

Now
you
know!

Did
you
know?

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camira
style with substance

Did you know?

...that fabrics don't wear out, they "ugly out", but a carefully chosen fabric can look good and last for years.

Did you know?

...more often than not wool works best, simply out-classing and out-performing the man-made synthetics such as polyester.

Did you know?

...that polyester consumption is thirty times greater than wool, but one day the oil to make it will run out and wool will always have the last laugh!

This enlightening little handbook contains a few more "Did you knows" and at the end you'll know a whole lot more about choosing and using fabrics for office and contract furniture. We're biased, of course, but at the end of the day the fabric is not just what you see, it's what you touch and feel and it may well be bums on seats for up to 8 hours a day.

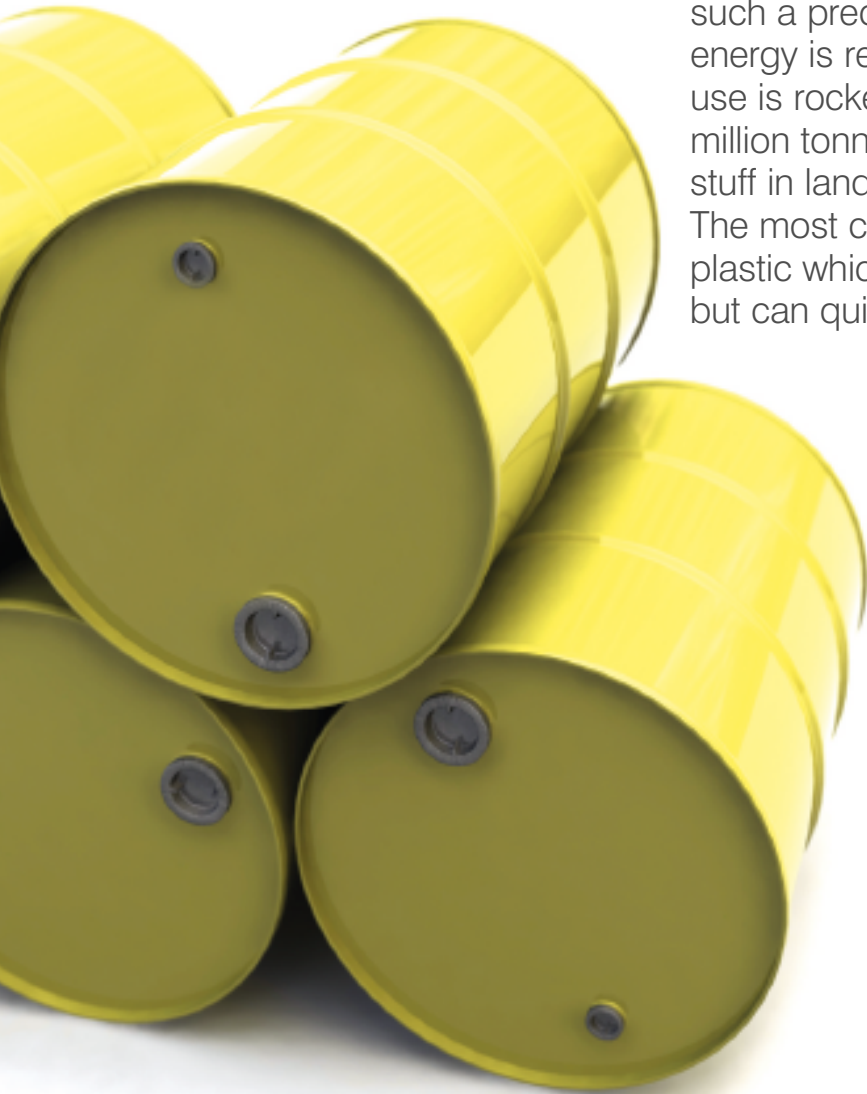
What would you wear if you were a chair?

You'd want a cool colour for sure, but would you prefer a polyester track suit, or designer styled tailored wool? Beyond colour, fabric composition is the be-all and end-all - that's why we stick it right at the top of the technical specs on our fabric swatch cards to help guide your fabric choices.



Polyester...

It's a man-made synthetic that's been around since the 1950s. It's made from oil, although **why we're wasting it on textiles** when it's such a precious commodity for fuel and energy is really beyond us. The trouble is its use is rocketing, not declining, topping 30 million tonnes a year, and there's loads of the stuff in landfill which just doesn't degrade. The most common type is PET, so basically a plastic which is lifeless and non-absorbent, but can quickly become dirty and stained.



