

**VELDA®**



**VELDA®**



With over **500** employees we deliver quality sleep to **1200** families...  
every single day

**VELDA**<sup>®</sup>



**VELDA®**



From our 5 production facilities, we deliver a wide range of custom made collections to **1250** furniture and bedding specialty shops in **17** countries.

**VELDA®**



As a true family company **since 1954**, we improve people's health by enabling a great night's sleep.

The **next 20 years** we commit ourselves to create circular products and future-proof business models. We focus on quality, reliability, flexibility and sustainability.

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LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY







A Prevent

B Reuse

C Recycle

D Energy

E Incinerate

F Land fill





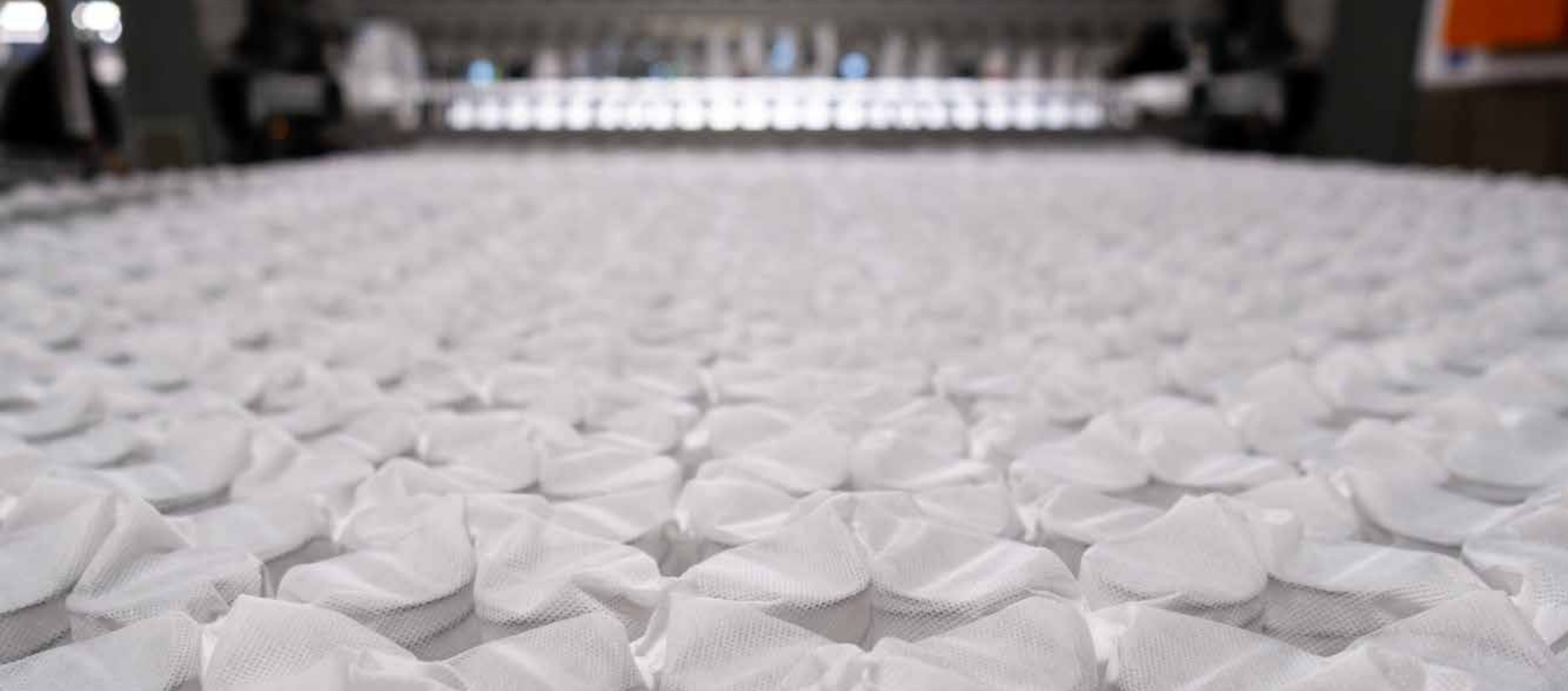
A circular way of life

vel\_you



**zorgeloos slapen**





## maximaal comfort

Door comfortlagen niet te verlijmen, verhogen hun **comforteigenschappen**





## ventilatie

De **open structuur** zorgt voor een lagere slaapt temperatuur en betere hygiëne





## futureproof

Door zijn eindeloze **aanpasbaarheid** het best mogelijke comfort op lange termijn







