

LUBERTEX

The Lubertex International Smart Forest™ Invests in Nature-Based Climate Solutions with Canada's Forest Trust Corporation

TORONTO, Canada – July 8, 2024 – In a strategic move towards nature-based climate action, Lubertex International is the latest business to invest in the planting and preserving of a Smart Forest™ with Canada's Forest Trust Corporation (CFT). Together, they unveil the Lubertex International Smart Forest™, estimated to store up to 2.5 million kg of carbon throughout its lifetime—equivalent to the emissions from about 13,441 flights between Toronto and Montreal.

Lubertex International is a leader in the luxury textiles industry, collaborating with major hotel chains worldwide. As these hotels ramp up their efforts to reduce environmental impact, they are increasingly looking to their suppliers to do the same. This initiative is a testament to Lubertex International's commitment to helping foster a sustainable future for communities and the environment, effectively aligning with their hotel partners' missions.

"Embracing environmental stewardship and taking climate action was a natural and essential step for us. We are keenly aware of our environmental impact, and we're proud to embark on this journey toward making a positive environmental footprint," says Heidi Luber, Owner of Lubertex International. "As more hotel partners incorporate sustainability programs into their operations, we recognize that aligning our company's mission with theirs is crucial for long-term, sustainable partnership success."

This investment will be accompanied by a Smart Forest™ dashboard that displays data and visuals to track the impact and growth of the Lubertex International Smart Forest™.

"Lubertex International is a leader in the hotel textiles industry by prioritizing the health of our planet as key to business sustainability. By aligning their mission with environmental goals, they demonstrate the power of corporate responsibility. If other luxury textile companies join this initiative, we will achieve a collective environmental impact, creating a more biodiverse and climate-resilient future," says Gary Zed, Founder and CEO of Canada's Forest Trust Corporation.

For more information on Lubertex International, visit:
<https://www.lubertex.com/about-us>

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About Lubertex International

Founded in 1937, Lubertex International is a premier importer and manufacturer of bespoke luxury bed and bath linens and accessories for the hospitality industry, catering to hotels, resorts, spas, and cruise ships. As a direct factory floor importer, Lubertex International upholds robust relationships with ethical factories in Asia and Europe, ensuring competitive pricing and consistent fabric quality.

Lubertex International specializes in high-quality 100% cotton and blended cotton-poly fabrics, offering OEKO-TEX-certified bedding fabrics along with luxury bathrobes, slippers, and other essential hotel room amenities. The company provides customizable private labeling, detailed sizing labels, embroideries, and a variety of colors to meet the unique needs of hospitality properties, all with low minimum quantity requirements. With a legacy of excellence, Lubertex International takes pride in its diverse global warehousing facilities and expert logistics, enabling prompt delivery and personalized service.

Press Contact

UpSpring

T: 646.722.8146

E: lubertex@upspringpr.com