...at a glance

- Non-renewable
- Made from oil
- Non-degradable
- Non-absorbent
- Prone to dirtying
- Dulls and flattens
- Perceived as cheap
- Less inherent stretch
- Upholstery limitations
- Basic task chair fabric
- Not recommended for soft seating



Wool...

It's natural and renewable and has been around for millions of years. And it will be here long after the oil-based synthetics have gone. But it's not just environmental, it's the best performance fibre there is, with multiple smart abilities which have never been matched by man-made fibres. It has a microscopic armour like coating that preserves its beautiful appearance for longer. It has natural crimp which prevents flattening and resists wear, while its luxurious drape and stretch make it the perfect accompaniment to the curves and contours of sculptured furniture shapes. It enjoys a natural cell structure, making it a "feel good" breathable fibre which can absorb and evaporate moisture for total user comfort. And it's fire safe thanks to its high moisture and nitrogen content, it's difficult to ignite, forms a char against flaming and in a severe fire situation will not melt, drip or give off toxic fumes.



...at a glance

- Rapidly renewable
- Grown, not man-made
- Totally biodegradable
- Low energy footprint
- Low CO₂ impact
- Appearance retention
- Inherently soil hiding
- Does not attract dust & dirt
- Stretch and recovery
- Breathable
- Insulating
- Feelgood
- Fire retardant
- No flaming droplets
- Low smoke toxicity
- Low flame spread
- Self-extinguishing



Did you know?

...the average fleece produces about 4 kg of fibre, which can make up to 10 metres of fabric – enough to cover a large reception sofa or 15 task chairs.



THE CAMPAIGN FOR WOOL
PETRON HRH THE PRINCE OF WALES

This is a 5 year international campaign, conceived by HRH The Prince of Wales, which aims to make wool the new lifestyle choice across the world, bringing us back to nature and positioning wool as the ultimate high performance, high endurance, high fashion natural textile. It has the backing of top name fashion and interior brands. To mark the launch of the Campaign, Savile Row in Central London was turfed over for a day as taxis and traffic gave way to sheep and shepherds.

Paul Smith

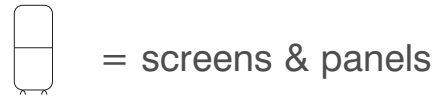
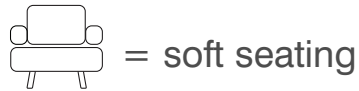
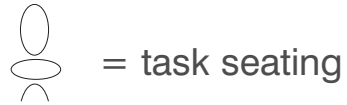
M&S

HARVEY NICHOLS



Choose wisely

- Chair type - **check the logos**
- End-use area - **cross-reference the Application Guide**
- Colour choice - **use some common sense!**



Beyond colour and design, it's often cost that drives a specification and purchasing decision. That's OK for today, but if you've got to live with the fabric and furniture long-term, then it's worth spending that bit more at the outset, for something which will be more cost effective in the long run.

So think carefully about the type of furniture and where it's going. Wool works equally well on task and soft seating and its appearance retention can hide a multitude of sins. Synthetics have less give and flex and are more likely to pucker or pull around curved soft seating. Even more worrying is that they need more regular care and maintenance than wool. They're non-absorbent, so any staining remains on the fabric surface and can become an unsightly mess if not cleaned.

Our **Fabric Application Guide** steers you through which fabrics work well on which furniture types and for which end-use areas.

Application Guide

These are our recommended guidelines. The final decision rests with the furniture manufacturer.

