

# HunterDouglasHospitality

Press Contact:

Paul Hagar

(201) 760-4251

paul.hagar@hunterdouglas.com

## **Hunter Douglas Hospitality Announces AirDye® Technology New innovation improves environmental profile and brings customization benefits for textiles and window coverings**

Las Vegas, NV (May 14, 2009) - Hunter Douglas Hospitality is pleased to announce the addition of textiles and window coverings customized with AirDye® technology. By using air instead of water to infuse color into fabric, the technology reduces water consumption and pollution. The innovative new process also creates additional opportunities to apply design and color in ways not previously possible.

"Hunter Douglas is committed to minimizing our impact on the environment," said Hunter Douglas Hospitality President Bob Harnach. "The fact that AirDye® technology also allows designers to customize textiles and window coverings makes it a no-brainer. It's potentially a revolutionary step forward for the hospitality industry."

"We are delighted to partner with Hunter Douglas Hospitality, a leader in the industry, in bringing AirDye® technology to the world," said Colorep® CEO Larry Levy. "Colorep® created AirDye® technology to help the textile industry reduce its environmental impact while introducing new advances in decorative techniques. Our Life Cycle Assessment quantifies the impacts of implementing AirDye® technology, including reducing water consumption by 95%, energy use by 86%, and green house gas emissions by 84%. In an industry that consumes more than 2.4 trillion gallons of water each year to dye synthetic textiles, and more than 2.8 trillion megajoules of energy, while emitting over 568 million metric tons of green house gases, the implementation of AirDye® technology can have quite a significant impact."

Current and future products featuring AirDye® technology include:

- Custom-printed window coverings, including roller shades, roman shades, Vignette® modern roman shades,

and Silhouette® window shadings. The AirDye® process can apply designs to the shade fabric without interfering with its shading performance or other characteristics.

- Textile designs that can feature a look on the front surface of the fabric that differs from what is applied to the back. Fabrics can be printed with a different solid color on each side of the fabric, two different patterns on each side, or combinations of solid colors and patterns.

A selection of fabrics and window coverings produced using AirDye® technology will be shown at the Hospitality Design Expo in Las Vegas at booth 3017. Call 800.229.5300 or visit [www.hunterdoughospitality.com](http://www.hunterdoughospitality.com) for further information.

#### **About Hunter Douglas Hospitality**

Hunter Douglas Hospitality is a comprehensive resource to the hospitality trade based in Chicago, Illinois, and Las Vegas, Nevada. The company offers a full range of fabrics, window shades, and custom fabricated draperies, bedding, and upholstery. Its focus on hospitality and worldwide resources make Hunter Douglas Hospitality the choice of hotels, casinos, and resorts of all types.

#### **About Colorep®, Inc.**

Colorep is passionate about creating new printing and dyeing technologies that help to sustain the planet while offering excellence in quality, value and accessibility. Colorep's revolutionary technologies include AirDye® - today's sustainable alternative to dyeing and decorating textiles. Colorep is headquartered in Rancho Cucamonga, CA. For details, see [www.colorep.com](http://www.colorep.com) and [www.airdye.com](http://www.airdye.com).

# # #