

THE BEDDING COLLECTION 2021

SNURK®
FOR HORIZONTAL LIVING



Intro

We are a sustainable bedding and lounge wear label for the whole family. Known for our original, homemade photo prints on high quality organic cotton. We are a human and planet friendly brand that works with GOTS certified organic cotton and by Oekotex standards. All of our products are designed in Holland and made in Portugal. As you walk through the pages, we hope the beautiful images of our bedding collection and our story will bring a smile to your face. Let's celebrate the art of doing absolutely nothing.

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FOR HORIZONTAL LIVING

Once upon a time...

...there was an idea that had been in Peggy's head for many years. An image of a folded- out cardboard box, printed on a soft cotton duvet cover. In order to make people aware of the increasing number of homeless young people and to raise money for their shelter. "Sleep under a cardboard box so a homeless youth doesn't have to.

2007



In 2007, Peggy van Neer and her husband Erik van Loo decided to bring the idea to life. Together they created the duvet cover Le-Clochard ('The Homeless Man').

Erik and Peggy ordered 1,000 covers using all their savings and devised playful ways to attract attention. This was successful. While they were lying under their cardboard duvet covers in Dam Square in Amsterdam the police were called – but also a well-known reporter (Wendy van Dijk) with a camera crew. The ball started rolling.

The duvet cover was intended as a one-off charity project. Due to all the media attention, the bedding flew out the door. A large part of the proceeds went (and still go) to a charity supporting homeless kids, Stichting Zwerfjongeren Nederland. €94,500 has already been donated by 2021.

The stock of Le Clochard quickly ran out, but Peggy & Erik had more fun things in mind. New ideas for bedding prints bubbled to the surface, along with the realization that this could become a business. SNURK bedding was born.



2013



2016



In 2013, SNURK released its first 'Dream Big' children's bedding. With lifelike photo prints of an astronaut and a princess. Portraying children's dreams in a grown up way was an innovative concept. It meant the breakthrough for SNURK.

In 2016 the Horizontal Wear collection was started with PJ's and loungewear for kids and adults. The launch took place during Amsterdam Fashion Week and was received enthusiastically. That same year, the course was set towards sustainable production in Portugal, with only certified organic cotton.

Nowadays, people from 0 to 99+ years old, from Amsterdam to Australia, sleep under a SNURK. It is sold in over 1,500 locations worldwide and online. The office and warehouse in Amsterdam now employs 15 people, including of course Erik and Peggy. Wide awake in the sleeping business, they still design beautiful photo prints and durable textiles. And so we snore happily ever after.

NOW







UNICORN



SHARK!!



ASTRONAUT



ROCKET

Dream big.

SNURK has been making designer bedding since 2007. The most popular are still the ones that transform you into an astronaut, princess, shark tamer, mermaid or whatever your dream is. We put a lot of time and attention into making prints as realistic as possible. We always create an original picture of the real thing. It's not always easy to find the real thing. Where do you get a real astronaut suit? And how do you photograph a mermaid or fairy when we all know how shy they are?



Astronaut

When the idea for the Astronaut cover came up, it was immediately clear only a real astronaut suit would do. We found a replica Apollo Moon suit at the Dutch Space Expo museum. And luckily for all the future astronauts, we were allowed to borrow it for a day. Fun fact: SNURK founder Erik was the model in the suit for the photo.

"THESE COTTON DUVET COVERS ENCOURAGE LITTLE ONES TO DREAM BIG."

- Oprah Winfrey in O, The Oprah magazine.



Ballerina

The ballerina duvet cover is a collaboration with the Dutch National Ballet. Not only did they provide us with a beautiful tutu, but also one of their professional ballerinas to pose in it (Nancy Burer). When you consider that our National Ballet company belongs to the absolute best in the world, this print becomes even more special. If ballet is your dream, this is the bedding for you.



