

BRENTANO

CELEBRATING 20 YEARS

For Immediate Release

Contact:

Marin Heller

Brentano

Tel: 846.657.8481

mheller@brentanofabrics.com

260 Holbrook Drive
Wheeling, IL 60090 USA

t 847.657.8481

f 847.657.8641

New Textiles Redefine High-Performance and Bleach Cleanable Upholstery

Brentano's fall 2010 Gala collection amps up performance with an eye for beauty

Wheeling, IL (October 2010) – Brentano's 2010 Gala collection not only celebrates the second half of the company's 20th year in the textile business, but also introduces their most healthcare and education oriented textiles to date. In keeping with their motto of Beauty + Performance, these highly functional and durable upholsteries also offer stunning color and texture, making them ideal not only for healthcare and education applications, but also high-traffic residential environments.

Abracadabra, Hocus Pocus, Presto, and Voila! Vanish the days of muted colors and blah texture with Brentano's new high-performance upholsteries that combine wearability and cleanability with a soft hand and gorgeous color, making them perfect for hospitality, higher education, healthcare, and even high-traffic residential interiors. The medium-scale pattern **Hoopla** is also suitable for a range of applications. All the "magic" themed textiles come in corresponding colors, while **Hoopla** comes in 7 cooler colorways. Each pattern is finished with Nano-Tex and DuraBlock. Additionally, **Abracadabra, Hocus Pocus, Presto** and **Voila** can all be cleaned with at least a ratio of (1:10) diluted household bleach.

BRENTANO

CELEBRATING 20 YEARS

260 Holbrook Drive
Wheeling, IL 60090 USA
t 847.657.8481
f 847.657.8641



Voila-Blue Moon 1178-05, Hocus Pocus-Dream 7200-03, Presto-Superstition 1175-05,
Hocus Pocus-Spark 7200-04, Voila-Rainbow's End 1178-09, Abracadabra-Pick a Card 8155-04

Abracadabra, Hocus Pocus, Presto, and Voila! Vanish the days of muted colors and blah texture with Brentano's new high-performance upholsteries that combine wearability and cleanability with a soft hand and gorgeous color, making them perfect for hospitality, higher education, healthcare, and even high-traffic residential interiors. Each pattern is finished with Nano-Tex and DuraBlock and can be cleaned with a ratio of at least 1:10 diluted household bleach.



Voila-1178 (from top): Rainbow's End, Blue Moon, Amulet, Wishing Well.

Look no further, because here it is! **Voila** offers what healthcare, hospitality, and higher education designers have been searching for: a high-performance textile that is easy to clean as it is easy to use. Made from 100% solution dyed nylon with a Nano-Tex and DuraBlock finish, **Voila** offers outstanding lightfastness and easy cleanability as well as stunning texture and bold color. Can be cleaned with up to 20% (1:5) diluted bleach.

BRENTANO

CELEBRATING 20 YEARS

260 Holbrook Drive
Wheeling, IL 60090 USA
t 847.657.8481
f 847.657.8641



Hoopla-5104 (from top): Carousel, Candy Apple, Big Top, Ferris Wheel

Just one look and there's no doubt the hype about **Hoopla** is deserved: A well-priced, fun, medium-scale upholstery with a soft hand that stands up to the requirements of high-traffic areas. Available in 7 cheerful colors, **Hoopla** is finished with Nano-Tex and DuraBlock for increased durability, and passes 75,000 double rubs.

About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband and President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles to meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Celebrating their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor and Crypton and Nano-Tex fabrics. Please visit www.brentanofabrics.com for more information.

###