



PRESS RELEASE

Oostwegel Collection recycle staff uniforms

Valkenburg aan de Geul, 29 March 2018

What happens to 600kg of obsolete Oostwegel Collection staff uniforms? Recycling!

600kg of clothing

Old staff uniforms often end up as part of landfill or get thrown into a waste incinerator, but not at Oostwegel Collection. This week employees handed in 600kg of staff clothing, including trousers, shirts, jackets, waistcoats, skirts and ties.

Recycling staff uniforms

Staff at the four luxury Oostwegel Collection properties were all fitted out in new uniforms. Rather than add to landfill, we partnered with Pōur Product to recycle the garments into items of daily use, such as, tote bags and backpacks.

Camille Oostwegel jr., Director Business Development, stated: "Sustainability is an important part of our company's culture and this initiative fits perfectly within our sustainability strategy, 'Together we shape the future'. The bright idea came from my sister Françoise, who is friends with the owner of a company focused on recycling old clothing."

Staff uniforms transform into Christmas presents

Designer Julie van den Boorn of Pōur Product, alongside Françoise Oostwegel have put their creative talents together to design a special Christmas present for staff members – another perfect example that embodies the circle of an items life. Julie van den Boorn, the inspirational force behind pourproduct.com, said "It's fantastic to see an organization, with pure core values, partner with us to connect design with sustainable materials."

"We are delighted to have found a worthy purpose for our old staff uniforms where we are contributing to creativity, conservation and social awareness and ultimately ensuring landfill does not increase," commented Camille Oostwegel jr.

About Pōur Product

Pōur is a Dutch brand that "redesigns the existing". High quality items are created through a network of social workshops, using 100% recycled work garments. The concept of circular design is at the core of the companies philosophy: Use it. Love it. Return it.

<http://www.pourproduct.com>

About Oostwegel Collection

Oostwegel Collection is a Dutch family business that stands for Inspiring, Artisanal and Hospitable. This is brought to life by three pillars: People, Place and Gastronomy. Camille Oostwegel sr. founded the company in 1980 as an independent entrepreneur by opening his first restaurant, with four employees. For decades, the Oostwegel family have dedicated themselves to lovingly transforming a selection of architectural masterpieces. The business now employs 350 people across four houses: Château Neercanne, Winselerhof, Château St. Gerlach and Kruisherhotel Maastricht.

www.oostwegelcollection.nl

FOR THE EDITORS

Photographs both taken by Etienne van Sloun

For more information about this press release please contact: **Oostwegel Collection**, Marketing & PR department,
E: info@oostwegelcollection.nl, T: +31 43 608 89 00 www.oostwegelcollection.nl