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SUNBRELLA® PARTNERS WITH BROWN JORDAN TO INTRODUCE SUNBRELLA SLING WITH FLEX TECHNOLOGY

The Next Generation in Sling Seating to Launch at the Brown Jordan Showroom
at Casual Market Chicago 2019

GLEN RAVEN, NC – Sunbrella® is partnering with Brown Jordan to exclusively launch the latest in performance fabric innovation – Sunbrella Sling® with Flex Technology™ – at Casual Market Chicago 2019. Sunbrella Sling with Flex Technology features an extrusion coated yarn that is engineered with patented technology to be the ultimate in comfort, seamlessly responding to movement and providing for greater recovery from sagging and puckering, for a luxuriously comfortable seating experience.

The newest innovation, Flex Technology, epitomizes the evolution of sling fabric – it is strong yet soft with even greater flexibility and the same comfort, durability and reliability as the original Sunbrella Sling Collection. The neutral colorways range from creamy whites and taupe to soft, dark hues, that add warmth and an air of sophistication. Currently, Brown Jordan has

applied Sunbrella Sling with Flex Technology to several redesigned dining and lounge chairs in their collections.

Benefits of Sunbrella Sling with Flex Technology include a speedy active recovery, springing back to its original form without losing shape or elasticity; complete comfort in a fabric that feels weightless and relieves more pressure points than conventional sling seating; a wider selection of colors that feel as luxurious as they look; and the fade proof, bleach cleanable ease-of-care for which the Sunbrella brand is known.



"The new Flex Technology we've added to Sunbrella Sling is unlike any fabric technology in the performance category thus far," says Allen Gant III, Director of Outdoor Market for Sunbrella. "The team has created a totally new fabric blend that incorporates Sunbrella's performance Acrylic and extrusion coated yarns with the new Flex Technology that is comfortable, durable and will not lose its shape. We are so excited to continue our relationship with Brown Jordan to exclusively launch this new product."

As a partner that exclusively carries Sunbrella fabric, Brown Jordan offers premium pieces that are founded on an unwaveringly high level of craftsmanship to incorporate effortless beauty and impeccable design. At Casual Market Chicago, Brown Jordan will showcase a range of pieces in its showroom that incorporate this new flex technology to offer more comfort and flexibility.

"Our longstanding relationship with Sunbrella has been a true testament to both companies' dedication to innovative design and our crafts," said Steve Elton, Chief Brand Curator for Brown Jordan Company. "To have found a partner like Sunbrella has meant being welcomed into a family as we seek to bring iconic products fitted with Sunbrella Sling with Flex Technology to market."

Inspired by the design of ergonomic chairs, Flex Technology seamlessly responds to movement, providing for greater recovery from sagging and puckering, for a luxuriously comfortable seating experience. The added benefit of a supple material that relieves pressure points typically activated by traditional sling seating put this material a cut above the rest.

"Sunbrella Sling with Flex Technology truly expands the scope of design, due to its strength and flexibility," says Greg Voorhis, Executive Director of Design for Glen Raven. "It comes in a beautiful range of colors and really opens manufacturers and designers up to create unique, statement-making pieces."

Sunbrella Sling with Flex Technology is available through Brown Jordan with a 5-year warranty. For more information, visit www.sunbrella.com.

ABOUT SUNBRELLA FABRICS

Sunbrella has revolutionized the way the world thinks about how fabrics look, feel and perform. Luxuriously soft and exceptionally beautiful, Sunbrella fabrics integrate style with legendary performance qualities: proven durability, fade resistance, easy care and bleach cleanability. Led by a global design team, premium Sunbrella fabric gives consumers, designers and architects the materials they need to create the extraordinary in marine, shade, indoor upholstery, outdoor upholstery, commercial and contract applications.

Introduced in 1961, Sunbrella fabrics are manufactured and marketed by Glen Raven, Inc., a 138-year-old family-owned company based in North Carolina with operations worldwide. Sunbury Textiles recently joined Sunbrella after 22 years of close partnership. Sunbury adds luxury decorative fabric design and production, combining historic reference and modern interpretation to create beautifully unique fabrics. For more information on Sunbrella, including inspiration, fabric collections and where to buy, visit sunbrella.com and follow Sunbrella on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#) at @Sunbrella.

ABOUT BROWN JORDAN COMPANY

Since 1945, Brown Jordan has designed casual furnishings that defined and transformed an industry. Established by Robert Brown and Hubert Jordan in Pasadena, California, Brown Jordan was the first company to create furniture for full-time outdoor use. The first of these innovative designs, constructed of tubular aluminum and vinyl laces, was fittingly called "Leisure," marking the birth of outdoor furniture. Recognized as a distinguished legacy brand, the company has developed a culture of operational excellence, high quality and continuous innovation over its 70+ year history. Brown Jordan has won over 50 design excellence awards – more than any other manufacturer in the outdoor furniture industry. The company maintains showrooms in major U.S. markets, including: Chicago, Costa Mesa, Dallas, Los Angeles, Miami, San Francisco and Scottsdale. For more information on Brown Jordan products or to find a certified dealer, call: 800-734-4252 or visit: www.brownjordan.com.