



Historic Site, Modern Thinking



Pebble Beach Company owns and operates three world-class resort hotels and four championship golf courses near the city of Monterey on the Southern California coast. Founded in 1919, the

resort is built on a rich history of golf and luxury. In honoring its rich history, Pebble Beach blends the old with the new in its modern accommodations and modern thinking when it comes to environmental stewardship of its neighboring California coastline and forest.

Pebble Beach has received numerous accolades both in and outdoors, especially for its famous and ecologically-sound golf courses. The four courses are designated as Certified Audubon Cooperative Sanctuaries, a program that promotes "green" land management and the conservation of natural resources. In its history, Pebble Beach has hosted the US Open on its links four times, and will welcome the US Open a fifth time in 2010.

In addition to traditional water and recycling efforts, Pebble Beach Company participates in several kinds of water conservation and reclamation projects. It has staff dedicated to ecological issues including the maintenance of onsite trails, wildlife habitat areas, and native plant life presence. In the resort hotels themselves Pebble Beach Company uses natural, cotton microcheck bed linen which is reused or recycled through donation and resale.

Hilden America is proud to provide the hotels at Pebble Beach with high-quality bed linen since 2001.

Small Designs With Big Style

Although hospitality linen is typically white, nothing says you can't have a little fun with the design. That's the angle high-end hotels are taking these days, especially with guest room bed linen. Small geometric patterns like squares, stripes, and other shapes are woven into the linen, providing modernity and texture to the bed. Microcheck – an all-over, ¼ inch square pattern – is one such popular small design.

Microcheck is most often seen in hotel suites in white 100% cotton and a high thread count – typically 300. It is a sateen weave, so it has a characteristically smooth feel. Recently an even smaller Nanocheck pattern has evolved with its crisp, dense feel and sleek look, while larger check patterns of ½ inch squares are more common in retail bed linen.

Simple yet elegant geometric patterns like Microcheck can make an excellent impact on high-end hotels and resorts both in and outside the guestroom. Following their stay many guests purchase Microcheck for their own homes in custom hotel packaging. Exclusive retail packaging of Microcheck is a new trend with high-end properties including the Pebble Beach Company and W Hotel Stores.

Jacquard vs. Dobby Patterns



Why should two patterns woven of the same material cost different amounts? It could be because one pattern requires a jacquard loom. What's the difference between a standard (typically doobby) loom and jacquard?

A jacquard is actually not a loom. Instead, it's a device mounted to a doobby loom that allows for the weaving of patterns with curved lines. Although doobby looms without the jacquard are capable of producing many patterns, they are limited to patterns with straight lines. Fabrics woven using the jacquard device cost more (sometimes as much as 30%) because of the time and skill involved in preparing the loom to produce the new pattern, and the slower speed necessary for weaving since the jacquard controls each individual thread.

Small Designs with Big Style



Call today for information on our Microcheck, Nanocheck and other bed linen!

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