	Task Seating	Soft Seating	Indoor Auditoria Seating	University (not accommodation)	University (accommodation)
Adrenalin ^{plus}	✓	✓	✓	✓	✓
Advantage	✓	●			
Aquarius	✓	✓	✓ ^{+FR}	✓ ^{+FR}	
Blazer I & II	✓	✓	✓ ^{+FR}	✓ ^{+FR}	✓ ^{+FR}
Blazer Check	✓	✓	✓ ^{+FR}	✓ ^{+FR}	✓ ^{+FR}
Chateau ^{plus}	✓	●		✓ [*]	
Craggan ^{plus}	✓	✓	✓	✓	✓
Denim ^{plus}	✓	✓	✓	✓	✓
E-Leather ^{® plus}	✓	✓	✓	✓	✓
Illusion	✓	✓	✓ ^{+FR}	✓ ^{+FR}	
InterVene ^{plus}	✓	✓		✓	✓
Main Line ^{plus}	✓	●	●	✓ [*]	
Nexus	✓	●			
Nuna ^{plus}	✓	✓	✓	✓	
Oxygen	✓	✓	✓ ^{+FR}	✓ ^{+FR}	
Phoenix	✓	●			
Smarty ^{plus}	✓	✓	✓	✓	✓
Sting ^{plus}	✓	✓	✓	✓	✓
Stripes 1&2 ^{plus}	✓	✓	✓	✓	✓
Urban ^{plus}	✓	●		✓ [*]	
Velvetine ^{plus}	✓	✓	✓	✓	
Vintage	✓	✓	✓ ^{+FR}		
Virtual ^{plus}	✓	✓	✓	✓	✓
Xtreme ^{plus}	✓	●		✓ [*]	
24/7+	✓	✓	✓	✓	✓

✓ = Recommended

✓^{+FR} = Recommended with additional flammability treatment

● = Possible, depending on furniture style & upholstery; more regular cleaning may be required

* Recommended for use on task seating only within a University environment

Fabric Wear

Fabrics ugly out, or tastes and fashions change long before they wear out. So don't get hung up on the Martindale numbers game... Domestic upholstery gets 20,000 rubs, while 40,000 cycles is the severe contract specification. There's really no need to keep chasing ever higher figures.

We've got wool fabrics which get 40,000 rubs, which still look great after 20 years, and polyesters which get 100,000, which look past their best after two - not because they've worn through, rather they've dulled out and become dirty with use.



Fabric Care

Let's face it, the fabrics on office furniture just don't get cleaned. They could be, but people don't. So it makes sense to choose a fabric carefully both for colour and composition to help disguise the everyday knocks and mishaps that can occur in busy contract environments. Hopefully, you've already got the message that wool is much more forgiving than synthetics, but our formal recommendations still stand:

- Vacuum regularly to remove dust and grit
- Get to spills and stains quickly while they're still fresh
- In spill/stain prone areas, specify a stain repellent finish

For optimum care and the ultimate appearance retention, think about employing a professional cleaning service to give your furniture (and potentially your carpet too) a deep clean on a periodic basis. And think carefully about colour choice for the end use area, as darker colours or mixture colours can hide a multitude of sins while lighter shades may well dirty out and show surface staining.

Cleaning wool fabrics

In addition to regular vacuuming, wool can be cleaned using branded upholstery shampoo. For a deeper clean it's best that wool be dry cleaned only, as over wetting can cause potential shrinkage and appearance change. Never apply bleach, ammonia, alkali or strong acids to wool upholstery.

Cleaning synthetic fabrics

Vacuuming is the best regular maintenance practice followed by speed of action to remove spills and stains rapidly as soon as they occur. As synthetics are inert polymers they can all be wiped down with a water soaked damp cloth without fear of damaging the fibre or removing the colour. Stubborn stains can be removed with upholstery shampoo.



Did you know?

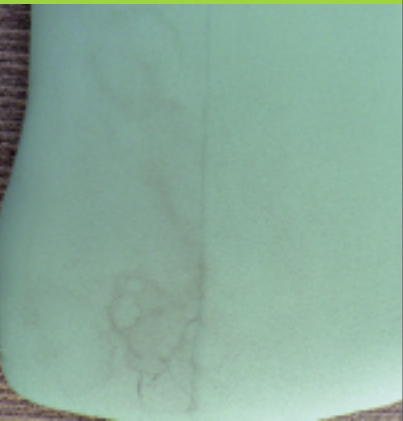
...this photo shows what not to do...wrong colour choice and wrong composition for both the furniture style and end-use.

5
year guarantee

10
year guarantee
24 hour round the clock usage

Did you know?

...we guarantee all our fabrics against wearing out for a minimum of 5 years. Our 24/7 range is guaranteed for 10 years 24 hour use. That's the equivalent of up to 30 years for normal 8 hours a day usage.



Did you know?

...polyester attracts dirt which remains on the fabric surface. It can be cleaned, as you can see in the photo, but in practice that just doesn't happen. Wool would look so much better.

summary checklist

- 1.** Colour me beautiful.
But be sensible!
- 2.** Where is it going?
End-use.
- 3.** What's it going on?
Chair type.
- 4.** Wear it well!
Choose wool.