

**For Immediate Release**

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**Brentano Honored for Innovative Hospitality Textile**

Receives IIDA/HD product award for third consecutive year

Wheeling, IL. (June 2010) –For the third year in a row, Brentano traveled to Las Vegas to exhibit a diverse and exciting range of hospitality textiles. Also for the third consecutive year, Brentano returned home to Chicago with an IIDA/HD Product Award for Hard Candy, a unique and innovative new upholstery. In its 14th year, the Product Design Competition, which is cosponsored by International Design Association (IIDA) as well as Hospitality Design Magazine, is renown for recognizing designers and manufacturers for excellence in product design, with an emphasis on innovation, function, and aesthetic advancements in the hospitality industry.

While Brentano's previous winners (draperies Intersection and Rendezvous, and upholstery De-Vine) have all been marked by innovation, this year's winner Hard Candy is truly a first-of-its-kind for the interior design industry. Created by coating linen and rayon ground with a thin layer of vibrant polyurethane, Hard Candy combines the natural texture of linen with the sleek hand of polyurethane. Its 12 colors range from classic neutrals to sweet, cheerful colors, all of which work well in hospitality applications. Additionally, Hard Candy can be used as wall panels and also passes over 100,000 double rubs.

Hard Candy was featured at this year's booth, seen in a deep chocolate upholstering a tabletop as well as samples shown in lively colors like lemon lime, blue mint, bubblegum, and tangerine. This use of sophisticated neutrals with pops of color was the theme behind Brentano's 2010 HD Expo booth, which created a polished yet fun way of showing texture and color.

Brentano Design Director Iris Wang said she was particularly pleased to be recognized by the contest this year, as Hard Candy is not only a "truly unique product," but also very much a hospitality product, combining beauty with functionality as it is easy to clean and durable.

**About Brentano:**

Founded in 1990 by Design Director Iris Wang and her husband and President E-Kwan Chen, Brentano has grown from a modest beginning of eight patterns to an internationally represented textile house. Brentano's fabrics stem from Wang's philosophy of balancing beauty + performance. Their growing collection of eco-fabrics expands this ideology by demanding textiles to meet thoroughly researched standards of environmental consciousness while maintaining their beauty. Celebrating their 20th anniversary in 2010, Brentano continues to offer a variety of innovative and interesting textiles, including eco-friendly faux leather, high performance upholstery, fire-resistant, outdoor and Crypton and Nano-Tex fabrics. Please visit [www.brentanofabrics.com](http://www.brentanofabrics.com) for more information.

# BRENTANO

CELEBRATING 20 YEARS

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Brentano's booth created an envelope of subtle neutrals in which to showcase texture and pops of colors.



A new award, a new headpiece. Brentano Design Director Wang says of the award presenters "When I saw the people with the high feathers in their hair, I felt very lucky."

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