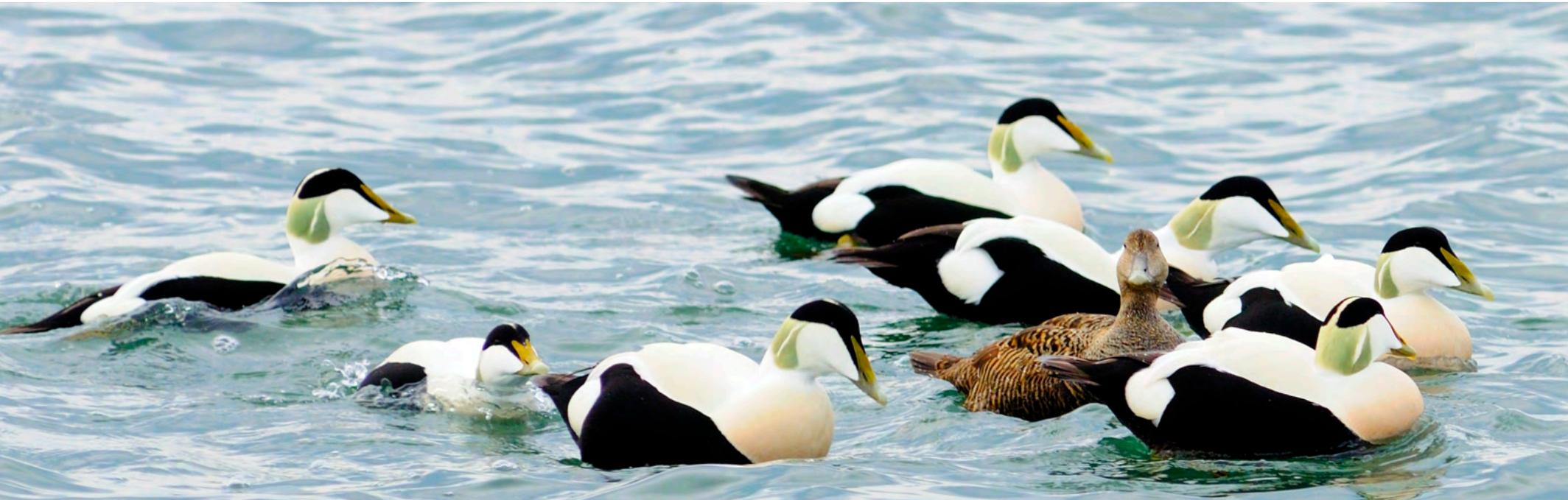




ALL YOU NEED TO KNOW ABOUT
Eiderdown



#103 - 11220 Horseshoe Way
Richmond, BC
V7A 4V5
www.stgeneve.com





Female Eider Duck nesting

What is Eiderdown?

Eiderdown derives its name from the wild Eider Ducks who live and nest in arctic and subarctic coastal marine areas. Their down is the most rare and luxurious in the world, with an annual output of a mere 4000 kg. (About 9,000 lbs.)

Hundreds of years ago, many quilts were filled with the down that came from the Eider Duck. As time passed, "Eiderdown" became the generic name for any down filled comforter. Genuine Eiderdown ceased to be used as a quilt filling about 200 years ago, because the Eider Duck was driven almost to extinction in the quest for its remarkable down.

Eiderdown is Protected

Today, the Eider Duck is protected by law. Fortunately, the bird plucks down from its breast to line its nest and the down can be carefully collected without disturbing the birds. This process ensures the down collected is fully mature and uniform.

We obtain our Eiderdown from Iceland and Canada. Eider Ducks actually seek out farms in Iceland, as they know that they will be protected from seagulls and fed. It is an amazing symbiosis - Eider Ducks trading their down for security. Canadian Eiderdown comes from a remarkable wildlife sanctuary located on some small islands in the St. Lawrence River.



St. Geneve®

Cleanliness

All St. Geneve down is cleaned according to the ZURGUARD® standard. Our down is so clean that we confidently guarantee our down products to be hypoallergenic or the item can be returned up to a period of three months after the date of purchase.

Guarantees

Warmth: St. Geneve regular weight duvets are guaranteed for a period of 10 years to be warm enough, or St. Geneve will add down at no charge, provided that the duvet has been reasonably cared for and that a duvet cover has been used at all times.

