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Expert available for interview

“Good night, sleep tight...!”

...’don’t let the bed bugs bite’ with expert advice from The Best Bed Linen in the World

Just the thought of bed bugs can get most people scratching involuntarily. Especially when it’s noted that bed bugs can live in any area of the home, including tiny cracks in furniture, wallpaper and upholstered furniture. Bed bugs can live on clothing and bags from infested homes and may be spread by a person wearing infested clothing or in suitcases. These pests are most commonly found in areas where people sleep and generally concentrate in beds and mattresses.

Bed bugs are most active at night and feed on human skin and blood; biting any exposed areas whilst the individual sleeps unknowingly.

Eradication of bed bugs is extremely difficult and in most cases, an infestation requires specialist treatment by a pest-control expert. Infested furniture such as beds and mattresses cannot be treated with insecticides for health reasons and it is often necessary to destroy them.

Prevention is the best way to tackle a bed bug infestation. Luxury online bedding specialist, The Best Bed Linen in the World, uses only the finest materials and processes and has worked with the top five-star hotels in the UK and globally for over 20 years; including The Goring, The Dorchester, The Landmark and The W Hotel (Maldives).

Robert Lancaster-Gaye, Founder and Director of The Best Bed Linen in the World, has ten top tips on what to look out for and how to prevent an infestation of bed bugs in your bedroom:

1. *Some tell-tale signs to look out for is faecal, egg cases or odours (bed bugs have glands that secrete) around crevices or hidden at the end of the bed.*
2. *Bed bugs are mainly found in mattresses as they won’t survive a high-temperature [bed linen](#) wash.*
3. *To avoid bed bugs, use waterproof mattress protectors which act as a prevention casing to make it difficult for bed bugs to crawl through into the linen.*
4. *Buy the most expensive mattress you can afford – they will already be heat-treated and the outer cloth will be ‘no mite certified’ to prevent the infestation of bed bugs.*
5. *Natural filled/sprung mattresses are better than foam filled mattresses that have more moisture; as bed bugs thrive in moist, warm environments.*
6. *Never buy a second-hand mattress.*
7. *Keep your mattress off the floor by using a decent bedstead.*
8. *‘Air’ the bed fully every morning, ensuring the foot of the bed is also aired.*
9. *Many top 5-star hotels are moving away from carpets in the bedrooms to prevent bed bugs.*
10. *If you are concerned that you might have bed bugs, seek confirmation and advice from a pest-control professional.*

The new collection includes [luxury white bed linen](#) with a 400 thread count percale, hotel-quality feather duvets and synthetic duvets for superb drape, warmth and comfort; luxury white bathrobes, towels and bath rugs.

Robert Lancaster-Gaye is available for radio / television / newspaper interview.

www.thebestbedlinenintheworld.com Mail Order: 01442 842885



Image attached: Plain White 400T Bed Linen Set – prices from £144 (double)

For additional images, information or interviews please contact Alaina or Marie at Simpler PR Ltd. on 01494 793501 or email marie@simplerpr.com or