



SNURK's beddings are playful, elegant, sturdy and fit in modern homes perfectly

## Elegant and playful

Diving into your bed and indulging in soft and beautiful high quality bedding. Who wouldn't want to do that each night? SNURK designs playful yet elegant beddings for many different bed sizes.

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SNURK's bedding stands out for its high quality cotton, unique photographic prints and clean designs. "We aim for the best of the best in every possible aspect," explains co-founder Peggy van Neer. This is visible and tangible: the fabric is strong, yet soft and the designs are one of a kind.

Every print on the beddings originated from an idea of Van Neer. "I could never find a bedding to my taste," she explains. "Most bedding prints included flowers and stripes. Quite boring, if you ask me!" SNURK's designs are mainly white and are always serene and playful. "The designs we make for kids are like that as well. The most common designs for kids are uneasy and filled up with bright colours, they have no character." SNURK's approach is different. "We

take the way children experience the world more seriously by focusing on their dreams. To become an astronaut, for instance. Plus, our designs fit in a stylish home."

All prints involve more work than you can imagine. "For every design I conduct a lot of research and I am always looking for collaborations to attain the highest attainable standard, by connecting with excellent partners." The ballerina design for instance, was made with help from the Dutch National Ballet. "They helped me select a tutu and a ballerina from the ballet who posed for the photographic print." It is clear: only the best is good enough for SNURK.

SNURK came into life in 2007, when Van Neer's partner Erik van Loo had the chance

to help execute the first of Van Neer's many ideas: a sheet with cardboard box print. "It became a big success. We collaborated with a foundation for homeless youth that gets part of the profit." When conducting this project, Van Neer and Van Loo noticed a high demand for high quality bedding with a playful look, so they continued with more designs. "SNURK beddings are fun, playful, sturdy and down to earth. That's who we are and what we stand for!"

SNURK ships all over the world, the designs are available in many different sizes, and besides beddings, SNURK also designs cushions, in SNURK style of course!

[www.snurkbeddengoed.nl](http://www.snurkbeddengoed.nl)