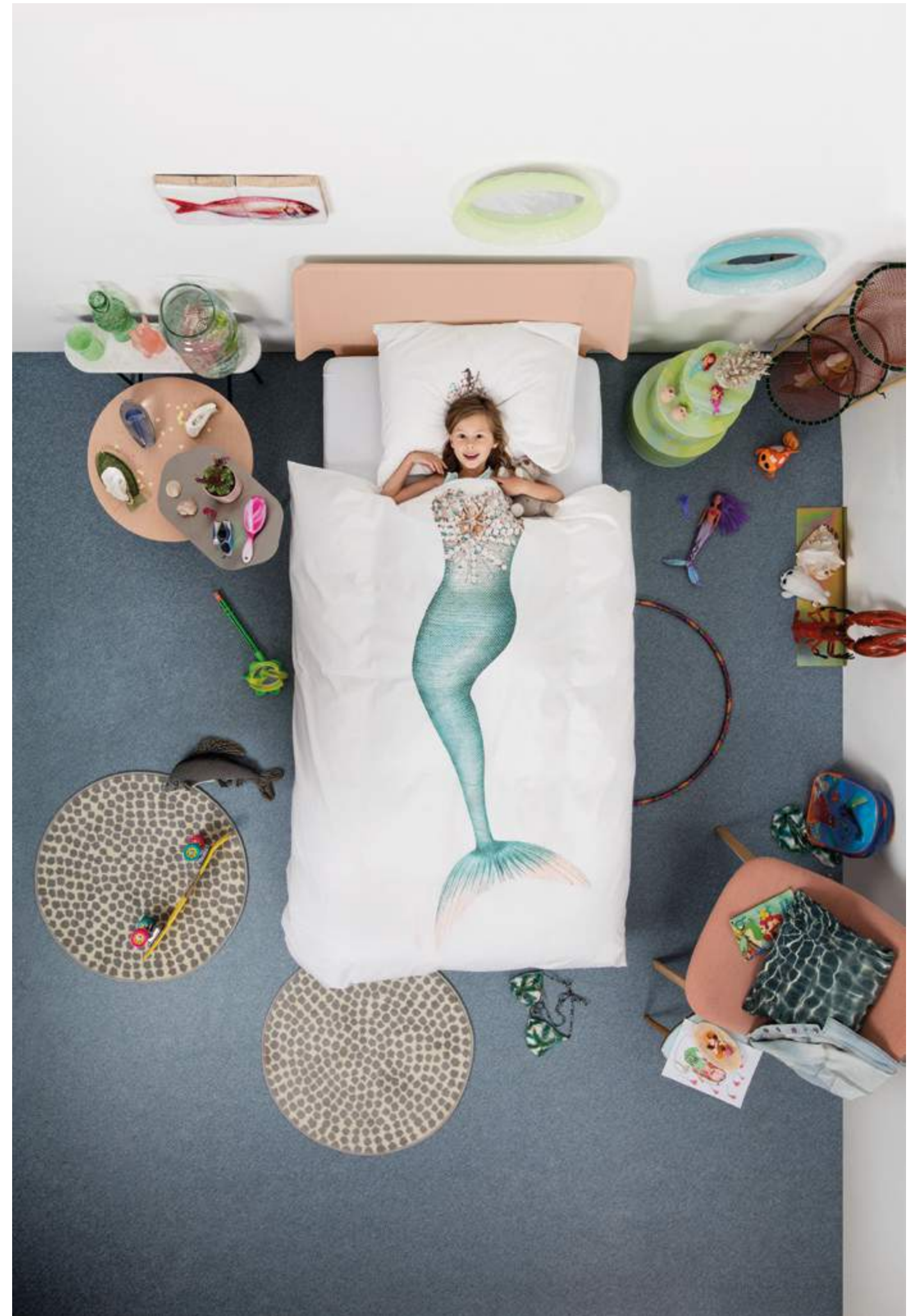
Mermaid and Fairy

When dreams are about fantasy characters, it takes a little more creativity to make them come true. For the mermaid we photographed a real fish tail and covered a top with sea pearls and shells. Our fairy duvet cover is an ode to Cicely Mary Barker's Flower Fairies, an illustrated book from 1923. We took photos of swirling flower petals, insect wings and created our own pointed green tights.





