



THE FRESHNESS ASSURED™ APPROACH

Freshness Assured™ is our guarantee that the natural fill contained in our bedding products is the result of over 200 years of experience and the latest modern cleaning and processing technologies... all working together to bring you the cleanest, freshest and purest down and feathers anywhere.

Here's how it works:

- * Premium quality feathers and down are selected from the finest regions in the world.
- * They're carefully graded and sorted to ensure premium quality at every level.
- * They get meticulously cleaned, including undergoing up to 15 complete washing cycles, to ensure that they are **hypo-allergenic** and free of dust and odor.

- * Quality control, quality control, quality control – every step of the way.
- * They get “ozonated” – a completely safe electronic method to remove any remaining impurities.
- * Finally, they're treated with our exclusive FDA approved anti-microbial treatment so that they stay as clean and fresh as the day they were purchased... for many years to come.



Sourcing

To begin with, not all down or feathers get to be “United” down and feathers. Only the finest quality product from the best down and feather producing regions throughout the world gets used. In our factory, it goes through a rigorous sorting and testing process to ascertain its purity and loft.

Sorting

Raw material is pre-washed prior to sorting. This removes heavy residue and dust, providing for better down and feather separation. Material is then sorted, separating feather and down components and providing further removal of dust and residue. The sorted down is then de-dusted again in a screened vacuum chamber prior to washing.

Washing

and

Rinsing

The washing cycle consists of a multi-cycle program comprised of hot soapy water rinses. Hot soapy water breaks down fat and oil better than cold water washes. Multiple hot water rinses further eliminate dust, residue and other impurities. The raw material goes through at least 12 washing cycles to rid it of any impurities and, following that, it will be electronically-cleaned by a process called “ozonation” (think of it as nature’s way of cleaning down and feathers) to make it hypoallergenic washable treatment is added that provides greater water resiliency. A unique anti-microbial treatment added in the final rinse eliminates bacteria and fungus and provides dust mite protection.

Drying

The drying cycle is controlled by temperature and humidity to provide the ultimate conditions to maximize loft. Dust particles are also removed once again at this stage. A cooling and final de-dusting cycle after washing eliminates the last remaining dust and residue