

design and sales, as “vibrant colorways through an innovative yarn coloring system with a clear coated PVC sheath,” the product is ideal for interior and exterior shading, as well as sling fabric. “Because it incorporates a clear PVC coating, the temperature is also cooler than traditional colored PVC coatings,” Nichols says.

Twitchell’s new low heat technology uses mechanization to reduce heat buildup, allowing darker color yarns to maintain a similar temperature as lighter colors. Nichols explains: “For interior and exterior shading, this is a huge advancement. This technology can also be used in sling fabric for patio and poolside seating.”

In the spring, newly promoted CEO Lisa McGregor continued the momentum by developing a Technical Services team to bring research, development, and design under one area to align technical and aesthetic qualities. Twitchell also rebranded as TTP to better highlight its two divisions of Fabric and Coating.

While continuing to churn out new offerings, TTP’s Sunsure line remains a best-seller for awning and shade applications. Nicholls lists the advantages of Sunsure as resistance to fading and better durability when compared to acrylic or dip-coated products. “It has a 10-year limited warranty,” he says. “Sunsure is also anti-microbial, and stain- and soil resistant, making it easy to keep clean with low maintenance. It is offered in over 20 dynamic colors.”

OUTDURA, A BRAND OF SATTLER CORP.

Haynes King, product manager for Outdura, a brand of Sattler Corp. (Hudson, North Carolina), joined the company late last year, intent on expanding and maintaining Outdura’s solid line of casual furniture fabrics. The latest additions are textural dobby patterns inspired by the interplay of light.

The idea to develop dobby patterns grew out of a belief that consumers are increasingly gravitating toward performance fabrics with more depth. “This push really comes from the blurring of inside and outside,” King says. “Performance attributes, such as bleach cleanability, high abrasion resistance, and mold/mildew resistance, are great for use in the house, and at the same time, customers are expecting performance outdoor fabrics to look and feel like indoor textiles.”

According to King, additional complementary Jacquard introductions included a number of patterns inspired by tribal art. Recently hired designer Kaisa Karawatski (international design team) is now working with Gloria Tsocos, design manager of Outdura, to develop these patterns “with a weaving technique that enhances depth and saturation of color in the design.”

King and officials from Outdura (and parent company Sattler) are optimistic about the textile industry. They continue to weave all fabrics in the United States, a tradition that enables them to react quickly to changing market conditions.

“As for the future, our greatest strength is in design and technical know-how,” King says. “The design team pushes the envelope by developing new and interesting weave structures that enhance the texture and hand of our fabrics. We incorporate different yarn types like our bouclé and marl yarns in combination with com-

plex weaves and patterns to make our textiles unique and more interesting.”

BELLA-DURA

Regular customers of Bella-Dura (New York, New York) will notice a “completely refreshed” version of the company’s familiar By the

Yard collection, with 252 SKUs in a variety of designs, colors, and textures. In addition to the revamp, Orlando Peralta, director of hospitality design, expects solid sales for Everglade, Arizona, Brighton, Chimera and Tennessee fabrics due to their par-



ticular dimensions and interesting use of texture.

“Our current best-sellers continue to be Dart—a textured diamond pattern, and Landfall, a heavy bouclé,” Peralta says. “Due to their continued popularity, we recolored these patterns—among others like Handloom, Alameda, Mesa, Grasscloth and Breakers—to be included in the new By the Yard collection.”

Swavelle Mill Creek, a major supplier of fabrics for the home furnishings industry, recently acquired Bella-Dura, with Ari Gasner staying on as president of Bella-Dura and (newly renamed) Wearbest Weavers. Longtime customers can count on continued investments supporting the growth of Bella-Dura, as well as ongoing support for customers.

Peralta confirms that the acquisition has only buoyed Bella-Dura’s commitment to “bringing the performance aspect of outdoor fabrics indoors and taking the design aesthetics of indoor fabrics to the outdoors.” The modernization of traditional

motifs remains strong as a design direction, particularly as customers continue to ask for plaids and different types of florals.

