



### DIGITAL AGE

Mulberry Silks' Sudhir Bothra offers customers a cost cutting strategy with digital silk printing  
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### AWARD WINNER

Dale Campbell of Lloyd Flanders Furniture wins ASFD Pinnacle award and discusses outdoor boom  
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### DEFYING GRAVITY

InterfaceFLOR director of innovation Keith Gray and colleagues create a floating floor with TacTiles modular carpet tiles  
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# Fabrics & Furnishings<sup>®</sup>

## INTERNATIONAL

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## New Brands, Export Give Fabricut Meteoric Growth

*New Trend<sup>®</sup> Line Follows Three Year Old Top End Vervain<sup>®</sup> Line*

by Eric Schneider

**N**EW YORK, New York — After doubling its business to \$125 million in the seven years since it was sold to its employees, Fabricut is now riding the crest of a sales boom created by its export business and several new product



lines including the recent introduction of the Trend line, according to Harvey Nudelman, president of Fabricut.

Even without including early sales results from Trend, Fabricut now finds itself as the fourth largest distributors of fabric in the world and growing rapidly with its five brands: Fabricut<sup>®</sup>, Fabricut Contract, Vervain<sup>®</sup>, S.Harris<sup>®</sup> and the new Trend Line.

Fabricut, the largest brand in the company by sales, is distributed worldwide and caters to the middle-upper market, covering almost all fabric categories, including trimmings.

Harvey Nudelman

Fabricut also sells licensed product through this brand. Ritz Paris<sup>®</sup>, Collier Campbell<sup>®</sup>, and Mount Vernon<sup>®</sup> are current licensed programs.

Fabricut meets its market by placing sample books and programs with (Continued on page 20)



Fabricut Metropolitan Sheers

## HM USA Sees 2nd Successful Year, Dubai to Follow

by AnnMarie Marano and Rebecca Goldberg

**L**AS VEGAS, Nevada — Hospitality Match USA (HM), an invitation-only event that brings hospitality suppliers together with FF&E buyers, celebrated its second successful year in October. And on



the heels of its success, came the announcement of Hospitality Match Dubai.

HM, held by Sipco Events, guarantees meetings between buyers and sellers, and enables informal networking over the course of a weekend to drive the relationship building process.

With the increasing popularity of the one-to-one concept, several attendees debated the merits of a matching event against the traditional tradeshow.

"The best buck a vendor can spend is for this kind of venue," said Helen Marcus, president of Zenith International. Marcus partnered with Sipco Events and was responsible for buyer registration. "When people are starting out, showing at a major hospitality show is important for credibility. To establish firm relationships, this is the way. You have an exchange which you can never have at a show."

"It's a win-win situation (Continued on page 28)

## Wrights<sup>®</sup> Branding Precedes New Management and Distribution Center

*Conso Design Director to Head Wm. Wright Co. Shanghai Office*

by AnnMarie Marano

**W**EST WARREN, Massachusetts — Jerry Cohn has taken over as president and CEO of Wrights<sup>®</sup>, following a merger between Conso and Wm. Wright Company at the beginning of 2006, formally branding them under the Wrights<sup>®</sup> name.

"Our capabilities are unlimited," said Cohn of the newly forged trim manufacturer.

Cohn joined the Conso brand in 2005.

In 2000, Wm. Wright Company became part of the portfolio under Conso International.

Cohn was previously with

Strategic Industries, where he managed four other companies. "Conso had a need for some change," he said. Their factory in (Continued on page 22)



Wrights trimming

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### Contract/Hospitality News

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### GOING STRONG

Hemendra Shah of Spectro finds success with "Two in One" blackout lining for the hospitality industry  
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### SENSIBLE SEATING

Jeanette Taylor of Keilhauer discusses the company's new ventures into healthcare and sustainability  
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### SEEING THE LIGHT

Jennifer Dong of Bi Hope International Trading says the Chinese are learning to adopt European standards in lighting  
See page 35

# Contract/Hospitality News

The Only Newspaper for the Specifier

## FURNITURE | Edelman, Crypton Market Stain Resistant Leather

### Benefits High Traffic Hospitality Applications

by AnnMarie Marano

**M**IAMI, Florida — Edelman Leather has teamed up with Crypton Inc. to create a stain resistant leather which they will market as Edelman Leather powered by Crypton.

"It's really quite the little masterpiece we think," said Randy Rubin, Crypton co-founder. This leather treatment process, which has been approximately three years in the making, creates a stain barrier. That barrier is accompanied by a stain remover and restorer (Edelman cleaners powered by Crypton). The cleaning products are endorsed by General Motors.

This brings to the market "for the first time ever, a stain resistant leather that doesn't lose any of its natural feel or durability," said John Edelman, president, Edelman Leather.

The scientifically produced formula reacts from within the leather he said, "rather than just painting a hyde."

"We have never teamed with any other brand in our history," Edelman said. "We thought they (Crypton) had so much integrity that they would be a great fit with us."

According to Rubin, when the company first began to toy with the idea of treating leathers with Crypton technology, they began to look toward the automotive business, where there is more leather than fabric.

"Most of our fabric people that we sell to also sell leather and

John Edelman with parents Teddy and Arthur

vinyl," said Greg Hadfield, head of the Crypton care division. Hadfield spear-headed this effort to protect leather and vinyl with Crypton technology as they do with fabric.

According to Hadfield, they felt they should offer them a stain solution for those products as well, as the market did not have a very effective one as of yet.

(Continued on page 32)



TacTiles Installation

## FLOOR COVERING | InterfaceFLOR's TacTiles Bond without Glue

### Green Installation Process Supports Mission Zero

Sipco News Network

**A**TLANTA, Georgia — Taking Aits Mission Zero initiative to the next level, InterfaceFLOR Commercial, has re-invented modular carpet installation by using gravity and not glue. Mission Zero is the company's effort to eliminate any negative impact it

has on the environment by 2020.

TacTiles, patent-pending 3x3' adhesive squares, are made from a chemically inert (PET) polymer and adhere modular carpet tiles together to create a floating floor.

"The hot trend is hard surfaces like hardwood floors or polished concrete in corridors and especially in guest rooms. TacTiles allow you to float an area rug of modules connected at each juncture over the floor. No need for

adhesive to damage the surface. The weight of the modules connected together hugs the floor along with the dimensional stability built into each tile. The lifecycle of the



Keith Gray, director of innovation

rug is extended as stained or damaged tiles can be easily replaced," said Cindi Marshall Oakey, VP, hospitality.

(Continued on page 36)

## • LV Market Blends Home, Hospitality

by Rebecca Goldberg



100% Pure Comfort bedding

**L**AS VEGAS, Nevada — Among attendees of the July, 2006 Las Vegas Market, crossover was the word — and several exhibitors tried their hand at just that as traditionally residential vendors set their sights on the hospitality market.

The Las Vegas Market was held by the World Market Center and in conjunction with Messe Frankfurt's Interior Lifestyle.

Andre Originals, a furniture supplier with permanent space in the World Market Center's building one, has hired Sandi Brown to head up its showroom. Brown, formerly an interior designer with sfa, has spent her career in the hospitality business and principals, Helen Gladstone, president and Jeanie Zeiring, VP, hope she can sell her peers.

"The company is 90 percent residential and they wanted to get more connected with hospitality," said Brown. "We agreed that I would re-design the showroom (in Vegas) and visit with my contacts after this market."

Brown said that she will be the first official hire in the company's hospitality sales force. According to Brown, the line is well-positioned for hospitality and the company can accommodate custom orders which will be handled through their Rahway, New Jersey main office.

(Continued on page 45)

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