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**FOR IMMEDIATE RELEASE**

## **High Resolution Collection**

Grand Rapids, MI—October 2011—introducing the High Resolution Collection: Candid, Digital, Filter, Freeze Frame and Zoom.

Inspired by impressionistic and modern art styles, High Resolution merges these two unlikely genres into a cohesive collection suitable for a variety of applications.

Candid blurs the line between a plain and a pattern with its intricately woven design. The broken lines create the illusion of flowing brush strokes across a canvas. Digital is inspired by the multiple pixels that are visible in zoomed in photographs. The white and light neutral yarns against the saturated background create visual interest as well as add a textural element. Filter utilizes multi-colored yarns that are woven to create a lack of focus reminiscent of an impressionist era painting. True to its name, Freeze Frame depicts individual still shots suspended in air. The frames vary in size but are evenly spaced giving the design a balanced feel. Lastly, Zoom creates a starry night with its random dots that seem to magically align to form the subtle pinwheel design.

Each of the five patterns is backed by the power of Crypton® and offers 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 High Resolution Collection please visit [www.burchfabrics.com](http://www.burchfabrics.com).

### **About Burch Fabrics Group**

Burch Fabrics Group is a family owned company that has been providing high-end original designs for 100+ years. Offering a fresh and progressive collection of Crypton®, INCASE™, high performance seating, earth friendly options, PVC free, 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**