As for the overall philosophy, Peralta assures that it remains: “The Danish concept of hygge—a word used when acknowledging a feeling or moment as cozy, charming, or special—heavily influences textures as we focus on creating comfort. We achieve that through the use of all types of bouclés, slubs, and heathered yarns.”

TEMPOTEST USA

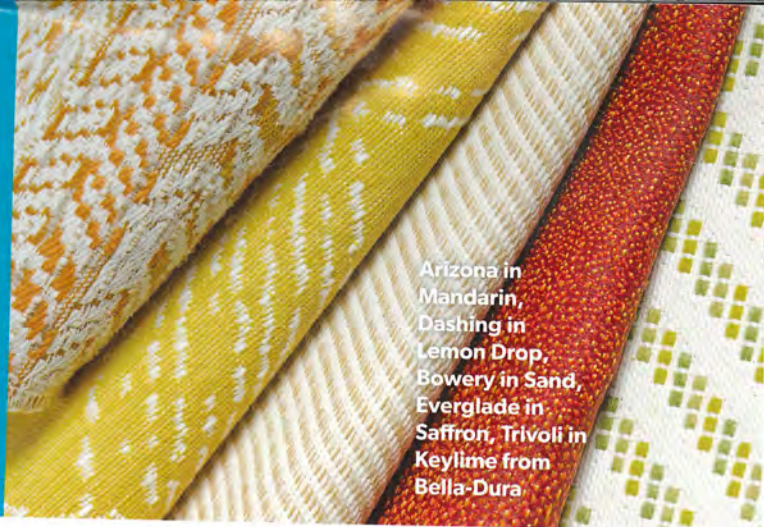
The newest stock collection from Tempotest USA (Carrollton, Texas) is called Tempotest Home 54. It’s a collection of solution-dyed acrylic solids and stripes in a classic canvas weave. Jeff Jimison, national sales manager, explains that the stripes range from contemporary to classic to transitional and are paired with new solid colors. The collection is fully stocked in Carrollton for quick delivery at competitive price points.

Tempotest designs speak partly to a European sensibility that mirrors the company’s roots, specifically its parent company’s (Para. S.p.a.) home base in Sovico, Italy, on the outskirts of Milan. Tempotest is the brand name of Para’s performance fabrics, primarily woven solution-dyed acrylics, and Jimison says they also offer solution-dyed polyesters, primarily as a vehicle for flame retardant fabrics for outdoor use—plus digitally printed designs for outdoor use.

“We are also introducing a new velvet called ‘Vendicari,’” Jimison says. “Made from our solution-dyed acrylic yarns, it is a very plush and luxurious fabric, and offered in 15 colors from white to neutrals to more vivid jewel tone hues. These new velvets can be used outdoors in the harshest of environments since they are fade-, stain-, mold- and mildew-resistant, and are as equally at home inside the house where the stain and spill resistant characteristics, and the ability to bleach clean heavy soiling, make for easy yet luxurious living.”

Para has also developed a fabric from a longer staple cut of acrylic fiber. “This longer cut imparts a look like natural linen, but with the ability to be used outdoors as well as indoors,” Jimison says. “This new long staple yarn is woven in five different solid patterns such as basket weaves, gabardine, and Calvary twills.”

Demand remains strong for



Arizona in Mandarin, Dashing in Lemon Drop, Bowery in Sand, Everglade in Saffron, Trivoli in Keylime from Bella-Dura



Brisa Distressed Outdoor from Ultra Fabrics

Tempotest's textural fabrics, with grays, blacks, whites and blues as the dominant colors. Overall, Jimison is cautiously optimistic. "This year for us has been better than last year," he reveals. "Whether looking at year-over-year sales to existing customers, or overall growth, every metric is bet-

ter. There are still unpredictable highs and lows, but as of this moment in time, signs are positive."

