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FOR IMMEDIATE RELEASE

Introducing the first INCASE™ program from Burch Fabrics Group: Dynamic Collection

Grand Rapids, MI—February 2010— Burch Fabrics Group is excited to introduce its first collection featuring the newest technology from the makers of Crypton, INCASE. INCASE is a new high performance treatment suited for applications that require the resistance of spills, stains, odors and microbes but do not require a moisture barrier. INCASE utilizes silver ion technology which is nature's protection against microbes, bacteria and odors.

Textural solids, lively circles, modern geometric forms and intertwining lines make the Dynamic Collection one of the most energetic and lively collections from Burch Fabrics Group. Appealing in its performance characteristics, tactile properties and visually, the Dynamic Collection is also a green fabric making it part of the Burch Fabrics Group Earth Friendly Collection. All patterns are constructed with 100% Recycled Polyester (80% Post Industrial, 20% Post Consumer) and carry certifications from SCS Indoor Advantage Gold and MBDC Cradle to Cradle.

The Dynamic collection encompasses five new distinct patterns (Fast Track, Focal Point, Livewire, Quadrant and Tangle) that offer crossover potential into office, hospitality and educational markets. Each unique pattern features animated elements to entertain the eye while offering a pleasing and playful color palette.

For more information on the Dynamic Collection please visit www.burchfabrics.com.

About Burch Fabrics Group

Burch Fabrics Group is a family owned company that has been providing high-end original designs for over 106 years. Offering a fresh and progressive collection of Crypton®, INCASE™, high performance seating, earth friendly options, polyurethane, vinyl and vertical surface fabrics to fit every need. The diversified offering of seating and panel fabrics provide for coordinated applications in the corporate, learning, hospitality and healthcare markets.

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