



cutting edge

camira

Summer 2009

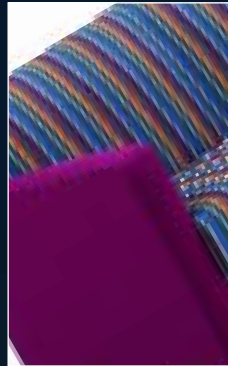
The Savile Row Story

Savile Row name becomes umbrella collection for upmarket worsteds

When we launched our original Savile Row collection a couple of years ago, this was the name for just two sleek and stylish pinstripe upholstery fabrics in bright and neutral colourways. Since then we've developed a whole number of exquisitely tailored fabrics using the same soft and lustrous fine worsted yarnstring representing the pinnacle in design, craftsmanship, elegance and style. So it seemed right that we should use

Savile Row as an over-arching umbrella name as an identifier for a generic textile quality and finish in upmarket contract upholstery fabrics. Now our Savile Row collection encompasses four individual fabric ranges – Archery plus, Sketch plus, Smarty plus and Stripes plus – bringing the ultimate in high fashion tailoring for task and soft seating. The latest additions are new stripes Monochrome, a black and

white piano key stripe with subtle outline grey shadow effect, and Eton which is a kaleidoscope of barcoded colour. All Savile Row fabrics meet Medium Hazard Crib 5 flammability as standard and are Second Nature climate neutral.



Eton Stripe with Oxygen



Monochrome Stripe



Sketch ^{plus} - Pencil

savile row

savile row name signals luxurious quality wool worsteds

Did you know?

Savile Row is the Central London street in Mayfair famed for gentlemen's traditional bespoke tailoring and suiting. It's suggested that the term "bespoke" originated here when cloth for a suit was said to "be spoken for" by an individual customer.

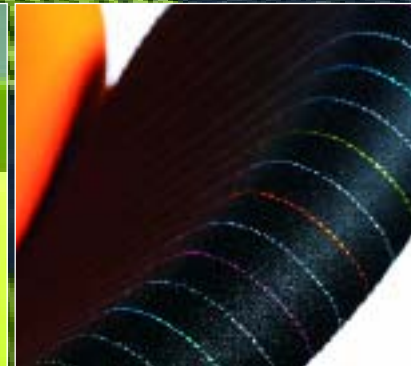
Savile Row was built between 1731 and 1735 as part of the development of the "Burlington Estate", and is named after Lady Dorothy Savile, wife of "Richard Boyle, 3rd Earl of Burlington". It was initially occupied by military officers and the



Archery ^{plus} - Mole



Smarty ^{plus} with New Blazer Somerville



Pinstripe Bright with Oxygen



Smarty ^{plus} with New Blazer Giggleswick

gentry who patronised tailors on the Burlington Estate some of whom were occupying premises in Savile Row by the early 1800s. Early residents included William Pitt, the Younger, the country's youngest Prime Minister, and Beau Brummel, who is credited with introducing the gentleman's suit worn with a tie.

icast[®] *Easy on the eye, easy on the ear...*

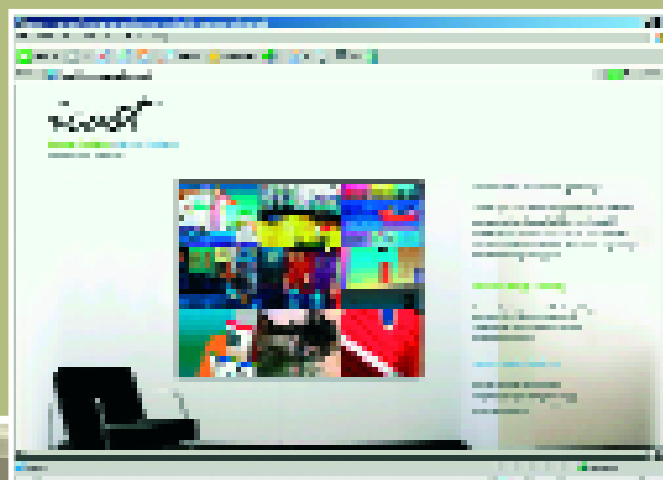
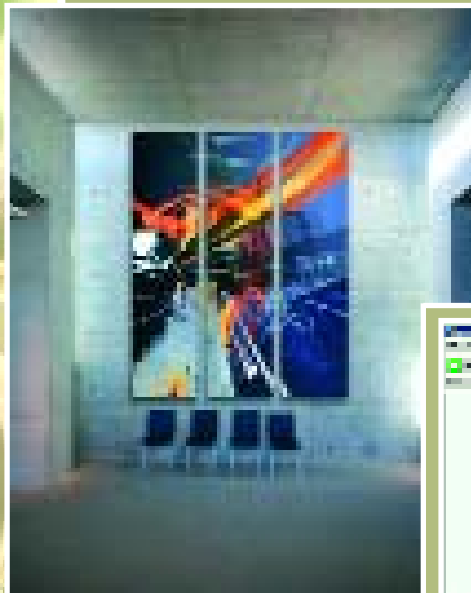
New icast gallery website on-line

