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F A B T E X

## Introducing Genesis Fabrics by Fabtex™

*May 6, 2009, Orange, CA* Fabtex has been an innovator in hospitality bed coverings and window treatments since 1986, making it easy for designers to create beautiful room designs with diverse bedding collections.



GENESIS  
FABRICS  
by Fabtex™

**Genesis Fabrics by Fabtex™** represents a new dimension in fabrics for bed coverings and window treatments. With over 200 SKU's, the collection features a broad selection of bold colors and patterns specifically designed and manufactured for hospitality use.

"The fabrics are yarn dyed (versus printed) 100% FR polyester, providing an incredibly soft hand and a higher level of fabric sophistication and dimensionality," according to Brian Coughlin, Vice President of Fabtex. The fabrics have the look and feel of fine Italian textiles, without the premium price. The diverse patterns in the collection are available in five colorways, each with a complementary coordinate. "And because the fabrics are woven," continues Coughlin, "many patterns in the collection are reversible, enhancing the creative opportunities available to designers."



*Patterns Shown: Laura and its coordinate Bernadine in 5 colorways each.*

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Hotels typically update bedding every 4-5 years and draperies every 7-8 years. This allows a hotel to keep up on current style and color trends, breathing new life into guest rooms at an affordable price. In this difficult economy, Coughlin recommends that hotels consider doing a “soft” renovation – updating their bedding and draperies to give the guest room a fresh look without the cost of a full renovation.

Fabtex is well positioned to save hotels money on bedding and drapery products. Their specially engineered 118” width fabrics enable the production of seamless bed coverings and draperies (instead of having to piece fabrics together). This saves costs in manufacturing and provides an enhanced appearance in finished products.

The entire Genesis Fabrics by Fabtex™ collection can be viewed, and samples can be ordered online on the Fabtex web site at [www.fabtex.com](http://www.fabtex.com). The new collection will be on display at the Fabtex HD Booth #3540.

#### **ABOUT FABTEX**

FABTEX is the largest fabricator of hospitality bed coverings and window treatments in North America. Three production facilities strategically located across the U.S. allow FABTEX to efficiently measure, fabricate, deliver and install products for hotels worldwide. For more information, visit [www.fabtex.com](http://www.fabtex.com).

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