

FOR IMMEDIATE RELEASE

CleanMyBed Introduces Certified Sleep Hygiene to the Hospitality Industry

Game-Changing Wellness Innovation Debuts at [Hotel and Hospitality Expo 11th & 12th June]

Cape Town, Friday 23rd May 2025

Today marks a major shift in guest experience standards, as **CleanMyBed** — originally developed as an **allergy management solution** — steps into the hospitality spotlight at [Event Name]. What began as a personal response to sleep-related health concerns has grown into a powerful **wellbeing service** now quietly gaining momentum with health-conscious consumers and families.

With demand rising for **cleaner, safer sleep environments**, CleanMyBed arrives at a moment when hospitality is being redefined—not by luxury add-ons, but by **trust, wellness, and visible care**.

Trust is No Longer Implied — It's Certified

With the rise of **sleep tourism, wellness-driven travel**, and **Attribute-Based Selling (ABS)**, guests are making more intentional choices about where—and how—they sleep. Yet, while pillows are fluffed and sheets are replaced, the **mattress itself remains an industry blind spot**.

CleanMyBed solves this with a scalable, medically validated approach that:

- Leases hospital-grade, dry-sanitising technology to hospitality properties
- Empowers in-house teams to deliver the service safely and discreetly
- Offers **visible, certifiable reassurance** to guests through physical and digital room messaging
- Connects to an upcoming **asset registry and hygiene data dashboard** for mattress tracking, ESG reporting, and predictive maintenance

Introducing the Trusted Partner Badge

At the heart of CleanMyBed's hospitality launch is the **Trusted Partner program** — a visible badge awarded to hostels, guesthouses, hotels, and resorts that meet certified bed hygiene standards.

“When you travel next, ask for peace of mind. Look for the badge,” says Catherine who is leading the hospitality drive. “This movement is being driven from the bottom up. Guests are already asking better questions. The properties that answer early will lead the market.”

A Quiet Partner Supporting a Visible Standard

CleanMyBed is gaining traction as a **competitive edge for early adopters**, but the co-founders believe the real tipping point is just ahead.

“In 12 to 18 months, certified beds will move from advantage to expectation,” says Charlie. “We’re giving hospitality the tools to lead that shift — to protect their assets, elevate guest experience, and be visibly proud of it.”

More than a service, CleanMyBed is helping to **shift mindsets**. The initiative supports hospitality operators in **owning the story themselves** — helping them reassure guests using their **own brand voice**, not someone else’s. CleanMyBed operates in the background, enabling teams to **champion the standard** in a way that feels personal, professional, and brand-aligned.

“This isn’t about outsourcing hygiene,” Catherine adds. “It’s about giving your team the confidence to say: ‘We’ve got this.’ CleanMyBed simply supports that promise — quietly, consistently, and on your terms.”

To Learn More or Arrange an Introduction:

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