to create their table and kitchen textiles, such as napkins, tea towels, placemats or tablecloths. Dozens of beautiful nature-inspired designs of home linens by Linoroom will decorate your home or make a fantastic gift for your loved ones! The **UNIQUENESS** of LINOROOM is their napkin sets, composed of 6 different design napkins, that create wonderful table settings where every guest has their own custom napkin! Created here in Europe, Linoroom products carry Nordic values in their DNA: timeless designs, quality of materials, sustainability.

It is good to know more to make correct choices.

### For more information:

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### Additional resources:

Linoroom Catalogue Autumn-Winter 2022: <https://pub.marq.com/LINOROOM-AW22-Linen-Textiles/>

