



DELUX

SCANDINAVIA

Bedding & Accessorizes

Collection

2022

Delux Scandinavia stands for sea and island, and it is so fitting since our Pappa, Göran is from the Archipelago and the Sjöholm family loves sailing!

As a brand it also represents our heaven in the midst of this chaotic world. A soft landing place to rest and recover.

My childhood memories are filled with the best naps in the world, they occurred on our sailing boat, while my dad was behind the wheel and when he finally let me know the wind is now coming from behind us so I can relax and take a break from the constant crew work of navigating, looking for various seamarks and manually tacking and trimming the sails. At the captain's announcement of us sailing windward, I would rush to the front of the boat with a pillow and quilt, lay down and take some deep breaths in, look up at the big white sails against the blue bright skies and my thought would always be one of pure awe and gratitude, this is heaven... I would feel the gentle loving breeze in my hair, hear the seagulls in the background, and feel the ocean whisper through the waves as it gently rocks me to sleep with the freshest breath of air for my lungs to inhale. There is no place I feel closer to nature and no place I feel more surrendered to the Universe as when napping on our sailboat.

Similarly when we lay our weary bodies down in our incredibly comfortable beds, that are built from solid high quality wood with much attention to detail just like a classic luxury sail boat, you can feel it support you and give you all the comfort your body needs to truly surrender and rest.

*Sweet Dreams,
It's what we specialize in.*

Siv Sjöholm

At Delux we have the passion to develop products that give you the best possible sleep comfort. We focus on eliminating moisture, dust mites and bacteria – giving you ergonomics and the healthiest, most relaxing sleep you can have.

We are proud that our products meet the highest quality standards. Due to our modern production technology our prices are also a nice surprise.



DELUX
SCANDINAVIA

I

PILLOWS & QUILTS

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A revolutionary leap forward in down replacements

DAUNLUX

A truly innovative new line of pillows and quilts!

Combining the meticulous craftsmanship of Scandinavia with our cutting edge, patent pending Daunlux filling material, our products set a new standard for down replacement.

Daunlux products feel soft and bouncy, are superior in performance to the highest quality down, less expensive, 100 % non-allergenic, and machine washable.

FEATURES & BENEFITS

- Innovative filling of ultra-fine micro-fibers and soft flakes
- Softer and lighter than down
- Cruelty free - no animal ingredients
- Short shaking enough for full volume
- High resilience
- Highly breathable
- Dust mite free
- Non-allergenic
- Washable at 60° C
- Half the price of down

Daunlux Pillow

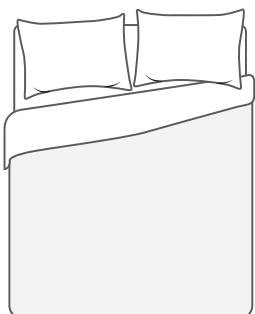


Fabric: 100% Cottonsatin
Filling: ultrafine microfibers and softflakes Polyethylene Daunella®

60x70x cm	60x70x4 cm	60x70x6 cm
low	medium	high
450	480g	550g



Daunlux Quilt



Fabric: 100% Cottonsatin
Filling: 50% Foss, 50% polyester microfiber

140x200 cool	140x200 warm	220x200 cool	220x200 warm
600g	1000g	800g	1600g





BLOCKER

Quality sleep preserves our physical and mental health. It helps maintain a normal weight, promotes cardiovascular health, restores strength and strengthens the immune system. It also improves memory, lowers anxiety levels, and reduces stress symptoms. Enough sleep makes us more positive, which helps us keep good relationships with others.

FEATURES & BENEFITS

- Protects your eyesight
- Improves your nervous system
- Improves blood circulation
- Better metabolism
- Decreased cancer risk
- Balanced hormones
- Stronger immune system

Blocker helps reduce the radiation levels in the body

Blocker Pillow

Fabric: 100% Microtencel
Filling: ultrafine microfibers and softflakes Polyethylene Daunella®



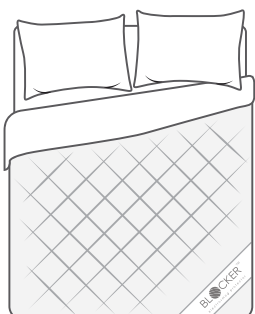
Blocker 60x70 cm
600g

Visco 50x33 cm



Blocker Quilt

Fabric: 100% Microtencel
Filling: 50% Foss, 50% polyester microfiber



140x200 cm	200x200 cm
600g	900g/m ²





BUTTERFLY

Butterfly-shape pillow is developed to offer most optimal support to your head, neck and shoulders. Special neck-curves on pillow allow to align properly Your body and spine in any position You are sleeping. No matter whether you are stomach-, back- or side-sleeper- Delux Butterfly pillow suits you well and allows you to get the maximum from your night-sleep.