icast provides inspirational large scale fabric art from a gallery of stunning images. There's a cool new website at www.icastgallery.com which is intuitively simple to use and contains some great new imagery and

functionality. We've updated our gallery of ready to go images, plus added a new Featured Artist section showcasing unique talents and diverse styles across painting, photography, illustration and digital media.

There's a lightbox function, so you can create project folders to store your favourite images, and you can save images direct to the email contact form so we can see exactly what you're interested

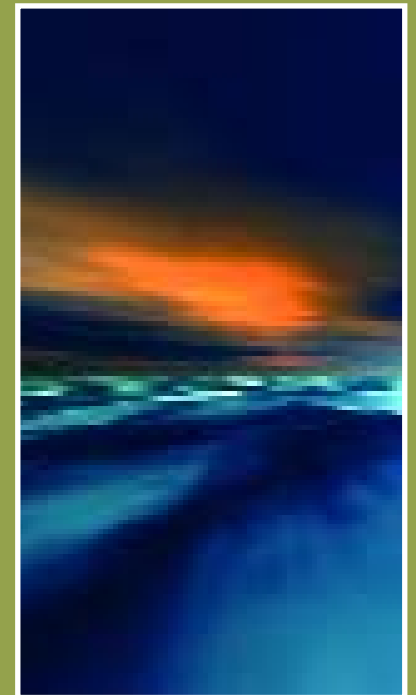
in. icast specialises in modular framed art in a range of configurations all the way up to 5 metre statement pieces. Images are digitally printed onto 100% recycled crepe weave polyester fabric, tailored into an ingenious interchangeable fitted frame cover making future updates an absolute doddle. To add new life to an interior, just keep the frame and change the cover.



New acoustic art applications

Acoustic performance artwork is now also available, providing a sound absorbing visual solution to the problem of noise, echo and reverberation. The combination of acoustically transparent fabric and acoustically absorbent foam creates an attractive yet durable acoustic absorber which can add the finishing touches both aesthetically and acoustically to a wide range of interiors and workspaces. Icast acoustic art benefits from a noise reduction rating of up to 70% absorption. This compares to a maximum 5% noise reduction for materials such as brick, painted concrete and plaster. icast art is sold

through corporate furniture dealers throughout the UK. Just drop us a line via the icast website and we'll put you in touch with your nearest reseller.



Instinctively environmental interior fabrics

Second Nature was trademarked just three years ago when we left Interface, founded Camira and needed a new eco-label to identify environmental fabrics. Last year for the first time we sold over 1 million metres of Second Nature fabrics. True, we were already ahead of the rest with pioneering eco fabrics like Ecollection – a natural wool stroy using non-metallic dyestuffs – and ReSKU, an innovative recycled wool upholstery made from old army jumpers from the Ministry of Defence.

But it's been Second Nature that's brought environmental textiles into the mainstream, now with 15 individual product ranges to choose from, making it possible to specify complete interior schemes using nothing but environmental fabrics.

Second Nature promises ecological well-being across specific environmental categories, so you can choose recycled raw materials, renewable and compostable fibres, or climate neutral high wool content ranges. Fabrics cover task and soft seating applications as well as desk screens and panels, across a

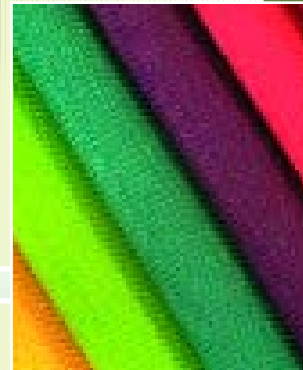
mix of price points and compositions. There are recycled polyesters and recycled leather, 100% pure new wools and ground-breaking new fibres including nettles and – later this year – even hemp!

