

Linens For Life™

Designed for Hotels Committed to
Making a Difference



Proud to support

**WOMEN'S
EMPOWERMENT
PRINCIPLES**

A joint initiative of the
UN Global Compact and UN Women
Learn how to join: www.weps.org

Linens For Life: Redefining Sustainability

We believe that every discarded linen has the potential to create meaningful change. Founded to combat textile waste and empower local women producers, Linens For Life transforms end-of-life hotel linens into beautifully crafted, purposeful products.

By up-cycling linens that would otherwise end up in landfills, we help hotels reduce their environmental footprint and improve circular economy metrics.

We collaborate with local women producer groups, providing training, fair living wages, and opportunities to thrive through meaningful work.

This unique program allows hotels to enhance their sustainability goals while offering guests eco-friendly products that tell a story of positive impact.



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A collaboration for Impact



Sustainable Journey is a non-profit organization driven by the belief that sustainable development starts with empowering individuals. We bridge the gap between the hospitality industry and underserved women producer groups. Our mission is to create sustainable livelihoods, foster gender equality, and contribute to a circular economy.

By providing technical support, ensuring the payment of fair wages, we enable women to transform discarded hotel linens into high-quality, purposeful products and take a role in sustainable value chains.



With nearly a century of experience, Diversey is a global leader in hygiene, cleaning solutions, and sustainability and launched the Linens For Life™ program over a decade ago. Originally designed to address the issue of discarded hotel linens destined for landfills, the program has now grown into a transformative initiative merging social and environmental impact; empowering women producers and contributing to a circular economy combining innovation with purpose to create a better, more sustainable future for all.

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Women at the Heart of Change

At the center of the Linens For Life™ program are the women producers, many from underserved and marginalized communities, they bring their creativity and craftsmanship to every piece, ensuring each product tells a story of resilience and empowerment.

For many women, Linens For Life™ is more than just a livelihood—it's a transformative opportunity. Through training, fair wages, and sustainable work, these artisans gain the skills and independence needed to support their families and build brighter futures.

In intimate, community-driven workshops women come together to work. These spaces are more than just workplaces; they are hubs of hope, collaboration, and creativity, where discarded materials find new life, and women discover their strength.

By empowering these artisans, Linens For Life™ uplifts entire communities. The income generated flows back into households, creating ripple effects that improve education, health, and overall well-being.

What Your Partnership Supports

- Skills Development: Training women in upcycling and craftsmanship.
- Economic Empowerment: Providing fair wages and steady income.
- Community Growth: Strengthening local networks and support systems.

Through Linens For Life™, every product purchased not only reduces waste but also transforms lives, proving that sustainability and empowerment go hand in hand.



HOTEL GUEST AMENITIES



Laundry

Durable and reusable, this eco-friendly laundry bag is perfect for guest use during their stay and beyond. Customizable with your hotel's logo, it's a sustainable and practical amenity that combines functionality with your commitment to the environment.



A versatile and elegant square container designed to delight your guests. Customizable with your hotel's logo or the Linens For Life story, it serves as a thoughtful gift or an eco-conscious room amenity, blending purpose with sustainability.



This thoughtfully curated set provides your guests with ultimate comfort and relaxation. Perfect as an in-room amenity or a parting gift, blending luxury with sustainability. Customizable to feature your hotel's branding, it tells a meaningful story of care for both guests and the planet.



HAIR DRYER BAG

Customizable with your hotel's logo, this durable and practical bag is designed to neatly store hair dryers. Dimensions can be tailored to suit your needs.



LAUNDRY BAG

Reusable and elegant, this laundry bag can feature your hotel's branding. Measurements can be customized to meet your requirements.



SHOE BAG

Perfect for keeping shoes organized and clean, this bag is customizable with your hotel's logo and available in sizes of your choice.



FEMININ CARE POUCH

Compact and discreet, this pouch is ideal for feminine care products. Personalize it with your hotel's logo and define the size to suit your guests' needs.



LEVANDER BAG

Infused with the calming properties and delightful scent of dried lavender, this pouch is a perfect addition to any guest room. The lavender is sourced from a women's cooperative, doubling the social impact.



QUILTED TOILETRY POUCH SQUARE

A stylish and durable pouch for storing toiletries. Customizable with your hotel logo and available in tailored dimensions.



QUILTED TOILETRY POUCH

A versatile and elegant pouch designed for guest toiletries. Personalize it with your hotel branding for a thoughtful touch.



CLASSIC TOILETRY POUCH

Combining utility with relaxation, this pouch includes a calming lavender sachet. Customizable for your hotel's unique story.



BEYE MASK

Soft and comfortable, this eye mask promotes restful sleep. Customizable with your hotel branding for a premium guest experience.



HAIR BANT

Perfect for spa or in-room use, this plush hair band is customizable and crafted for ultimate guest comfort.



REUSABLE MAKEUP PADS

Eco-friendly and washable, these reusable makeup pads combine sustainability with guest care. Customizable for your hotel's branding.



EXFOLIATING MITT

A dual-texture mitt set for gentle cleansing and exfoliation. Customizable and crafted for a luxurious in-room spa experience.



SHOWER POUF

Light and fluffy, this shower pouf is perfect for a refreshing cleanse.



COTTON BUD POUCH

A compact and elegant pouch holding biodegradable cotton buds. Customizable and available in dimensions to suit your needs.



ECHO-SLEEPERS

Comfortable and sustainable slippers crafted with upcycled materials. Customizable with your hotel's logo for a personalized touch.