**sleepcoach**

Ga **bewust** om met jouw nachtrust. A healthy body is a healthy mind

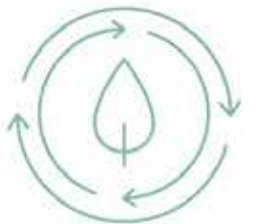




## circular product

Slaap op je beide oren

Vel\_you zorgt dat elk onderdeel van jouw slaapsysteem **opnieuw** kan worden gebruikt of gerecycleerd

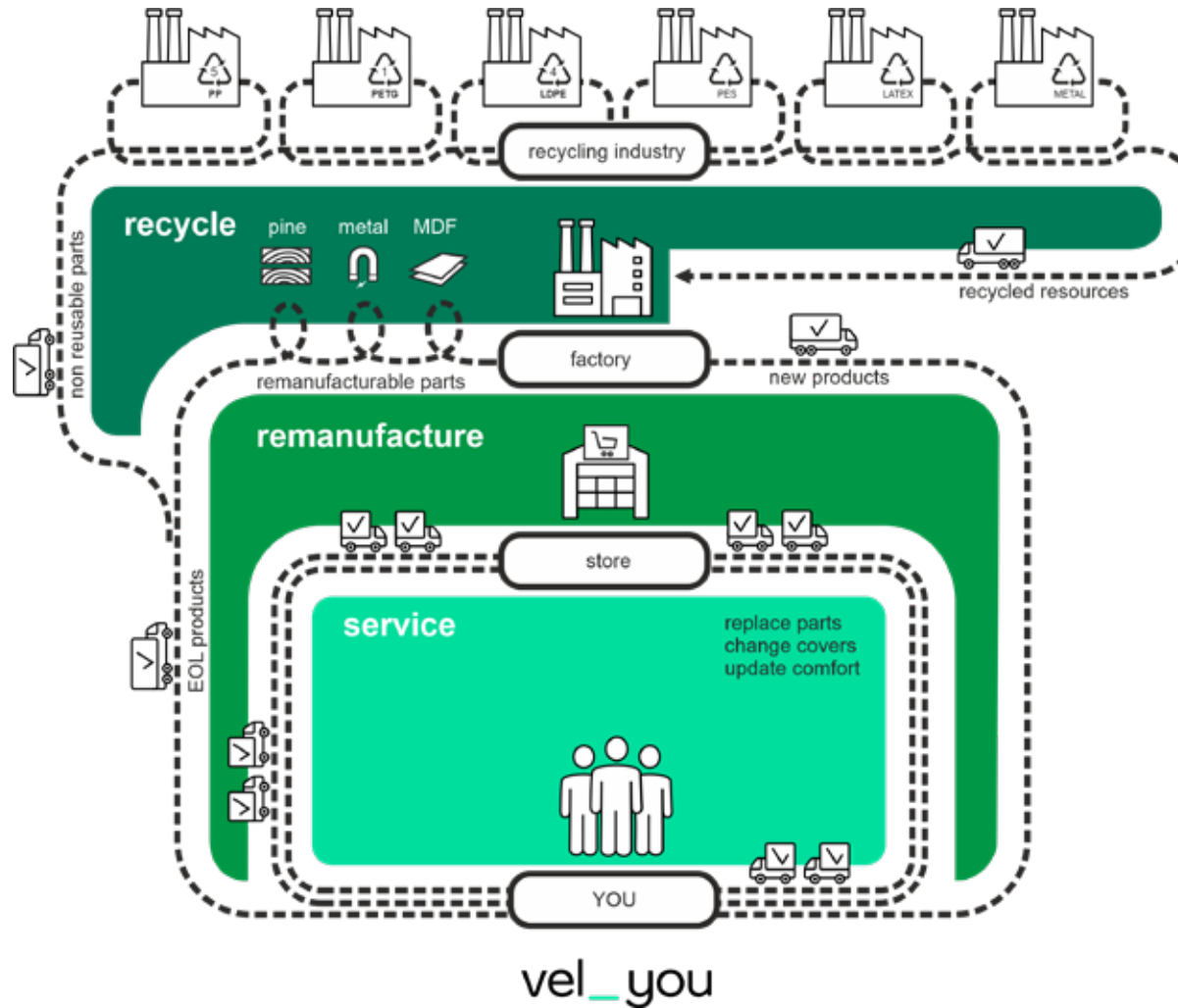




Behind the scenes

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# Circular product



Designed for disassembly



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# Circular materials



FSC  
pine / mdf



metal