Fabric range reminder

- **Recycled fabrics and leather:**
Urban^{plus}, E-Leather^{plus}, EasyFit, Doodle, Lucia and Emotion
- **Renewable & compostable fabrics:**
New Aquarius, New Blazer, Sting^{plus}
- **Climate neutral fabrics:**
Archery^{plus}, Sketch^{plus}, Smarty^{plus}, Stripes^{plus}

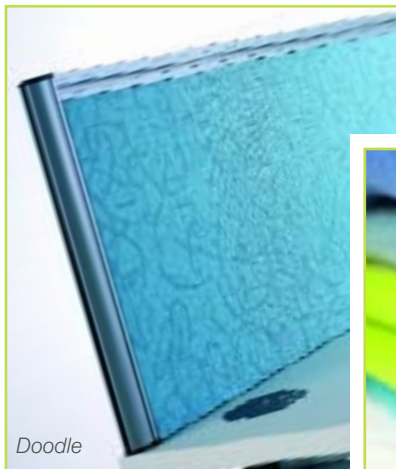
Urban^{plus}

Urban^{plus} is the new Xtreme, providing the same performance attributes, but benefiting from a modern geometric textured design in 100% recycled polyester.



New brochure

A new Second Nature brochure is hot off the press. Request a copy via our customer services on 01924 490491 or download it from the Camira website.



Doodle



New Blazer



second nature™
sustainability is Second Nature

Raw materialism

Fabric composition and fibre choices



Look on the back of any of our swatch cards and the first thing info you'll see is the composition of the fabric. And with good reason... Raw material choice can affect fabric performance and wearability, as well as having definite environmental implications. We asked textile expert Graham Berry to give us the benefit of his lifetime's textile experience and clarify some of the choices and issues to be aware of when looking at fabric composition and fibres:

1. Can you start by explaining the main types of fibre used for contract furniture applications.

The fibres used in contract furnishing fabrics break down into four main types: synthetics produced from oil (polyester, polypropylene, nylon); regenerated cellulosic produced from plant matter (viscose, bamboo); animal fibres (wool, mohair, alpaca); and cellulosic fibre extracted from plants (hemp, cotton).

2. How do you select which fibres to use when developing fabrics?

To a large extent the composition defines the

fabric's aesthetics and performance and to a certain extent the cost. For example our new Sting quality has all the attributes associated with wool but with the improved inherent flammability which comes from adding 25% nettle fibre. Before we begin a new development we identify the application for the fabric and in turn the performance that's required, thinking especially about things like flammability, colourfastness and abrasion.

3. What are the most popular fibre types at the moment?

Polyester is still very popular, although we are seeing a movement towards natural

fibres. In the future we can only see natural fibres becoming more popular as oil increases in price and there is a greater emphasis on sustainability.

4. Can you tell us about the main features of a natural fibre, say wool, compared to polyester.

The main features of wool are its natural flame retardancy, its inherent stretch, and its ability to absorb and wick away moisture which make it a very comfortable as an upholstery fabric. Wool is often known as the feelgood fibre because it acts as a temperature regulator, providing insulation and

breathability, making it a fibre for all seasons. Its natural resistance to soiling means that it will look good and perform well for years.

5. Are there any problems associated with particular fibres?

There are potential problems associated with particular fibres, however these can be avoided by careful selection of process and composition, for example polyester may pill when combined with wool in a staple yarn but cannot pill when used 100% as a filament yarn.

6. Why are different fibres blended together?

Blending fibres together can improve the overall performance of a fabric. The careful selection of fibres means we are able to complement the characteristics of one fibre by adding another type of fibre with different

performance - for example nylon improves the abrasion resistance of wool without having a detrimental effect on flammability.

7. What other fibres are you working with?

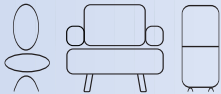
I think the most interesting fibres for the future are bast fibres such as hemp, flax and nettles. They can provide not just a viable alternative to the synthetics, regenerated cellulosic and cotton, but they have impressive sustainability credentials as they can be grown easily in temperate climates without the use of herbicides and pesticides.



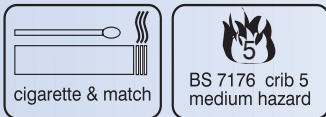
Quick step fabric & application guide

With so many fabrics to choose from it can be difficult to know where to start other than with a particular colour or design. The logos on our swatch cards are a quick visual guide to help you in the fabric specification process.

1. Furniture logos – these indicate a fabric's suitability for task chairs, soft seating, or desk screens and panels:



2. Flammability performance – this is really important. Remember that cigarette and match are the lower level basic FR standards for seating (sometimes termed Low Hazard) while Crib 5 offers higher fire security for public areas (also called Medium Hazard).



3. Don't get too hung up on the Martindale abrasion numbers – all fabrics meet severe contract abrasion performance and come with a comprehensive guarantee of wearability

5 year guarantee
10 year guarantee normal 8 hour usage
10 year guarantee 24 hour round the clock usage

4. Environmental information - look for the Second Nature label, signalling recycled raw materials, renewable & compostable fibres, or climate neutral.



What to use where...

