

## For Immediate Release

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## Brentano fall 2008 *Elements* Collection Launches Green Textiles

**Wheeling, IL (September 2008)**- Brentano's fall 2008 Elements Collection focuses attention on the components that make up our environment, and by doing so, allows everyone to share an artist's sensitivity to basic materials. These material elements are the inspiration behind their 22 new patterns, 11 of which are eco-fabrics and part of the new green label, **BRENTANO**  .

**Brentano's recycled polyester patterns include Barkcloth, Rainforest and Thicket.** The natural-feeling Barkcloth can find many homes—as upholstery, drapery or panels. The space dyed yarn in the fill adds versatility to the 9 distinctive colors, and it wears at 45,000 double rubs. Rainforest, an original pattern from Brentano designer Aaron Mensik, has a leafy patterning evoking a tropical canopy. Available in 7 subdued colors, this upholstery passes over 75,000 double rubs. Thicket, inspired by the pattern of a bamboo fence, is a small-scale pattern with a bouclé in the stem. Thicket wears well at 90,000 double rubs and is available in 10 colors. All are made from 100% post consumer recycled polyester, which prevents materials from entering landfills, preserves virgin oil and can be recycled. All are certified MBDC Cradle to Cradle Silver.

**Confluence translates the wave and movement of yarns floating on water into a durable upholstery.** 100% Eco Intelligent® polyester, this pattern earns the rating of MBDC Cradle to Cradle Gold. Manufactured in a mill that is ISO 14001 certified, Eco Intelligent polyester is antimony-free and part of a closed-loop system. Available in 7 corporate colorways with a Brentano twist. Surpasses 100,000 double rubs; can also be used for panels and drapery.

**Brentano's first bamboo textile, Bamboo Cloth, has a luxurious drape, stunning sheen and noble hand.** Add in its inherent anti-bacterial and anti-fungal properties as well as its high wearability (over 50,000 double rubs), and this fabric is ideal for upholstery in upscale environments. In addition to the beauty and function of this fabric, the primary fiber offers many environmental benefits. Bamboo is a rapidly renewable resource (meaning it can be replenished in less than 10 years). The plant's insect resistant properties eliminate the use of pesticides, it requires less water and energy consumption than cotton or viscose and it improves soil quality and prevents erosion.

**Brentano's trio of 100% Eco Wool patterns includes Eco Flannel, Eco Satin and Eco Stripe.** With its menswear hand, the dapper Eco Flannel could come from the haberdashery. Available in 8 gorgeous colors, it passes 42,000 double rubs and is suited for upholstery, panel and drapery. The sleek worsted yarn of Eco Satin gives this refined textile a stunning luster. Eco Satin comes in 8 fresh colors that coordinate with the other patterns. It passes over 75,000 double rubs and can be used for upholstery, panels and drapery. Eco Stripe has a smart, vertical stripe with an unusual rhythm. Both the saturated background colors and the bright accents can set a stylish tone for any room. Eco Stripe surpasses 100,000 double rubs and suitable for upholstery or drapery. All Eco Wool is 100% biodegradable, compliant with the EU Eco-Label standard, certified by Environmental Choice New Zealand and produced in a mill that is ranked Enviro-Mark Silver.

### About Brentano

Founded in 1990 by husband and wife team Iris Wang and E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns into an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing **beauty + performance**. Brentano fabrics are beautiful, are practical, and perform superbly.





Brentano's eco fabrics, including (top to bottom) Bamboo Cloth in Footbridge, Rainforest in Cameroon, Bamboo Cloth in Moon, Barkcloth in Mountain, Eco Flannel in Bluebird and Eco Stripe in Mountaintop.



Platform bed upholstered in Brentano Green fabrics, as seen at Chicago's Museum of Science and Industry *Smart Home: Green + Wired* exhibit.

\*More photos of the Elements collection and the *Smart Home* exhibit included on cd.



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