Workmanship: St. Geneve Eiderdown duvets are guaranteed 20 years against any defect in materials and/or workmanship, providing that the duvet has been reasonably cared for and that a duvet cover has been used at all times. The filling is guaranteed to stay in place and never shift into another compartment, for the life of the duvet.



ZURGUARD®
HYPOALLERGENIC
DOWN PURIFYING SYSTEM

For the Future

For each and every eiderdown duvet and pillow we deliver, St. Geneve makes a donation toward the preservation of wild Eider Duck habitat.





Warmer in the winter, cooler in the summer, no other insulator is as effective as good quality Eiderdown. Not even close.

Eiderdown is a Miracle

The individual Eiderdown cluster evolved with tiny hooks on its fibers, so that each cluster would hold on to the next and prevent it from being blown away when used to build a nest. These hooks have tiny microfilaments that trap the tiniest of air pockets.

The work of collecting the down is arduous. Only 15 to 20 grams per nest is recovered. That's less than an ounce.

Eiderdown is Warmth

Insulation in down comes not from the down itself, but rather from the air that it traps in pockets. Heat transfers very slowly between the barriers around air pockets. The smaller the pockets means the more barriers and the better the insulating power.

When the air in an Eiderdown duvet is warmed by the sleeper, it holds the heat far better than any other kind of down. Eiderdown's ability to cling also contributes greatly to its uniformity. Other downs have both large and small air pockets. Because each Eiderdown cluster is linked to the surrounding clusters, large gaps cannot form.

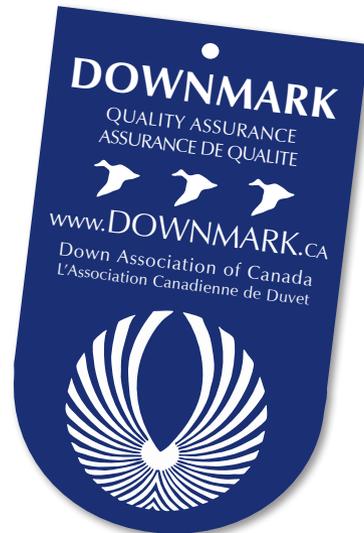
Eiderdown provides an incredibly even, amazingly fine layer of insulation that is not even approached by any other material, natural or man-made.

Quality Assurance

The Down Association of Canada (www.downmark.com) is a non profit organization devoted to maintaining quality standards for the down and feather product industry.

Members are obliged to adhere to strict standards under government labelling and advertising regulations. Products of members that meet these standards are entitled to carry this hang tag.

The principals of St. Geneve have been closely involved with Downmark since its inception and remain active in the ongoing programs.



Most eiderdown is collected by farmers in Iceland

Eiderdown is Excellence

If you want only the best, there is nothing comparable to the magnificent quality of an Eiderdown duvet. Of all the different varieties and qualities of down available, there is absolutely nothing that even approaches the warmth and softness of genuine Eiderdown. It is more comfortable than anything else in the world.

Eiderdown tests at approximately 700 loft, but because of its phenomenal density and cling, it insulates at an amazing equivalent of 850 to 900 loft. St. Geneve encases the down in 100% silk (450 thread count) or 100% Giza 70 Egyptian Cotton (360 thread count) that are specially woven for Eiderdown. Both fabrics carry the symbol for the OekoTex® certification of purity (European Certification Association).

Eiderdown has a tremendously broad comfort range, so the duvet is cozy and warm on cold winter nights and because of its high breathability, it is phenomenally light and airy in the summer. It is so exceptionally lightweight that it is literally like sleeping under a warm cloud. It is the best.

** Loft is the number of cubic inches one ounce of down will fill under specific conditions.*



Eiderdown is Durability

Supreme clinging ability, another important property of this unique down, gives to Eiderdown its shiftlessness. Rather than sliding and shifting around in the duvet chamber and off the sleeper, Eiderdown stays put where it will do the most good.

The durability of Eiderdown will assure that your duvet stays warm, puffy and light for decades.



An eiderdown duvet is such a rare item that worldwide there are more Ferraris made than genuine eiderdowns!