VALDESE WEAVERS/INSIDE OUT PERFORMANCE FABRICS

Christy Almond, vice president of product development & marketing at

Valdese Weavers/Inside Out Performance Fabrics (Valdese, North Carolina), wants to clarify the company's name: She knows many dealers are familiar with Valdese Weavers—a company that has been around more than a century, creating decorative textiles for residential and contract mar-

kets. The "Inside Out Performance Fabrics" brand is a division of Valdese Weavers.

"Both parts of the company name are important since Inside Out Performance Fabrics [IOPF] is what we primarily focus on for your [P&HPR readers] market," Almond says. "Our fabrics are manufactured in the foothills

of the Blue Ridge Mountains in Valdese, North Carolina, where we employ 1,000 employee owners and have been creating textiles for nearly 105 years."

The company is currently launching a 125+ SKU program of Inside Out Performance Fabrics. "We have six unique styles that will become your 'go-to' textures for durable, cleanable, and high-UV performance fabrics," Almond says. "Each style comes in an array of colors that work with all the design styles your customers are looking for. Luxurious velvets, plush chenilles, multi-toned tweeds, linen looks, and more are included in this edited collection that will make your selection process quick and easy."

Almond's enthusiasm is tied to the experience of her team and to the level of engineering brought from IOPF. "Our fabrics exceed durability and cleanability standards for interiors by exceeding 50,000 double rubs," she says. "They are pill resistant, liquid resistant, and can be cleaned with soap and water or diluted bleach. Additionally, they are high-UV and mildew-resistant and come with a three-year warranty."

PHIFER INC.

Many fabric companies promise bold colors, only to revert to safe choices when design decisions are made. In his 33 years as national market manager of design fabrics at Phifer Inc. (Tuscaloosa, Alabama), Hugo Benitez has seen the scenario play out many times.

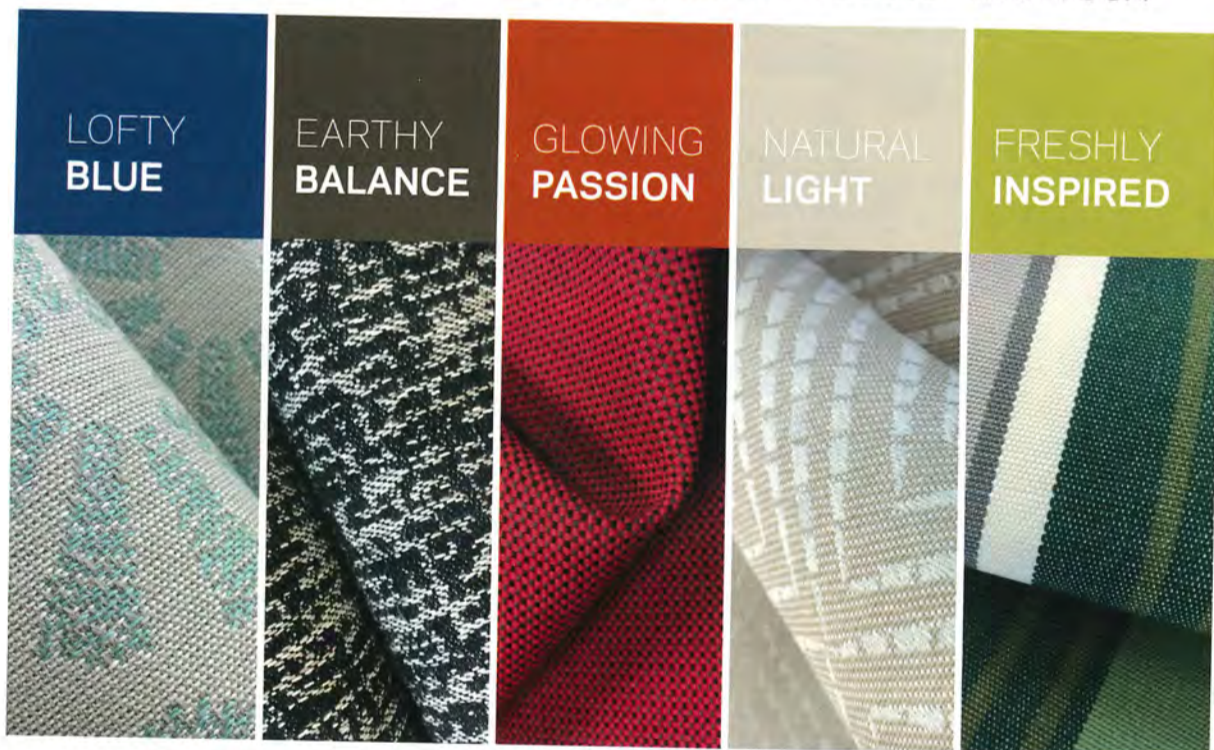
"The industry always talks more color, but we end up back at the neutrals," says Benitez with a chuckle. "We have seen more and more color come into play over the last five years. We brought out the Resort collection earlier and sales have been terrific. For so long, we talked about more color, and this has pinks, yellows, and all types of different fabrics and coordinates that have gotten a tremendous response from customers."