POOL & BEACH ACCESSORIES



A soft and stylish hair scrunchie, crafted from repurposed towels. Perfect for poolside or beach use, adding a touch of sustainability to your guests' style



A practical and trendy bucket hat made from upcycled towels. Ideal for sun protection, this customizable hat adds a sustainable statement to any pool or beach day.



Protect your sunglasses in style with this durable pouch made from repurposed materials. Customizable and designed for eco-conscious travelers.

These products are examples of the many possibilities that can be crafted from upcycled towels. Actual colors will vary based on the specific towels provided by each hotel. Notably, beach towels are among the most frequently replaced items in hotels due to their heavy use and exposure to elements, making them an ideal material for sustainable repurposing



KIDS, TOYS & ACCESSORIES



Adorable and practical, this bunny ears backpack is perfect for little guests. Made from repurposed towels, it's soft, durable, and customizable to your hotel's theme.



A charming duck plush crafted from upcycled fabrics, combining sustainability with a delightful keepsake for kids.



This cuddly lion plush is handcrafted from repurposed materials, offering a unique and eco-conscious toy that kids will adore.

These are just a few examples of the endless possibilities for kids' toys and accessories. From towels and linens to even old uniforms, a myriad of fun, functional, and sustainable creations can be designed to delight young guests while showcasing your hotel's commitment to sustainability.



CRAFTING COLORS WITH TRADITION AND CARE

Our vibrant colors are achieved using traditional herbal dyeing techniques, hand screen printing, and block printing. These methods not only produce stunning, natural hues but also preserve centuries-old craftsmanship. While this process requires more time and cost, the results are uniquely beautiful and environmentally friendly—perfectly aligned with our commitment to sustainability.



ELEPHANT PLUSH

Soft and endearing, this handcrafted elephant plush is made using eco-friendly materials, making it a perfect gift for young guests.

RAG DOLLS COLLECTION

Our handcrafted rag dolls are charming companions for young guests, designed to spark imagination and create lasting memories. Made using eco-friendly materials and natural dyes, these dolls can be fully customized to match your hotel's colors, theme, or branding. Expand the collection with other animal characters to tell a unique story that aligns with your hotel's identity.



BEE BUDDY PLUSH

This cheerful bee plush, crafted from natural fibers and eco-friendly dyes, is perfect for sparking joy and curiosity about nature. Can be used as a key ring.



OTHER PRODUCTS



A set of tea towels featuring intricate designs created using the traditional block printing technique. Beautiful, sustainable, and functional.



Delicate napkins adorned with hand embroidery, adding an elegant and artisanal touch to any table setting.



Soft and stylish quilted pillowcases, crafted with care to combine comfort and eco-conscious design for guest rooms or retail.

These products are just a glimpse of the endless possibilities for creating thoughtful items from upcycled textiles. From beautifully crafted keepsakes and products for gift shops to bedding and decor for guest rooms, each piece is designed to align with your hotel's sustainability goals while delighting guest.



DECORATIVE PILLOW WITH TASSELS

A charming quilted pillow with playful tassels, adding a touch of color and elegance to any space. Perfect for guest rooms or retail.



QUILTED OVEN MITTS

Durable and stylish oven mitts made from repurposed materials, perfect for in-room kitchens or as practical keepsakes.



HAND-EMBROIDERED COCKTAIL NAPKINS

Artfully crafted cocktail napkins featuring hand embroidery, ideal for enhancing table settings with a personal and sustainable touch.



BLOCK-PRINTED NAPKINS

Elegant napkins featuring intricate designs created using traditional block printing techniques. Perfect for adding a touch of artisanal charm to dining experiences.



SIMPLE SHOPPING BAG

A durable and stylish tote bag made from upcycled materials, perfect for everyday use. Add your logo or unique branding to make it a corporate gift that leaves a lasting impression.

These bags are just a glimpse of the many possibilities for corporate gifts and eco-conscious accessories. Ideal for conferences, giveaways, or as part of your hotel's retail offering, these customizable bags highlight your commitment to both the environment and your brand value.

Beyond tote bags, we offer a variety of eco-conscious designs, including lanyards and bags in different shapes and sizes. Each piece is customizable, providing sustainable solutions tailored to your needs while showcasing your brand's values.

PADDED TOTE BAG

A sturdy and versatile tote bag with padded construction, perfect for use as a beach bag, conference accessory, or corporate gift. It's both durable and customizable to align with your branding and sustainability goals.





POUCHES

Durable and stylish storage pouches, ideal for organizing travel essentials or as thoughtful corporate gifts



FABRIC BASKETS AND STORAGE

Functional and elegant fabric baskets, ideal for in-room storage or as decorative pieces.



TABLET COVER

A sleek and protective tablet cover made from durable upcycled fabrics. Designed for functionality and style, it's customizable to match your branding or hotel theme.



USING OTHER HOTEL TEXTILES

These items represent just a small selection of the many possibilities that can be created from repurposed hotel textiles such as uniforms, runners, and curtains. Perfect for guest gifting or as employee gift those products are thoughtfully designed to extend the life of materials.



MAKEUP POUCH

Cute multipurpose zipper pouch.



CROSSBODY BAG

A chic and very practical bag to carry travel documents and mobile phone.



TASSEL KEYCHAIN

An elegant keychain made from upcycled textiles.



HAIR SCRUNCHIES

Soft and eco-friendly, these scrunchies are made from repurposed fabrics, adding a touch of sustainability to haircare.



COMPACT POUCH

Perfect for organizing small items and coins.

Contact

Sustainable Journey

Sınırlı Sorumlu Sustainable Journey Proje Danışmanlık ve İşletme Kooperatifi
Çankaya Mah. Üsküp Cad. No: 16/14 Ankara Türkiye

<https://sustainablejourney.org/>

info@sustainablejourney.org