FAIRY



MERMAID



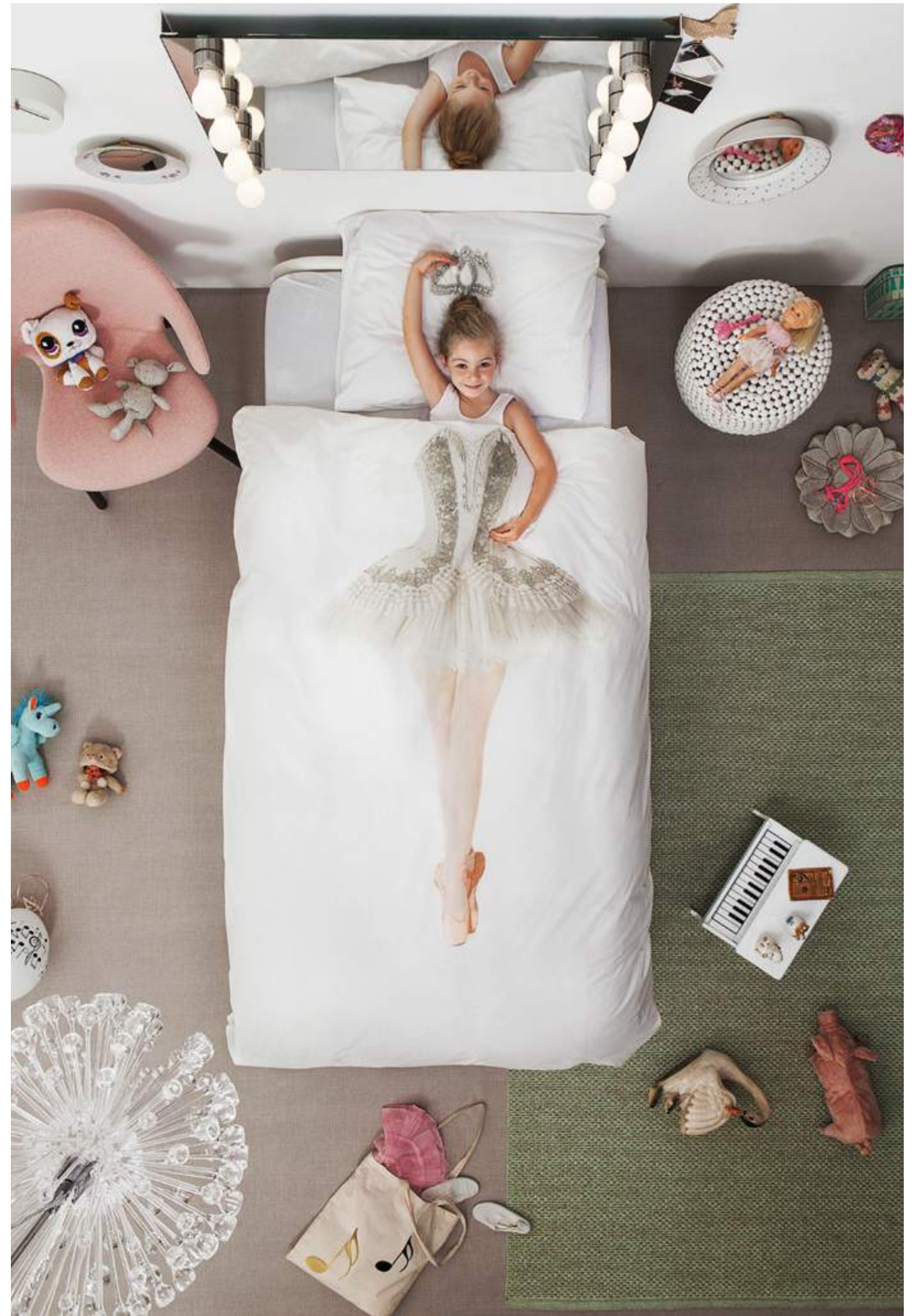
PRINCESS PINK



PRINCESS BLUE



AMAZONE



BALLERINA

Why SNURK?