natural  
latex



PP



PET



LDPE



PAPER

# Circular materialflows



# Circular passports





# Traceability in production



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# Traceability in the field

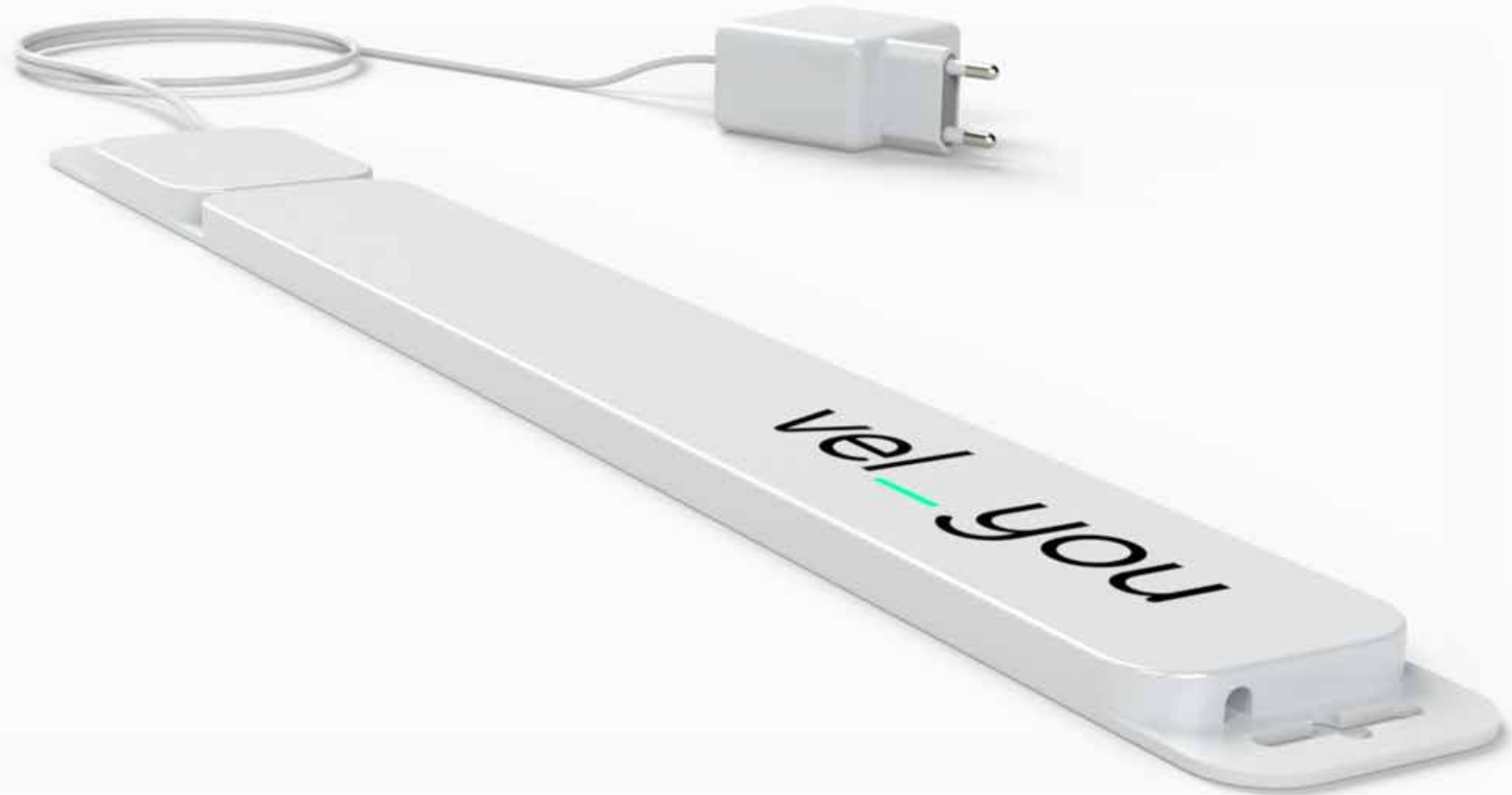


# Traceability at the end of life



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# Sleepcoaching



# 1. Bewust omgaan met slapen



## 2. Actief onderzoeken hoe mensen slapen



### 3. Een community creëren met gezonde slapers



vel\_you

vel\_you

You make the bed.  
We make it future-proof.