

Home Textiles Today

BRANDS & MARKETING

Indo Count focusing on health, wellness

Introducing Wholistic brand, signs an exclusive with Archroma



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New York – [Indo Count Industries](#) is reading a new health & wellness brand for bedding.

At the virtual New York Home Fashions Market in September, the manufacturer will unveil Wholistic, which features four bedding innovations associated with cleaner living, keeping a hygienic home and fostering better sleep. The brand's tagline is "Whole Health Sleep Better."

Indo Count is keeping many details under wraps for now, but said the collection will use all-cotton fabrics and will include sheets, sleep pillows, mattress pads and down alternative comforters.

The company is also emphasizing sustainability and recently announced an exclusive partnership with [Archroma](#) in India for Indo Count's PureEarth collection featuring [EarthColors](#), Archroma's line of patented, plant-based dyes.

The new agreement designates Indo Count as Archroma's exclusive partner for bedding and bath categories colored with EarthColors in India. The dyes are synthesized from non-edible waste by-products from the agriculture and herbal industries, such as nutshells, leaves and residues from plants such as beets and bitter oranges. They are fully traceable from raw material to point of sale. The high-performance dyes represent an advance over conventional petroleum-based solutions to provide a more sustainable manufacturing option with organic cotton.

Indo Count will be using EarthColors on organic cotton to create a fully sustainable offering.

"This partnership further solidifies our long term commitment towards sustainability and in turn creating beautiful truly organic products," KK Lalpuria, Indo Count's executive director and CEO.

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