We only use organic cotton,
sustainably manufactured in Portugal.
Because being aware to our impact on the
environment, helps us all sleep better.



We create high quality, imaginative prints for
bedding and loungewear. Designed from scratch
by hand, camera and photoshop. Giving new
meaning to the art of doing nothing.



We make relaxing and bedtime fun,
without compromising on quality.
We feel you shouldn't have to
choose between fun and sustainable.





DINO BROWN



DINO



FIREFIGHTER



KNIGHT



DRAGON



BASEBALL PLAYER



SOCCER CHAMP DARK BLUE



SOCCER CHAMP RED



BASKETBALL STAR RED



BASKETBALL STAR BLUE



TENNIS PRO DARK



TENNIS PRO LIGHT



SKI BOY

SKI GIRL



CLOUD 9



PAPER ZOO



DOCTOR



WILD FRIENDS



ARCTIC FRIENDS



FURRY FRIENDS



TEDDY



BANANA MONKEY



KING



QUEEN



THE ROYALS

Designed in Amsterdam, made in Portugal.

Everything from SNURK is conceived and designed in Amsterdam then responsibly manufactured in Portugal. There is an interesting creative production process behind it, which we show you here in pictures.

IDEA

SNURK designers Theo and Peggy develop all prints in Amsterdam.



DESIGN

Peggy comes up with the idea. Theo photographs it. Together they put the image together behind the computer.



PRODUCTION

Peggy travels to Portugal a few times a year to work with SNURK productions.



PRINTING

The dino is screen-printed on organic cotton. We also work a lot with digital printing machines.



QUALITY

Double check whether the print has become beautiful, the fabric feels good and the colours are right..



FINISH

Everything is cut, sewn and packed by hand in the sewing atelier.



DELIVERY

Production arrives in the Netherlands by truck. Ready to make bedtime more fun for young and old.



WATCH THE VIDEO!

There is also a moving version of this story. Scan the QR to check it out.



FRESH LEAVES



ACROSS THE ALPS





CHERRIES



TWIRRE CHARCOAL BLACK



TWIRRE COOL GREY

Homemade handicraft.

SNURK has a love for handcrafted print themes. It gives us the freedom to play with beautiful textures and optical illusions. Handicraft specialists are often called in to help. Sometimes even an entire hospital staff.



WE FOLD

Crane Birds & Paper Zoo

The Netherland's largest hospital, Amsterdam UMC, asked us to redesign their bedding. The result was this origami crane print. What makes it extra special is the paper birds you see are folded by the hospital staff. Together they have folded 1,000 cranes, because according to Japanese tradition this number brings prosperity and good health.



FOR EVERY CRANE BIRD & PAPER ZOO DUVET COVER SOLD, 1 EURO GOES TO THE CANCER CENTER AMSTERDAM.



WE PLAY WITH CLAY

Clay Traffic

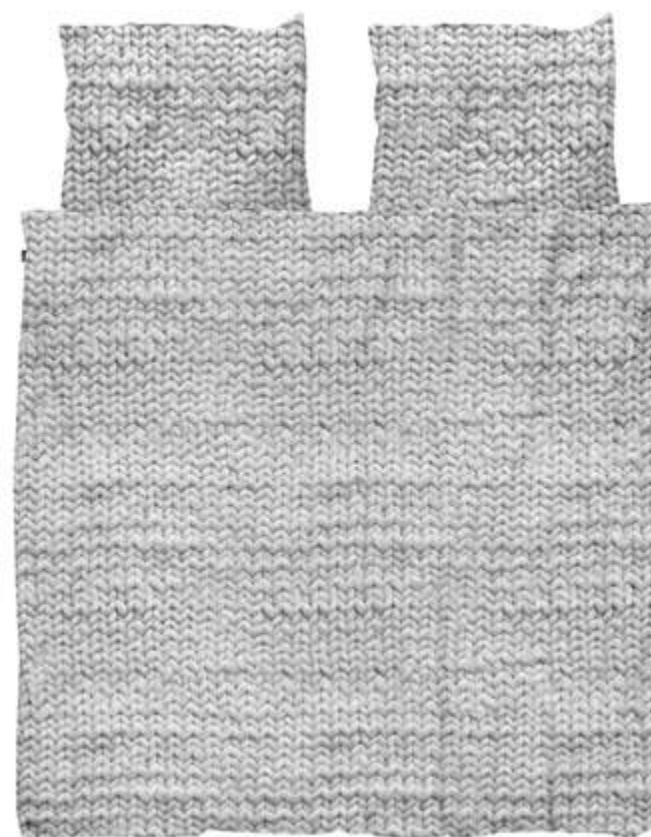
“Turn your bed into a play mat” was the idea behind this print. But just empty streets on your bed are a bit boring. So we wanted to add cars and motorcycles made of Play-Dough clay. Playfully imperfect and cheerful. Ceramic artist Georgina Vieane nailed it for us.