OUTDURA DESIGNER FABRIC COLLECTION

100% solution dyed acrylic • high performance • broad color range

available in cut yardage • stocked in full rolls • 100% made in USA



Contact us today for complete details and to order the new OVATION 3 sample book.

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sales-usa@sattler-global.com

Circle Reader Service No. 24



PRODUCT PROFILES



SUNBELIEVABLE

Solution-dyed acrylic fibers and an exceptionally fine solution-dyed polyester warp produce a luxuriously soft, intricately patterned fabric that is amazingly durable, stain-resistant, and cleanable, even with bleach. Spring Collection pillows, l-r; Sand Dollar in color, Margarita; Longshore

in color, Moonstone; Sunblock in color, Oyster. Sofa in Cove, color Canvas. Contact: (336) 210-2630 or www.sunbelievable.com.

Circle Reader Service No. 179

LEVANTE SQUARE BAMBOO UMBRELLA

Tested at wind tunnel speeds of up to 58 mph, the Levante series solid bamboo center pole umbrella is unparalleled in its look and performance. Made from natural sustainable



bamboo, the Levante series will give you everything you desire in an iconic European market umbrella but with the enhanced performance and durability of 21st century materials. Available in 12 different sizes from 6.5-foot square café umbrellas to oversized 13-foot round colossal umbrellas. Contact: (561) 288-8655 or www.bambrellausa.com.

Circle Reader Service No. 180

TEMPOTEST

Parà SpA introduces Bel Mondo, a new collection of its outdoor/indoor performance fabric, Tempotest. Italian for beautiful world, Bel Mondo is a collaboration from noted outdoor-fabric designers Karen Williams and Brenda Sewell-Bost of the design company D2 and Filippo Ueher, creator of the Maria Flora line of performance fabrics. The collection, woven in Biella, Italy, has elements of Italian flair with a U.S. eye toward color. In this mix, stylish graphics and colorful, multilayered patterns coupled with bold, vibrant textures are featured in a color palette inspired by the beauty found in nature's simple elements: sun-drenched hues, lush grasslands, cool waters, and rich earth tones provide perfect combinations of color—with no boundaries. Contact: (972) 512-3534 or www.tempotestusa.com.

Circle Reader Service No. 183



FUNCTIONAL FIREPITS

Introducing a fully patented line of functional firepits from Plank & Hide. Certain to be conversation pieces, these firepits allow for use of the fire element while maximizing space for food or drink. Available in a variety of finish configurations, they are the only firepits backed by a U.S. Patent (#10,107,502).

Contact: (888) 462-6852 or www.plankandhide.com.