To match the best with your body, Butterfly pillow is available in different heights. The broader your shoulders, the higher pillow you need.

Filling of small memory-foam sticks and polyester ballfiber offers perfect neck support together with fluffy softness of fiber-filled pillows.

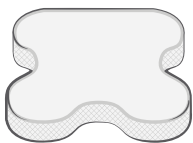
For better air-circulation in the pillow Butterfly pillow has ventilation-net on sides to lead out moisture from the pillow.

FEATURES & BENEFITS

- Optimal support to neck and shoulders
- Relieves body pressure
- Suitable for side-, back- and stomach-sleepers
- Different heights
- Quick dry

Butterfly Pillow

Fabric: 44% Viscose, 66% Polyester
Filling: 70% Polyurethane foam, 30% Polyester



M 50x60 cm	L 50x60 cm
600g	800g





VISCO

Memory foam reacts to body heat and the pillow moulds itself to the shape of a warm body within a few minutes. Delux Memory foam pillow gives your neck optimal support and offers you a relaxing night sleep.

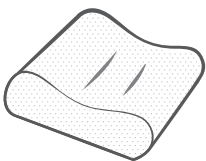
Cover fabric of pillow feels smooth and pleasantly cool on your skin.

Viscose yarn in it absorbs moisture and transfers the humidity out of the bedding.

FEATURES & BENEFITS

- Relieves pressure
- Increases comfort level
- Softens according to body temperature
- Absorbs motion
- High resilience

Visco Pillow



Fabric: 44% Viscose, 66% Polyester
Filling: Memoryfoam 50kg/m³

50x60 cm





*AIR - dry, fresh and warm.
Box-shape on pillows give an optimal neck support.*

AIR

The air cushion offers a good moisture balance and is breathable.

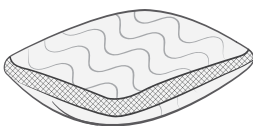
The Tencel fibers used in the contents absorb the moisture and the net on the side of the pillow helps to expel it. Due to this, the pillow stays warm and dry during sleep, ensuring a peaceful sleep. The MicroTencel fabric is pleasantly soft and cool against the skin.

A medium-height pillow that is suitable for sleeping on your stomach, back and side.

FEATURES & BENEFITS

- Optimal sleeping climat
- Moisture absorbation
- Temperature regulation
- Destructs bacterias and dustmites
- Breathable
- Tencel fiber, 100% Organic
- Moisture absorbation
- Aircirculation
- Moisture Aircirculation
- Moisture absorbation
- Aircirculation

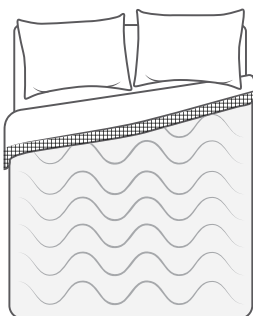
Air Pillow



Fabric: 60% MicroLyocell, 40% Polyester
Filling: 30% Tencel®, 70% Airella

60x70 cm	60x70 cm
low	high
550g	700g

Air Quilt



Fabric: 60% MicroLyocell, 40% Polyester
Filling: 70% Airella fiber, 30% Tencel fiber

140x200 cm	140x200 cm	220x200 cm
2x400g	2x460g	2x660g





FRESH

While sleeping, small skin particles are shed in to your bedding and mattress. Normally the dust-mite can eat and live on skin lakes broken down by microscopic fungus. HealthGuard fibre used in Delux Fresh products acts to inhibit house dust-mite via dual mode of action.

Firstly microbes coming into contact with the fibre are inhibited via dehydration of the cell molecule - thus preserving the fibre, removing the dust mites' food source, preventing microbial degradation, staining and odours. Secondly the dual action mechanism of the HealthGuard fibre provides a repellent effect which helps eradicate the house dust mite.

