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For Immediate Release

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Glen Raven Introducing First Awning and Shade Fabrics With Recycled Content

Sunbrella® Renaissance Unity Fabrics Debuting During IFAI Expo

Glen Raven Custom Fabrics will debut the industry's first awning and shade fabrics featuring recycled fiber during the IFAI Expo that begins on Nov. 7 in Boston. Sunbrella® Renaissance Unity fabrics contain 50 percent post-industrial recycled Sunbrella fiber, resulting in a vintage canvas look yet retaining all of Sunbrella's legendary fade resistance and sun protection qualities.

Unity shade fabrics represent the third addition to Glen Raven's family of Renaissance Sunbrella recycled offerings that encompass braided rugs and Sunbrella Renaissance Heritage upholstery fabrics introduced in 2011.

"The exciting thing about the new Unity awning and shade fabrics is that they not only have a wonderful environmental story, but they also bring a new look and feel to Sunbrella awning fabrics," said Vince Hankins, industrial business manager for Glen Raven Custom Fabrics. "Because of the recycled content, Unity fabrics have a vintage canvas look that is subtly textural and feels very substantial."

The initial launch of Unity fabrics includes five solid colors designed to coordinate with a variety of exterior building trim and fascia materials. The five colors are Garnet, Leaf, Char, Granite and Ashe.

“As with all Sunbrella branded products, Unity fabrics are GREENGUARD Children and Schools certified as contributing to quality indoor air,” Hankins said. “This feature of Unity makes them attractive for use inside sun-lit atriums and solariums popular today for resorts, offices and retail settings.”

Sunbrella Renaissance Unity is just one element of Glen Raven’s 2013-2014 awning and marine collections to be featured during the IFAI Expo. The 2013-2014 collection includes 21 new styles of stripes and textured solids. Glen Raven is issuing new fabric sample books in support of the refreshed and expanded offering.

“Our 2013-2014 awning and marine fabrics reflect the latest influences in contemporary colors and patterns for residential and commercial shade structures as well as innovative, functional and performance-driven marine canvas design,” Hankins said. “During the past year our design team has invested tremendous effort in preparing the new collection, and the result is a fantastic assembly of fresh new solids, stripes and textures that are joining a host of extremely popular continuing styles.”

Renaissance has been a five-year development program by Glen Raven Custom Fabrics and select trade partners to reclaim and re-process fiber and fabric from internal and external sources, including Glen Raven’s Recycle My Sunbrella program.

About Sunbrella Fabrics

Introduced in 1961, Sunbrella revolutionized the way the world thinks about how beautiful fabrics look, feel and perform. The Sunbrella brand is the leading premium fabric choice for awning, marine and furniture manufacturers, offering legendary durability, fade resistance and ease of cleaning.

Sunbrella fabrics are continually advancing in design sophistication and comfort, resulting in applications both outside and inside the home for coordinated décor. Sunbrella fabrics have been certified by GREENGUARD, an international standard for products that contribute to indoor air quality.

Sunbrella fabrics are manufactured and marketed by Glen Raven, a 132-year-old family-owned company based in North Carolina with operations worldwide. For more information on the Sunbrella brand, including fabric resources, visit www.sunbrella.com.