



June 2018

Made by Camira: More Than a Mantra at NeoCon 2018

This June's 50-year celebration for the NeoCon World's Trade Fair is the perfect platform for Camira to express its love and passion for fabrics on display in its carefully curated showroom (1123A) in the Mart in Chicago

Inspired by its British heritage and its peerless manufacturing expertise, *Made by Camira* captures the story of Camira's textiles from farm to fabric and everything that goes on in between – designing, spinning, dyeing, warping, weaving, and finishing. For Camira, the making of textiles is the sum of multiple parts and many skilled people from carders, spinners, winders to warpers, weavers and menders, all working together to produce yarn and fabric.

The textile innovator's craft stretches back over 200 years, with roots firmly based in England's textile heartland in Yorkshire, where the fabrics are designed and made. Now operating globally, Camira designs and manufactures fabrics for clients worldwide in corporate office, higher education, performing arts, healthcare, and hospitality sectors.

With an extensive portfolio of fabrics for upholstery and vertical applications, Camira's NeoCon 2018 showroom will be a joyful exclamation of color and texture. Camira's fabrics convey individual colors and personalities, and join together in creative combinations to make furniture pop and interior spaces sizzle.

Rune Akselberg, President of Camira Group Inc., notes: "Camira makes fabrics that have a purpose – they can inspire, they can challenge, and they become cherished. Made by Camira is more than a mantra – it's a way in which we can celebrate everyone within our company and what we stand for. We are the makers, the designers and the manufacturer and this is the story we are looking forward to sharing at NeoCon."

With a palette of navy and beige alongside pops of mustard and cornflower blue, the showroom highlights Camira's industrial roots, with soft accents and textures. Fabrics include a range of dual-purpose products that are suitable both for furniture upholstery and vertical applications. Among the featured fabrics for Camira's 2018 NeoCon showroom are the classic wool felt Blazer, wool and flax fabrics Patina and Main Line Flax, 100% recycled polyester Rivet and polyester fabric Era. Others include Synergy Quilt and Touch.

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

Camira at NeoCon June 11-13, 2018: Showroom 1123A.

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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 substantial inventory 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 rechristened as Camira in 2006 following a management buyout.
- Camira employs about 750 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).