

For Immediate Release

Contact:

Kate Tucker

Brentano

T: 847.657.8481

ktucker@brentanofabrics.com

Brentano Looks to Past Success with Spring 2012 Collection

Back to Basics updates classic pattern with new weave, fresh colors, and outdoor application

Wheeling, IL (April 2012)— When the Brentano Sales Team said clients were seeking a sophisticated and graphic **outdoor upholstery**, the Design Studio decided to rework their successful pattern Dahlia. They knew they would need to alter the weave to create a textile that could stand up to the elements, and as a color leader, they are always aware of the necessity of offering both classic hues and fresh shades.

In response to these requests, Brentano created **Zinnia**, an outdoor upholstery that maintains the Japanese stencil-inspired, botanical pattern of Dahlia but re-imagines the weave for outdoor requirements and re-colors it to create fresh options perfect for outdoor applications. Woven from 100% high energy-dyed polyester, Zinnia meets contract performance standards at 30,000 double rubs (Wyzenbeek). It also offers strong lightfastness and has both Teflon and antibacterial finishes. Available in 9 colors ranging from classic neutrals, like Dreamland and Aztec, to the established blue of Art Deco, to the bold and fun Sunbow and Peppermint Stick.

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 for more information.

BRENTANO™

260 Holbrook Drive
Wheeling, IL 60090 USA
T: 847.657.8481
F: 847.657.8641



Stacked top to bottom: Zinnia 6105-08, 09, 06, 05

For their 2012 Back to Basics collection, **Brentano** redesigned their classic upholstery Dahlia for outdoor use. The result, **Zinnia**, is woven from 100% high energy-dyed polyester that passes 30,000 double rubs while offering both Teflon and antibacterial finishes. In the redesign, Brentano added fresh new colors like Zowie, Sunbow, Peppermint Stick, and State Fair (listed in order of photo).

###