Experience Sustainable Comfort with 100% Recycled, Recycable & Biodegradable ADVA®terra

ADVANSA, a leader in innovative bedding solutions, is pleased to announce the introduction of ADVA®terra, a groundbreaking polyester filling fibre that is 100% recycled, recycable and biodegradable, designed to elevate the comfort and performance of pillows, mattresses, and duvets. With a unique blend of luxurious softness, optimal support, and enveloping warmth, ADVA®terra promises to transform bedding products while promoting a more sustainable future.



Eco-Friendly Biodegradability

ADVA®terra fibres represent a combination of sustainability and biodegradability in one product. They originate from 100% recycled PET flakes from the collection of recycled plastic bottles and are engineered to provide recyclability and biodegradation capabilities at the end of their life, helping to reduce plastic and microplastic pollution. If the products do not enter a recycling process, the fibres degrade in specific environments such as landfills or marine environments. Tests conducted in landfill or marine environments confirm the biodegradability of ADVA®terra. The fibre shows a reduction of over 85% in marine simulation tests and over 90% reduction in landfill simulation tests compared to standard polyester.

Softness Redefined

ADVA®terra offers unparalleled softness significantly enhancing the comfort of bedding products. Whether integrated into pillows, mattresses, or duvets, this fibre imparts a gentle

and cozy sensation, enhancing relaxation and comfort. The superior softness of ADVA®terra ensures a consistently soothing and restful sleep environment.

Superior Support

Designed with precision, ADVA®terra provides exceptional support for the head and neck in pillows, promoting proper alignment and reducing discomfort. The fibre enables the creation of bulky pillows maintaining their shape and comfort over time, providing a comfortable and well-supported sleep position. In mattresses, the fibre adapts to the body, relieving pressure points and fostering a restful sleep experience. This perfect balance of softness and support addresses the needs of even the most demanding sleepers.

Enveloping Warmth

When incorporated into duvets, ADVA®terra generates an enveloping warmth that offers a comforting sensation. This added warmth helps create a soothing sleep environment making ADVA®terra an ideal choice for any season. The fibre's ability to maintain consistent warmth ensures a cozy and restorative sleep.

Recognizing the importance of convenience, ADVA®terra is machine washable and dryable. This feature simplifies the care of the bedding products without compromising comfort and performance.

Incorporating ADVA®terra into bedding products offers a unique combination of softness, optimal support, enveloping warmth, easy care, and sustainability. ADVA®terra is more than just a fibre; it represents a commitment to a comfortable, restful, and environmentally conscious sleep experience.