

camira

Press release
NeoCon 2017

Camira's new fabrics provide Color with Confidence at NeoCon

Color with Confidence is Camira's platform for the presentation of its latest natural fiber fabrics spanning nearly 200 colorway options across five patterns. This riot of color is brought calmly together in the company's 2017/18 Trend Directions Report, available in Camira's 11th floor showroom and being presented by Camira Design Manager, Catherine Counsell, in NeoCon's seminar programme on Wednesday June 14th.

Five natural fibers – including new launches and extensions to existing product collections – provide a specifier's dream textile toolbox bringing together the latest trend inspired colorways in an exciting array of intricate fiber dyed shades and piece dyed solids. Comprising a cohesive combination of patterned and plain textiles for both upholstery and panel. The five patterns are Synergy and the new Synergy 66 (99 colors), Main Line Flax and Main Line Flax Stripe (39 colors) and Patina (43 colors).



Patina

Camira's newest fabric, Patina, is based on an intimate blend of wool and flax, which balances composition with construction and beauty with performance. It is the epitome of designing with nature with white flecks, created by the flax content, scattering across the surface of the fabric just as the flowers would appear in the fields from which it is grown.

Available in a charming palette of 43 colorways, Patina captures the landscape around us as well as featuring nourishing new shades to complement the wider Camira portfolio. Patina marks the ongoing evolution of our bast fiber family of fabrics made from wool, nettle, hemp and flax.

Main Line Flax

Main Line Flax is Camira's first flax fabric, building on the manufacturer's industry leading bast fiber expertise to create a new inherently flame retardant fabric from sustainable sources.

A symbol of purity, wild flax has been used in textiles for thousands of years thanks to its strong, long and smooth fibers found inside the stem of the plant. The fiber is spun into a 70-30 wool flax blend, then fiber dyed to create beautiful mixture yarns which are woven into interesting solids and cross-colours inspired by the rich tones of rare jewels. Main Line Flax is available in 41 colorways and coordinates with the stripe patterned alternative, Main Line Flax Stripe, available in 8 color options.

camira

Synergy

Synergy is a wool blend, high-performance seating fabric in Camira's largest color offering of 75 intelligent shades. Synergy is also the base fabric for tie dye fabric Individuo, playful print Zig Zag and its Landscape fabric which includes patterns and plains. Synergy 66 is the latest addition and is the panel partner to Synergy, available in 24 colors.

Supporting fabrics also include another wool flax fabric, 24/7 Flax alongside herringbone style Era, luxurious stripe fabric Code and dobby weave fabric Silk.

Design talks

Camira Design Manager, Catherine Counsell will be holding a talk on Wednesday June 14th:

Program Title: Global Textile Design Trends

Session Code: W304

Date/Time: Wednesday, June 14, 2017 / 9:30 - 10:30 am

Room: 7 B

For more information about Camira's products visit www.camirafabrics.com.

Camira at Neocon: Showroom 11-23A.

- Ends -

For further information, please contact: Jennifer Isles, Communications Manager

T: +44(0) 1924 481144 M: +44(0) 7957 142094 E: jen.isles@camirafabrics.com

Notes to editors:

- Camira designs and manufactures upholstery fabrics for commercial offices, hospitality, government, institutional interiors, healthcare, cinema and auditoria.
- Camira is an independent UK textile company with two manufacturing facilities in England (in Huddersfield and Nottingham) and a mainland European manufacturing plant in Lithuania. The company's North America operation is in Grand Rapids, MI, where it holds stocked inventory and operates a cut yardage program for rapid distribution throughout North America.
- The company was founded in 1974 as Camborne Fabrics, acquired by U.S. modular flooring company Interface Inc. in 1997, and Camira was born out of a management buy-out in April 2006, taking the company back into independent ownership.
- Camira employs about 650 staff and sells some 10 million yards of fabric annually, generating revenues of approximately \$100 million.
- The company has been recognized for outstanding product innovation and environmental stewardship, gaining Queen's Awards for Sustainable Development (2015 and 2010) and Enterprise in Innovation (2005).
- Camira is registered to ISO 9001 (quality standard), ISO 14001 (environmental management) and OSHAS 18001 (health & safety) and OSHAS 18001 (health & safety).