

For immediate release

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EXOTICA DEBUTS at SILVERSTATE fabrics™
Let your imagination run wild!

SALT LAKE CITY, UTAH (NOVEMBER 2007) — Wild. Exotic. Words not typically associated with vinyl, but with SilverState fabrics™ new Exotica collection, that all changes. Exotica is a bounty of faux leather textures and skins that answer the call of the wild. “We have used the conventional medium of vinyl to ‘shatter’ the boundaries of design. By applying a ‘no limits’ approach to the creation of this collection, we were able to combine outrageous color with exotic grains and a supple hand to give creativity a new sex appeal. This collection is definitely not a look for the ‘safe’ or faint of heart,” said Manoli Sargetakis, a principal of Silver Sate Inc.

Comprised of Poly Vinyl Chloride (PVC vinyl) and one new polyurethane, Exotica features 14 lively new patterns in 162 SKUs. Textural to the eye, these patterns are a colorful blend of natural textures and exotic skins, with a touch of runway high-fashion and modern metallics, added Sargetakis.

A high performance collection that mirrors the durability of exotic creatures, Exotica comes alive through its Eel, Python, Stingray, Gator and other patterns. Exotica is suitable for healthcare, hospitality and contract applications.

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“Even with these exotic looks, SilverState fabrics™ is able to give our customers the security of high double rubs, from 30,000 to 500,000, incredible cleanability and stain resistance. The Exotica collection allows even the most conservative setting to break out and unleash an inner rock star,” added Sargetakis. Exotica books are now available.

SilverState fabrics™ line offers a stunning, yet practical line of fabric and vinyl to suit a host of multiple applications: residential, commercial, healthcare, hospitality, automotive, and marine. SilverState fabrics™ are available in a host of textures, patterns and colors, many of which are designed to repel stains, moisture, mildew and bacteria. Where durability and fade resistance have to balance style, exclusivity and touch, we have led the way in the use of decorative fabrics for performance applications with such recognized brands as Sunbrella® and Crypton® as well as the environmentally intelligent, recycled and recyclable, 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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