

camira

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Camira Salutes 50 Years of NeoCon With 50 Shades of Blazer

As the NeoCon World's Trade Fair celebrates its 50th anniversary, global textile innovator Camira will mark the momentous milestone with a dazzling, 50-shade salute of its best-selling wool felt fabric, Blazer.

Maintaining a mix of mélange and solid shades, the Blazer palette has been refined and rejuvenated with the injection of 14 entirely new shades, adding a fresh glow to Camira's exceedingly popular fabric. The trend-forward global palette has been developed from a full year of research and insight. Clean, bright and fresh pastels offer an uplifting, optimistic feel. The corals provide a lively jolt of color, while the greens add a spray of new minty tones, with the purples morphing to misty mauves in flatter shades influenced by grays. There is a new warmer neutral tone, Dartmouth, making the workplace feel like a home away from home.

Blazer is made by Camira, beginning with shearing the raw wool on sheep farms in New Zealand, spinning woolen yarns in ecru and mélange mixes, weaving on a dobby loom, milling to entangle the wool fibers for the felted finish, dyeing in the selection of colors, before finally pressing and finishing the fabric.

Regarded as an "anchor" fabric which specifiers and designers can use to create a beautiful canvas of textile look and feels, Blazer works together with many other fabrics across compositions and price points. Natural complementary partners include Era, Patina, Blazer Lite, and Lucia.

Showroom and fabrics

The manufacturer's distinctive brand story, *Made by Camira*, is on vivid display in the Camira NeoCon showroom (1123A in Chicago's Merchandise Mart) from June 11-13, 2018. The showroom is styled with a wide array of colorful and touchable textiles.

With a palette of navy and beige alongside pops of mustard and cornflower blue, the showroom reflects Camira's industrial roots, with soft accents and texture from a selection of dual-purpose products that are suitable for furniture upholstery and many vertical applications. In addition to Blazer, Camira will display wool and flax fabrics Patina and Main Line Flax, 100% recycled polyester Rivet and polyester fabric Era. Other fabrics will 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.

For further information, please contact either/or:

Jennifer Isles, Camira Communications Manager

camira

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

Bruce Buursma, Camira North American Press Representative

T: (616) 502-9834 E: bruce@brucebuursma.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 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 in 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).