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SILVERSTATE *fabrics* PRESENTS TORINO

An Antique look with the help of modern technology

SALT LAKE CITY, UTAH (JULY 2007) — Silver State Inc. this month announces Torino, a new offering by SilverState fabrics. “After two years of development we are very proud and excited to release Torino Polyurethane. With this product, we have raised the bar stylistically. Torino represents a new evolution in polyurethane faux leather, one that brings a high-sheened antique flavor to this category. Until now, the antique look was accessible only in the most exclusive of homes, the top national boardrooms and the finest luxury suites,” said Manoli Sargetakis, a principal of Silver State Inc.

“We have combined this rich and elegant look with extremely high performance specifications (will meet 800,000 double rubs Wyzenbeek for abrasion) while still maintaining Torino’s unbelievably soft, creamy hand,” he added.

Torino has the added bonus of sustainability that goes above and beyond Polyurethanes already green story. A PVC-free alternative to performance upholstery material, Torino contains no plasticizers (unlike PVC) and during production, no phthalates are put into the air, according to Sargetakis.

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“This product inherently meets indoor air quality standards in production. Torino’s Polymer coating, produced from polyurethane resins which meet the strict requirements set forth in EN-71, the European standard for toxic chemicals and heavy metal content, is further green enhanced by the use of a backing material that is constructed from 50% un-dyed cotton (naturally renewable and biodegradable) and 50% un-dyed polyester, added Sargetakis.

“With Torino, Silver State once again has not only raised the standard but has defined it,” said Sargetakis.

There will be 15 sku’s represented in the Torino collection which derives its color palette from antique leather colors. With its natural abrasion resistant and stain resistant properties, Torino is a breeze to clean.

Torino will be distributed by SilverState fabrics sales representatives or through the 32 showrooms worldwide.

The SilverState fabrics line offers a stunning, yet practical selection of fabric and vinyl that can be used in multiple applications ranging from hospitality to residential. A leader in providing decorative fabric options with performance standards, this line includes extensive selections of Sunbrella®, Crypton® and the environmentally intelligent collection of Smart Life, by Terratex®.

Silver State Inc. offers a diversified and innovative selection of designer fabrics for upholstery and window covering and other decorative fabric needs.

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