



**BURCH
FABRICS
GROUP**

4200 Brockton Drive SE
Grand Rapids, MI 49512
p 800.841.8111
f 616.698.0011
www.burchfabrics.com

Media Contacts:

Jessica Gillespie 913.831.1189 x308, jgillespie@burchfabrics.com

Jenni Hohendorf 616.698.2800 x206, jhohendorf@burchfabrics.com

FOR IMMEDIATE RELEASE

Earth Friendly meets Sophistication in the new Pinnacle Collection from Burch Fabrics Group

Grand Rapids, MI—September 2010—Presenting the new Pinnacle Collection from Burch Fabrics Group: Apex, Peak, Point, Summit and Tower.

These five mature and chic textiles are balanced with combinations of cool and warm hues, metallic accents and deep-seated jewel tones to warrant them as our most essential collection to date for the hospitality, healthcare and corporate environments.

Each pattern uses texture and saturated color mixed with its unique design to create visual curiosity and interest. Apex takes on an overall tweed appearance through the use of boucle accent yarns that randomly adorn the surface. Peak features a traditional ogee motif defined by a variety of intricate weaves. Point evokes the feeling of an illuminated cityscape viewed from above. Summit fuses multiple weave types and yarn styles to form a developed and elegant design. Tower utilizes plush chenille and nubby boucle yarns interlaced in a straightforward formation.

All five patterns consist of various combinations of Post Consumer and Post Industrial recycled polyester fibers. All patterns are encapsulated with Crypton® Green technology giving them superior cleanability, stain resistance and an integrated moisture barrier to ensure permanent protection. All are SCS Indoor Advantage™ Gold certified and contribute to points for LEED-CI.

For more information on the Pinnacle 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.

END