

## For Immediate Release

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## Brentano Leads the Way in Eco-Friendly Faux Leathers

New patterns designed for education, residential, and cutting edge applications

**Wheeling, IL (November 2011)** — As a leader in eco-friendly faux leather textiles, Brentano is constantly seeking new ways to expand the category. For their Portfolio collection, they have introduced their most dynamic trio to date: **Varsity**, a high-performance solid colored for education applications, **Filigree**, which is printed with an intricate paisley pattern perfect for residential interiors, and graffiti-inspired **D.I.Y.**, which uses metallic pigments and a mirrored finish, making it ideal for those seeking a unique pattern that makes an impact.

As diverse as the three are, they are all bound by the common thread of environmental consciousness. **Varsity**, **Filigree**, and **D.I.Y.** are polyurethane faux leathers, making them a greener alternative to PVC, or vinyl, which contains the carcinogen dioxin, and to leather, which often requires the use of many chemicals, including chromium. Additionally, both **Varsity** and **D.I.Y.** have a recycled polyester backing and are part of Brentano's Ultra Friendly series, which means they use only a minimal amount of solvents.

And all three exceed 100,000 double rubs (Wyzenbeek), so whether it's a university commons, a sophisticated living room, or a modern restaurant, Brentano has an eco-friendly faux leather that will offer the best in beauty + performance.

### About Brentano:

Founded in 1990 by Design Director Iris Wang and her husband, 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 meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Having celebrated 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, Crypton, Nano-Tex and GreenShield fabrics. Please visit [www.brentanofabrics.com](http://www.brentanofabrics.com) for more information.

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*Filigree & Varsity*

**Filigree** and **Varsity** offer eco-friendly, faux leather options in two distinctive ways: Filigree provides an intricate paisley pattern that has been roller printed on the existing Brentano faux leather Essence, while Varsity is remarkably durable with a topically strong, solvent-resistant, and antibacterial face. Both exceed 100,000 double rubs (Wyzenbeek) while maintaining a sophistication suited for residential applications.



*D.I.Y.*

Showcase creativity with **D.I.Y.**, a graffiti-inspired, eco-friendly faux leather by Brentano. Roller printing with metallic pigments and a mirrored finish create an avant-garde look, making this the perfect upholstery for interiors wanting something unique and edgy.

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