

The Cost Effective “New Look” in Bedcovering

Over the last 5 years, Accommodation Bedcovering has taken on numerous “new looks” which has also identified the many different styles of accommodation properties now available in Australia alone. Many of these more expensive “new looks” are not suitable to properties other than larger City Hotels, exclusive Resorts and Boutique Accommodation where higher tariffs, including a nightly turn down service or 24 hour room service is provided. There are however, some recent arrivals in stylish and practical Bedcovering products which will surprise and satisfy many readers of **MO magazine**.

Gary Coman CEO of HotelHome Australia is responsible for most of these “new looks” from 3 star to 5 star and beyond. His company has many years experience in the requirements of commercial design and fabrics. He designs and manufactures in Australia, every style of Accommodation Bedcovering imaginable and he sees almost everyday from every State in Australia, that there are properties either installing the incorrect Bedcovering for their level of accommodation which sometimes needs to be changed prematurely, or they are confused about the style they should choose.

Much of this confusion he says, has been brought about by pressure from outside parties and in some cases clientele, with differing advice how to update the appearance and style of accommodation Bedcovering to achieve certain star ratings or overall higher standards. It has been mostly inexperience from these external sources which has sometimes led to incorrect advice, and it is thought, much of the information previously handed on to and read by Accommodation Property Owners, was coming from input, via Domestic Interior Designers and not experienced Commercial Interior Designers. Commercial Interior Design takes in to account the longevity of a style, design and colour for Commercial Interiors not Domestic. It also considers the fabric specification being used, the manufacturing finish and the overall practicality and ongoing costs of the scheme or style of product being implemented in to the property. As the Industry itself becomes more aware of the proper commercial trends and styles to be used, it is hoped that much of this misinformation will diminish. Gary Coman suggests these property owners should consider their location, style of property, clientele and competition, all of which helps to dictate room rates they should or can charge. This room rate which equates to Return On Investment, helps to identify the sensible solution in terms of financial outlay for the best Bedcovering look a property should consider and also the ongoing costs to maintain this new Bedcovering look.

The good news is that there are now, new and inexpensive Bedcovering products available, which allows the property owner to explore new ideas away from the old *Throwover Bedspreads* they have been using for far too long to remember. These products including the very latest additions, Gary will talk about shortly and whilst they are more cost effective, they should still be manufactured to the same robust commercial standards. It is important these products also be very functional, easycare, low maintenance, whilst retaining a modern and sensible style for your guest's satisfaction.

“The Practical Fitted Bedcover”

This is the new kid on the block. A reversible, fully washable,



robust, fitted corner super stylish Bedcover made from unquilted, semi upholstery fabric with no joins, woven in Australia from high quality yarns, in designs and colours to suit a new property or refurbishment. The Practical Fitted Bedcover is an inexpensive solution, it requires minimal maintenance and can be displayed as a long top style over the pillows or as a flat top which exposes the pillows for a more clean, modern look.

“Printed Coverlet and coordinating Picket Quilted Valance”



This product has been styled for the Accommodation Industry. Unlike a retail/domestic style, the quilting runs across the bed so that the Coverlet can be cleverly folded on the quilting lines similar to a piano hinge action. This folded Coverlet then looks like a Bed Runner at the foot of bed which can be easily



pulled up by guests for extra warmth . The Coverlet can also be displayed as a Cap Top or a tucked in Bed Wrap. The Coverlet is primarily a stylish Bedcover and it designed to be used in conjunction with a blanket, so that the Coverlet should only require minimal laundering.

The coordinating HotelHome **Picket Quilted Valance** is undoubtedly the largest selling Hotel Bed Valance in Australia. The reasons are very simple, it fits perfectly, it looks professional and it launders with ease. The Studio Valance, which is the Valance suggested to compliment the Printed Coverlet is manufactured from 250TC Easy care Percale. Coverlets and Picket Quilted Valances are also available at a more expensive price point version, manufactured from premium quality woven fabrics for higher star rating properties.

“Bed Wrap”



Manufactured from a wide width, no joins, heavy duty, printed slub cotton polyester which tucks under mattress, the Bed Wrap substitutes for a third sheet look without the ongoing maintenance costs. The Bed Wrap is economical to purchase, with easy care and minimal maintenance whilst offering a very smart contemporary look. The Studio Picket Valance is the recommended bed base covering for this Bedcovering product.

Bed Wraps and Picket Quilted Valances are also available at a more expensive price point version, manufactured from premium quality woven fabrics for higher star rating properties. (as shown above)

“Cap Top”

This channel quilted, printed Bedcovering has been used in different finishes and fabrics by many high star rating properties worldwide for many years. The Cap Top can distinguish that a property has got something special over the competition and is particularly popular with Hotels catering for



corporate and business clientele. Considering a Picket Quilted Valance is required to complete the picture, it does require more expense for the initial outlay, however the continuing popularity of this Bedcovering proves that this look, must pay off.

Cap Top Bedcovering is also available in woven fabrics for higher star rating properties. (as shown above)

Quilted Printed Bedspread with Tailored Corners



Not too many years ago, the quilted Bedspread adorned accommodation properties almost everywhere in Australia. The Bedspread is still alive within the accommodation industry, although not in the old fashioned Throwover style. These days the Hotel Bedspread is only seen with tailored corners and for some properties it is still the obvious choice for practicality, expense and longevity. This product is available in tailored channel quilted and reversible versions. Tailored Quilted Bedspreads are also available in woven fabrics at a higher price point.

Other options which are more expensive, include the following;

• Bed Runner with Cushions

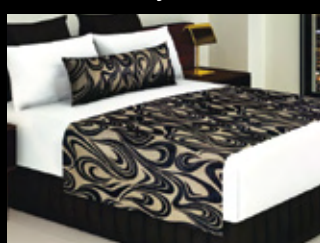
(Note : some of these products are required to be displayed with a white jacquard Quilt Cover or Third Flat Sheet. Quilt Covers and Third Sheets must be laundered between every guest, which can become too expensive or labor intensive for tariff restricted properties.)

Bed Runner and matching Cushion Accessories



• Luxury Cover

Luxury Cover



• Woven Coverlets

Narrow Quilted Woven Coverlets