WE KNIT

Twirre

A SNURK classic by now: our knitted woolen blanket print. Copied by many, but never equalled. That's because our XL wool print is actually knitted with XL balls of wool and broomsticks as knitting pins. And because it is such a grand piece of knit-work, we named the print after the knitter: Twirre van Kraaijenoord.





FLOWER FIELDS



POM POM



GREEN FOREST



DAISY DAWN



PALM BEACH



MARBLE UNIVERSE



POOL



TILES EMERALD GREEN



TILES PEARL WHITE



TILES VINTAGE ROSE



CRANE BIRDS





BOB



LAZY PANDA



OLLIE



INVISIBLE MAN



JAMES



PAPER ZOO



WILD FRIENDS



TEDDY



ARCTIC FRIENDS



FURRY FRIENDS



CHERRIES



All our bedding is made of 100% GOTS certified organic cotton and meets Oekotex standards.



Arctic Friends
Baby set



Furry Friends
Baby set



Wild Friends
Baby set

New



Paper Zoo
Baby set



New

Cherries
Baby set



Teddy
Baby set



James
Baby set



All our bedding is made of 100% GOTS certified organic cotton and meets Oekotex standards.



Fairy



Mermaid



Ballerina



Princess Pink



Princess Blue



Unicorn



King



Queen



Amazon



Doctor



Firefighter



Knight



Rocket



Astronaut



Dragon



Shark!!



Dino



Dino Brown



Ski Boy



Ski Girl



All our bedding is made of 100% GOTS certified organic cotton and meets Oekotex standards.



Tennis Pro Light



Tennis Pro Dark



Basketball Star Blue



Basketball Star Red



Baseball Player



Soccer Champ Blue



Soccer Champ Red



Soccer Champ
Dark Blue



Soccer Champ
Dark Red



Wild Friends



Arctic Friends
Also available in flannel



Furry Friends
Also available in flannel



Banana Monkey



Teddy
Also available in flannel



Clay Traffic



Paper Zoo



James
Also available in flannel



Across the Alps
Also available in flannel



Cloud 9



Marble Universe

Also available in double sizes.

Also available in double sizes.



All our bedding is made of 100% GOTS certified organic cotton and meets Oekotex standards.



Ollie
Also available in flannel



Bob



Lazy Panda
Also available in flannel



Breton Bonsoir
Also available in flannel



Flower Fields



Twirre Charcoal Black
Also available in flannel



Twirre Cool Grey
Also available in flannel



PomPom
Also available in flannel



Crane Birds



Cherries

New



Daisy Dawn

New



Fresh Leaves

New



Palm Beach



Green Forest



Pool



Tiles Emerald Green



Tiles Pearl White



Tiles Vintage Pink



Le-Clochard



Invisible Man

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This book was created by:
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Peggy van Neer (copy & art)

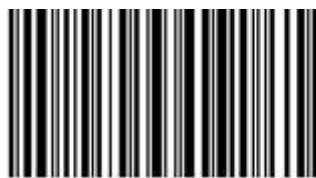
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SNURK DUTCH FOR
SNORE

verb
breathe with a snorting or
grunting sound while asleep.

Also available in double sizes.



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