Circle Reader Service No. 184



PARK WEST

Inspired by the contemporary cool of the museum district, the Park West collection is an exercise in restrained simplicity of design. With a versatility that lends itself to any environment, create your ideal space with the low-profile rope finish on an aluminum frame, and a new hand-brushed pearl color on the frame supported by round tapered legs and a strong sled base. Knitted polyolefin ropes offer UV and weather resistance while the modular design provides flexibility and style. Contact: (866) 919-1881 or www.ratana.com.

Circle Reader Service No. 181



BERTHOUD FIRE TABLE

The Berthoud fire table adds warmth and contemporary style to any outdoor space. Offering 50,000 BTU of heat, the CSA-certified Berthoud fire table operates on liquid propane gas, but includes a natural gas conversion kit. Other features include electronic push button ignition, burner lid, leveling feet, and protective cover. Real Flame, a leading wholesaler of indoor and outdoor fireplaces, is now offering the Outdoor Living collection of furniture and accessories, which bring comfort and ambiance outdoors.

Contact: (800) 654-1704 or www.realflame.com.

Circle Readers Service No. 182





MANAGE HEAT WITH MENDOTA COOL WALL

Take heat off walls and move technology and decorations closer—without sacrificing the quality warmth you expect from Mendota. Mendota Cool Wall uses natural convection behind the wall to redistribute air up and away from surrounding areas, while still delivering focused warmth from the firebox. With flexibility to bring TVs, artwork, and mantel decorations as close as 15 inches above the fireplace, Mendota Cool Wall creates more design possibilities with surfaces you can touch safely. Contact: (800) 553-5422 or www.mendotahearth.com. Circle Reader Service No. 155

TEXTURES (PATTERNS: FRIENDLY, ROLLO, AND GARWOOD IN BLUES)

Valdese Weavers' expansive library of yarns and colors provides Inside Out Performance Fabrics with an endless opportunity to make interesting and dimensional solid textures. From linen looks (Rollo) to menswear inspired (Garwood) to basket weaves (Friendly), there is a texture for every style and space, indoors or out! Contact: (843) 422-5456 or www.valdeseweavers.com. Circle Reader Service No. 156



DELRAY FIRE TABLE

Delray introduces Fire Tables into the RealisTeak range of products. The bases are designed to have an all-wood look with an engineered polymer synthetic wood construction. The tops utilize

honed travertine stone in tones that complement both the Shadow and Dune finishes. The units are available in round or rectangular versions and feature easy glide drawers for the standard propane tank and matching travertine lid. All firepit components are from the Outdoor GreatRoom Company to assure premium quality performance and service. These Fire Tables go beautifully with Delray seating as well as Sierra and the new Vista collection. Contact: (336) 625.6175 or www.klaussneroutdoor.com. Circle Reader Service No. 157

TORCHE

Modern sensibility meets versatile design with the Torche collection. Torche complements any landscape or outdoor path design by featuring soft, atmospheric lighting coupled with a variety of light frames ranging from red to gray powder-coated aluminum. Available in two sizes, three finishes and delivered with either a spike to plant or an attachable base, Torche is the ultimate outdoor accessory. Contact: (213) 745-8883 or www.lesjardins.com. Circle Reader Service No. 158



BELLANOVA

Discover Bellanova, one of NorthCape's best-selling, tariff-free collections. This modular seating collection is stocked in a beautiful 14mm Aspen HDPE resin finish, with quick ship cushions available in a variety of fabric options. Contact: (708) 563-2890 or www.northcape.com. Circle Reader Service No. 159



TEMPOTEST STARSCREEN

Tempotest USA has introduced a new screen fabric, StarScreen, that provides shade and privacy—and absorbs up to 97% of the heat caused by solar radiation—while allowing for the passage of light. The 11 designer colors add to the beauty of any structure and can be used indoors or outdoors. Made from recyclable PET solution-dyed yarns, the fabric is PVC free and fire retardant. It is fade resistant and is treated with Teflon for easy cleaning. Contact: (972) 512-3534 or www.tempotestusa.com. Circle Reader Service No. 160