FEATURES & BENEFITS

- Antibacterial and dust mite free
- Quick dry
- Fresh and healthy sleeping climate
- Suitable for asthmatics
- Machine-washable

Fresh Pillow

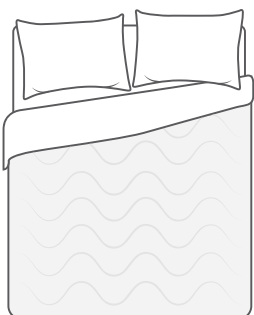


Fabric: 100% Cotton Percale
Filling: 100% Polyester HealthGuard®

60x70 cm
600g



Fresh Quilt



Fabric: 60% MicroLyocell, 40% Polyester
Filling: 100% Polyester HealthGuard®

140x200 cm	140x220 cm
800g	1000g





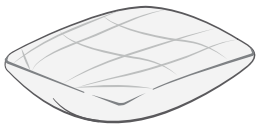
COTTON

Cotton is among the most finely woven fabrics currently produced. Made of 100% cotton, cambric feels especially soft and gives the products a nice shine. Polyester microfiber filling provides an extra layer of luxurious softness with higher volume and lightness.

FEATURES & BENEFITS

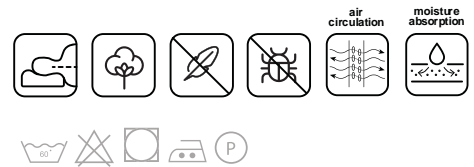
- Softer and lighter than down
- High resilience
- Highly breathable
- Dust mite free
- Non-allergenic

Cotton Pillow

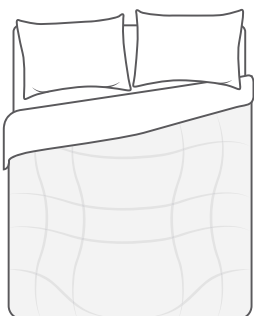


Fabric: 100% Cotton Satin
Filling: 30% Tencel®, 70% Airella

60x70 cm	60x70 cm
6 pcs/box	12 pcs/box
450g	600g

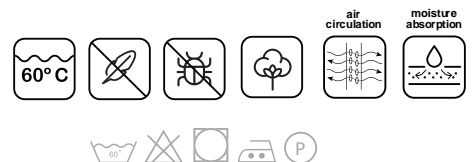


Cotton Quilt



Fabric: 100% Cotton Satin
Filling: 30% Tencel®, 70% Airella

140x200 cm
800g





MICRO

Delux Scandinavia Micro products are made of supersoft Polyester Microfiber fabric with peach finish which gives products great softness and light feeling. Products made of Microfiber fabric are breathable and light enough to be cool for the summer but not cold during winter as temperatures start to drop. Due to characteristics and weave of polyester yarn, Microfiber products have very good washing characteristics and are long lasting.

FEATURES & BENEFITS

- Light & soft
- Hypoallergic
- High insulation
- Mashine washable and driable

Micro Pillow

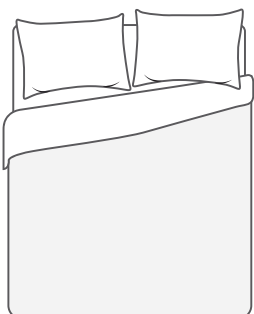


Fabric: 100% Polyester Microfiber
Filling: 100 % Polyester

60x70 cm
15 pcs/box
600g



Micro Quilt



Fabric: 100% Polyester Microfiber
Filling: 100 % Polyester

140x200 cm	140x200 cm 4 season
600g	475 +755g





ANTIDUSTMITE

Protect yourself and your family. Dust mite covers provide complete protection for your pillows and quilts.

Each adult person sheds about one and a half grams of skin every day. Dust mites are microscopic creatures that can live in your bedding and carpets and feed on this skin.

Sound icky? It does explain why dust mite-proof pillow and mattress covers are your first line of defense against dust allergies!

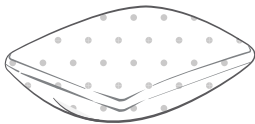
"Hypoallergenic pillowcases help with keeping the dust mites out of your pillow so that the inside of it is not full of dust mite feces, which is what we are allergic to," New York-based allergist Payel Gupta, MD, FAACI, tells Health. "Dust mites live off of the flaking of our skin and so are found in our bedding, rugs and other upholstered furniture."

To reduce bedtime respiratory issues due to dust, consider pairing a hypoallergenic pillow and quilt.

