

Mercerize Me!

Finishing makes a big impact on the final product.

Mercerization is a chemical process performed on Hilden America table and bed linen. It swells cotton fibers to give them a luster, a soft feel, and better dye absorption/retention.



Mercerization was discovered by John Mercer in 1851, and became popular in 1890 when its effects were truly discovered. At this time tension was applied to the cotton fibers when immersed in the caustic soda (sodium hydroxide) chemical bath, producing the characteristic luster due to the swelling and rounding of the fiber.

Bed and table linen fabrics are typically mercerized after bleaching. However yarns can also be mercerized before weaving. The additional cost is small, and worth the resulting fabric with a permanent luster and softness.

Long staple cotton reacts better than short staple to mercerization. Since the longer fibers have less of a natural twist to them the chemicals are better at covering the entire fiber and have a more noticeable effect.

Although it is a chemical process, mercerization does not produce excessive amounts of chemical and water waste. Since the mercerization process is extensively used, manufacturers know how to recover and reuse most of the chemicals, keeping them out of waste water and controlling costs. As a step in textile production mercerization is one of the smallest producers of waste water, accounting for less than dyeing, printing, and bleaching. So make sure to ask if your linen is mercerized - it gives linen a truly finished look and feel.

Chic and Unique

Custom accents to bed linen don't have to break the bank.

Every hotel wants something different for their bed, but doesn't want the extra production time and price that accompany it. For this reason subtle custom embellishments are on the rise for bed linen, including special stitching.



Hem stitching, decorative stitching on the sheet's top hem, and festoon lines (shown above) are all ways to accent the bed. If Hilden America stock fabrics are used the minimum quantities are smaller than custom-woven products, cost less, and have faster delivery times.

With our cut and sew operation in Virginia, Hilden America turns around small orders for custom-festooned sheeting in 2-3 weeks. For more information or other custom bed linen options please call [or email us](tel:8004312514).

Trade Show Dollars at Work?

The 90th annual National Restaurant Association show in Chicago had lower attendance than usual, but that didn't seem to curb the enthusiasm of exhibitors and visitors alike. More than 54,000 industry professionals - including Hilden America - were there in search of or offering solutions to today's hotel and restaurant challenges. Hilden America revealed a newly-designed booth featuring an expanded Liddell Collection of luxury linen.

While many key players were present, clearly some exhibitors decided to invest marketing dollars elsewhere, including exclusive (but well advertised) parties, promotions, smaller booths, or increased client visits.

This trend makes us wonder:

Are trade shows useful to you, our customers?

Tell us what you think!



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