

PERENNIALS LAUNCHES PERFORMANCE AND BEAUTY CAMPAIGN

Bringing performance into
focus from fiber to finish





Perennials™ Outdoor Fabrics are not only versatile and beautiful; they are high-performance, as well. In its first decade, Perennials rocked the outdoor textile industry bringing refined design aesthetics to outdoor fabrics. Entering its second decade, the company launches its Performance and Beauty Campaign to bring awareness to its investment in advanced technological textile manufacturing processes. The campaign includes a series of ads and web-based feature entitled, From Fiber to Finish which chronicles how Perennials fabric is made. With fabrics that brave the elements and live up to elevated design, and styles ranging from silky-smooth sailcloth to heavy-textured chenille, Perennials has raised the bar in setting its own standard of excellence. Dually innovative and scientifically outstanding, Perennials fabrics meet the highest standards of fade resistance while still maintaining a great hand. And with the fade resistant guarantee on all woven fabrics of three years and one year on prints, Perennials beats the colorfastness industry code



AATC 16H. Furthermore, all Perennials fabrics, including the latest collections, meet California Bulletin 117, Sect. E, NFPA 260 and UFAAC Class 1 flammability codes. These are just a few of the stand-out points that make Perennials fabrics not only beautiful but also high performance. These high standards have resulted in designers specifying Perennials not only for outdoor use, but also for active interior

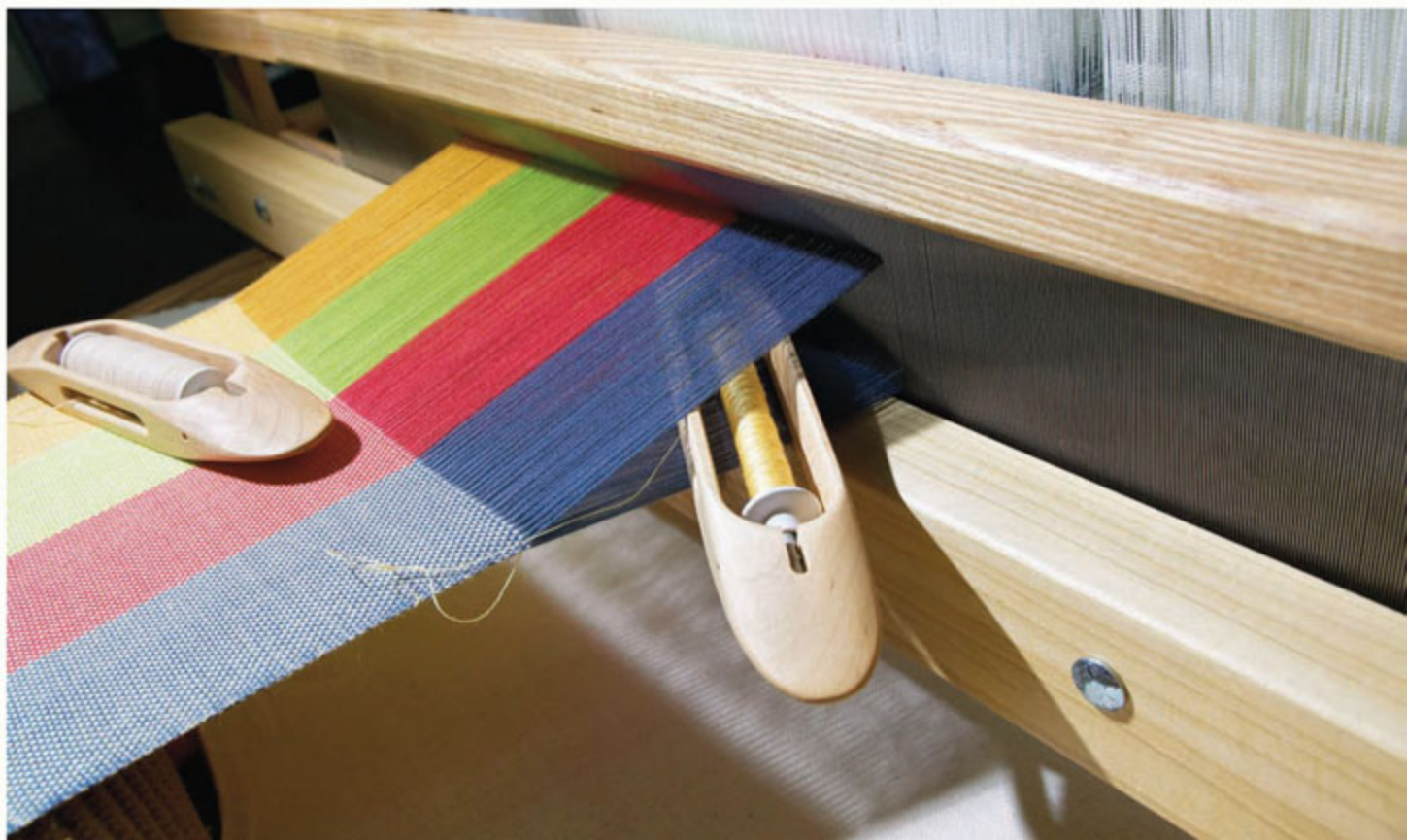
environments.

It is the meticulous involvement in every single step of the production process from fiber to finish that enables Perennials to create technically superior fabrics. It all starts with color. Twelve to twenty-four months before the fabric is created, Perennials selects a range of colors for the new season.

Pigments are mixed to create base colors and then injected into an acrylic polymer

while it is still in a solution state. The beauty of this process ensures that the color is bound on a molecular level and fused through all the fiber.

It equates to solid color being present throughout, unlike some fabrics where color permeates only the surface layer resulting in color fading inconsistently and the fabric not performing as well in abrasion tests.





After heating and drying, the color-permeated polymer dries and becomes a solid filament. A crimping process that follows gives the filament fibers texture, and the feel of cotton. The filaments are then cut into short lengths and spun into a fine plied yarn.

With multiple fiber colors, yarns can be spun into an infinite number of color combinations. The product development group at Perennials determines the yarn specifications for different types of fabric - sheer, textures, or heavy-duty awning material. For the majority of the fabrics Perennials weaves with the finest yarns available, exclusively developed by Perennials. These yarns produce a softer hand and higher luster.

Patterns are made for prototypes with inspiration for the patterns coming from nature, art, fashion, and architecture as well as late night epiphanies. The weave structure is determined by the designers and then a prototype is produced on a hand loom. Once approved, specifications are submitted to the mills for commercial production.

After the fabric is produced it is submerged in a bath of soil-resistant coating for extra protection from the elements. Through complete submersion both sides of the fabric are sealed creating an effective barrier.

Quality control from a barrage of independent laboratory tests ensures a superior standard. Multiple tests take place internally and externally for resistance to soil, water, mildew, UV radiation, abrasion, tearing and fire. From fiber technology through the design process, to quality assurance every step of the way is under strict scrutiny. Results are published for designers to reference.