All Camira fabrics can be used on task seating, but compositions and designs lend themselves better to certain end-use applications and specific furniture styles. For example, the stretch and appearance retention of wool, make it perfect to mould to the curves and contours of soft furniture and with proper care will look good for years. Public areas all require Medium Hazard flammability fabrics, while for university accommodation we recommend extra robust products which will stand the test of extreme usage.

	Task Seating	Soft Seating	Indoor Auditoria Seating	University (not accommodation)	University (accommodation)
Advantage	■	■			
Airspace	■	■			
Chateau	■	●		■	
Complements ^{plus}	■	■	■	■	
E-Leather ^{® plus}	■	■	■	■	■
Illusion	■	■	■+FR	■+FR	
InterVene	■	■		■	■
Main Line ^{plus}	■	●	●	■	
New Aquarius	■	■	■+FR	■+FR	
New Blazer	■	■	■+FR	■+FR	■+FR
Oxygen	■	■	■+FR	■+FR	
Phoenix	■	●			
Plaza	■	●			
Sting ^{plus}	■	■	■	■	■
Urban ^{plus}	■	●		■	
Velvetine ^{plus}	■	■	■	■	
Vintage	■	■	■+FR		
Virtual ^{plus}	■	■	■	■	■
Xtreme ^{plus}	■	●		■	
X Factor ^{plus}	■	●		■	
24/7+	■	■	■	■	■
Savile Row Collection					
Archery ^{plus}	■	■	■	■	
Sketch ^{plus}	■	■	■	■	
Smarty ^{plus}	■	■	■	■	
Stripes ^{plus}	■	■	■	■	

■ = Recommended
■+FR = Recommended with additional Mirus flammability treatment
● = Possible, depending on furniture style & upholstery; more regular cleaning may be required

short cuts

short cuts

New fabrics - Intervene and Nexus

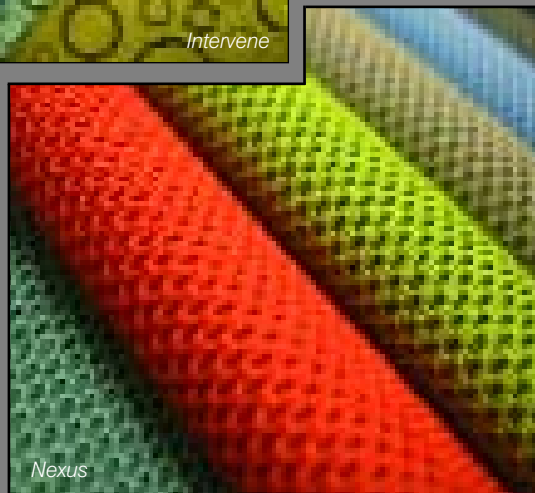
Despite the downturn we're still innovating and investing in new product development... Performance fabric Intervene gets a complete makeover with new designs and colourways, while Nexus is a high tech knitted textile suitable for both upholstery and panel applications.

Intervene is the fully proven high endurance performance fabric for demanding public areas. It's waterproof, urine proof and fire retardant to crib 5 Medium Hazard level. Intervene Plain has been completely re-coloured and is now joined by Intervene Pattern, which is an overprint of large transient spheres creating movement and depth. Additional fabrics Texture and Marl have a recycled polyester face fabric with the engineered laminated backcoating.

Nexus is a sleek and stylish technical knit, offering two dimensional stretch and comfort cushioning, in a pin prick dot matrix design effect. It's suitable for both seating and vertical surfaces, coming in 170cm width yet with a Martindale abrasion rating of 100,000. There are 13 colours to choose from.



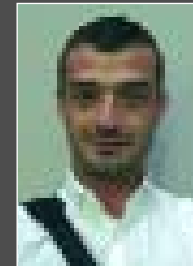
Intervene



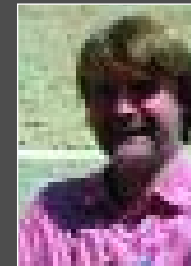
Nexus

Introducing Simon and Attila

Many of you will have already met our A&D Area Business Managers and to be honest they don't really need any introduction... You might think Attila Deveci is Italian, but he's actually of Turkish parentage, brought up and educated in Germany. He studied fashion design before joining Camira and has also worked in international textile yarn sales. He now covers the Midlands, northern England and Scotland. Simon March is a real Londoner, who lives in Waterloo and works the London A&D practices. His background is in paints and colour.



Attila Deveci



Simon March

Simpler sample service Now you can order pattern cards too

Our on-line sample centre at www.camirafabrics.com/samples has been the easiest way of ordering loose swatches for years. We've over 10,000 registered users from over 100 countries and we now get about half of all our sample requests over the internet. To make your sample ordering even easier, we've now added new functionality so that you can order individual pattern cards too. Just click on the pattern card icon and add it to your sample basket.

