



SUNBURY

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Sunbury Launches Nanotex® aSure at ITMA SHOWTIME *Luxury weaver debuts new indoor performance brand*

Sunbury, PA/Bloomfield Hills, MI, May 24, 2017 – Fresh from launching its new brand identity and moving into their expanded new design studio in the Chelsea section of New York City, [Sunbury Textiles](#) introduces its new indoor performance brand Nanotex® aSure geared towards the residential furniture market – both furniture manufacturers and jobbers. Nanotex® aSure will be available by early June and seen at the upcoming [ITMA Showtime](#), one of the largest decorative items-related trade shows, on June 4-7th.

All Nanotex® aSure products will feature [Nanotex® Resists Spills](#) performance technology with exceptional clean-ability. Nanotex® Resists Spills provides the fluid barrier technology, causing many liquids to bead up and roll off the fabric. The new aSure fabric line is created with technology by which molecules permanently attach to every fiber without clogging the fabric weave or compromising the look, feel or comfort of the fabric. With a minimum of 30,000 double rubs to ensure durability and its GREENGUARD Gold certification, the new collections will offer a complete performance story. Sunbury is the exclusive weaver for Nanotex® aSure.

“Sunbury teamed up with Nanotex to develop this exclusive line of fabrics that showcases each company’s strengths of proven design and aesthetics with the expertise of finishing fabrics at the highest industry standards to provide a care-free solution for creating a beautiful living space,” said Hank Truslow Jr., CEO of Sunbury Textile.

Nanotex® aSure was specifically developed to include a host of constructions and decorative yarns in an array of colors, textures, patterns, stripes and statement designs to compliment any room or lifestyle.

“In recent years, Nanotex has expanded exponentially, especially in the area of apparel and bedding,” explains Lance Keziah, CEO of Nanotex. “Also during that time, the joint technical teams at Sunbury and Nanotex worked together to bring this new performance textile, Nanotex® aSure, created just for Sunbury, to the residential upholstery textile market. It provides consistent performance across multiple

fiber types - it really is an ideal home textile. The beauty that Sunbury brings to the Nanotex performance technology system is a perfect match.”

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About Sunbury Textiles

Sunbury Textile Mills has been in business for more than 60 years and is an employee-owned company. The company weaves 100% of its fabrics in the USA at its factory in Sunbury, PA. The design and sales offices are located in New York City where its design team creates and colors exclusive indoor and outdoor luxury and performance fabrics for the residential, contract, hospitality and outdoor markets. Its exclusive designs have created the most dramatic and luxurious fabrics that are sold all over the globe. Sunbury boasts a strong reputation for innovative design, excellence in product quality and customer service, and is a market leader in the design and manufacture of decorative jacquard fabrics in the world market.

About Nanotex®

Nanotex®, a leading fabric innovator providing nanotechnology-based textile enhancements to the apparel, home and commercial/residential interiors markets, is among the first to market nanotechnology solutions for textiles when it was founded in 1998. Since that time, Nanotex performance technology has been significantly enhanced and re-launched through a new integrated marketing and promotion campaign. Nanotex is comprised of a family of 13 products, such as “Durable Wear,” “Wrinkle Defense,” “Dry Inside” and “Coolest Comfort.” The brand has become a household name in the apparel and bedding market with placement at GAP, Target, QVC and countless others. For more information on Nanotex, please visit our website at www.nanotex.com.