FEATURES & BENEFITS

- Light & soft
- Hypoallergenic
- High insulation
- Mashine washable and driable

Antidustmite Pillow

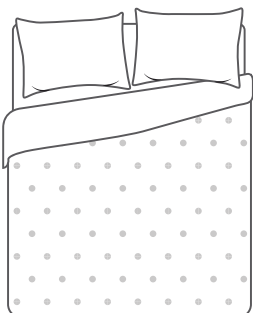


Fabric: 100% Polyester microfiber
Filling: 100% Polyester HCS

60x70 cm
15 pcs/box
550g



Antidustmite Quilt



Fabric: 100% Polyester Microfiber
Filling: 100% Polyester

140x200 cm	140x200 cm	220x200 cm	220x200 cm
600g	800g	950g	1200g

DELUX
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II

ACCESSORIES

[Jersey sheets >](#)

[Bamboo towels >](#)

[Bathrobes >](#)

[Matrass protectors >](#)



JERSEY sheets

These bed linens are as smooth and soft as your favorite T-shirt. They're made out of knitted cotton, which is breathable and durable. The sheet sets come in classic colors and prints that freshen up any bedroom in a snap. They're perfect for year-round use, too. And with their simple yet classic design, these jersey sheets mix and match easily with all sorts of stylish bedding sets.

What is jersey?

In plain terms, "jersey" refers to the method in which a piece of fabric is constructed. While conventional cotton sheets (percale, sateen, etc.) are woven from multiple fibers, jersey is a product of a loose-knit pattern, derived from a single loop. As a result, the material takes on a unique elastic quality – which could otherwise only be achieved through the use of synthetics such as spandex – and a stretchy character, very much like a broken-in tee. Unlike many of its cotton or linen counterparts, jersey is less likely to wrinkle and can feel exponentially softer.

FEATURES & BENEFITS

- Soft and cozy from day one
- Natural stretch means you'll never wake up with one corner uncovered
- Night sweat-proof fabric wicks moisture away.



Fabric: 96% cotton, 4% elasthan
220g/m²

length cm	width cm	height cm
200	140	35
200	160	30, 35
200	180	30, 35
200	200	30, 35
200	240	35



Bamboo towels

What Is Bamboo Fabric?

The term “bamboo fabric” widely refers to a number of different textiles that are made from the bamboo plant. Fabrics have been made from bamboo for thousands of years, but it is only in contemporary times that the process of making this hardy and fast-growing wood into fabric has been perfected.



IVORY

GREY

DARK GREY

AZURE

BLUE

FEATURES & BENEFITS

- Long-term freshness
- Wonderfully soft
- Excellent Heat Regulation
- Hypoallergenic
- Protection Against UV Radiation
- Crease-resistant without ironing
- Sweat-resistant
- Eco-friendly

Fabric: 70% bamboo, 30% cotton
500g/m²



50x70 cm	70x140 cm
52 pcs. per box	21 pcs. per box





Bamboo bathrobes

Bamboo fibres is light, very soft, smooth and luxiourus to the touch. It has also very good qualities of absorbency and it has anti-bacterial properties.

Furthermore, bamboo is a sustainable and environmentally friendly because it grows very fast and much less water is used in growing versus cotton. No fertilizers are needed and it self-regenerates from its own roots and therefore does need to be replanted.



IVORY

GREY

DARK GREY

FEATURES & BENEFITS

- Long-term freshness
- Wonderfully soft
- Excellent Heat Regulation
- Hypoallergenic
- Protection Against UV Radiation
- Crease-resistant without ironing
- Sweat-resistant
- Eco-friendly

Fabric: 70% bamboo, 30% cotton



M	L	XL
8 pcs. per box	8 pcs. per box	8 pcs. per box





Matrass protectors

Viroclean Protector

The microbiological test carried out by the MSL Labs (Bury, Lancashire / UK) has certified the quality of the Viroclean® treatment, which has proven effective as an active component in the neutralization process of viruses as the SARS-COV-2 and H1N1 flu. The microbiological analysis, tested on fabric surfaces treated with Viroclean®, demonstrate a reduction of the bacterial load equal to 98.43% in only one hour and a reduction of the viral one of 86.62% in just two hours.



Blocker Protector

Blocker helps reduce the radiation levels in the body. Quality sleep preserves our physical and mental health. It helps maintain a normal weight, promotes cardiovascular health, restores strength and strengthens the immune system. It also improves memory, lowers anxiety levels, and reduces stress symptoms. Enough sleep makes us more positive, which helps us keep good relationships with others.



Coolux water Protector

The front layer of Coolux is a mix of two yarns:
 - Viscose that gives it soft touch and good a
 - Coolplus PES that is high tech yarn with high breathability and cooling properties



Fabric: 20%Viscose, 20%Coolplus, 60%Pes, 280g/m²

length cm	width cm
200	80
200	90
200	100
200	120
200	140
200	160
200	180
200	200





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