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FOR IMMEDIATE RELEASE

Introducing the first proprietary printed vinyl designs from Burch Fabrics Group: Vitality Collection

Grand Rapids, MI—June 2010—Introducing the first proprietary printed vinyl designs from Burch Fabrics Group, the Vitality Collection. Vitality features four transitional options in soothing and relaxing colors to calm the mind and spirit while offering superior cleanability.

Unwind is a combination of mini starbursts arranged in overlapping circular forms to create a visual playground. Level uses a variety of horizontal lines layered upon each other along with metallic accents to create a deep visual interest. Balance offers a defined grid design combined with subtle tonal variations that give the appearance of being hand painted. All three multi-tonal patterns complement the foundation plain in the collection, Refresh. Refresh offers a soft fabric-like texture and saturated colors that balance the three patterns.

All four options are equipped with PermaBLOK³ and SilverGuard[®] finishes. PermaBLOK³ is a coating that protects against the three biggest problems in the industry; germs, abrasion and stains. SilverGuard utilizes the natural protection of silver, which is proven to effectively kill the growth of bacteria and mold. SilverGuard is released as needed and as the presence of moisture grows, to effectively control bacteria growth. All four options are also 1:4 bleach and water cleanable, making the Vitality Collection an excellent candidate for healthcare, hospitality and educational markets.

For more information on the Vitality 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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