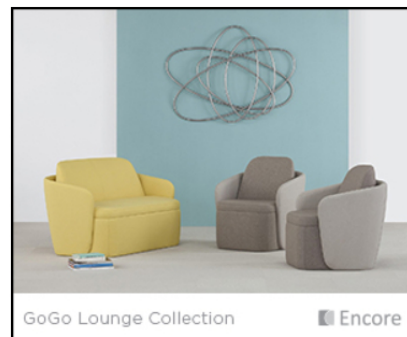


# Choose Your Own Adventure with Keilhauer's New Textile, Acoya

June 28th, 2020 / Toronto, ON

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## Press Release

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**DIFFA By Design Postponed to July 9-11** >

Date: 07.09.2020 - 07.11.2020

**45th CIFF Guangzhou Will Be Held in a Single Edition on July 27-30, 2020** >

Date: 07.27.2020 - 07.30.2020

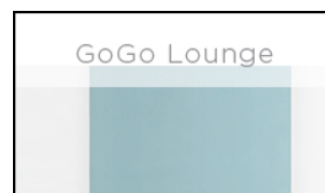
**Atlanta Design Festival—Announcing Dates for Sep. 12-20** >

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All photos credit Adam Moco

## PATTERNS AND TEXTURES ADD SOPHISTICATION TO CONTRACT PIECES

Keilhauer is excited to announce a new exclusive textile: **Acoya**. The high performance cover features beautiful texture and pattern to add sophistication, warmth and softness to commercial environments. The mix and match upholstery features a trend-leading color offering and exceptional durability. *Acoya* is an excellent selection for any number of applications.

The name *Acoya* is a playful acronym for “**A Choose Your Own Adventure.**” Like the popular storybooks from childhood, *Acoya* is about experimentation and choice. The mix-and-match textile features four different designs – **Pixel, Scatter, Grid** and **Reverse** – and 10 coordinated colors ranging from trendy high-energy brights to timeless soft neutrals. Print mixing and color blocking is simple with *Acoya*, allowing designers to create a feeling of the unexpected while maintaining cohesion.



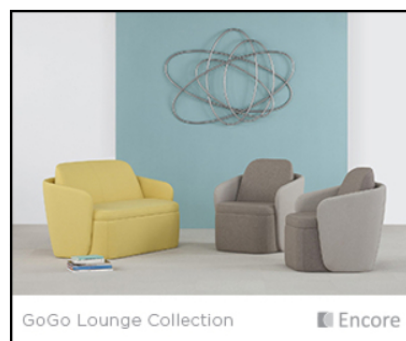
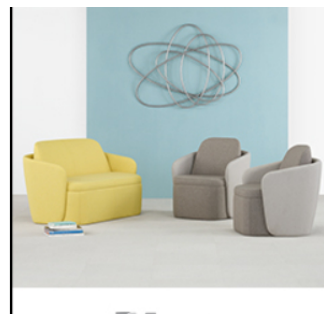
“We’ve been tracking an increase of designers playing with different textile covers on seats and backs. As the trend has risen, we’ve also noted the challenge designers have had finding consistency when matching patterns and colors,” says **Meghan Sherwin**, VP Marketing at Keilhauer. “*Acoya* gives designers the freedom to mix and match with certainty. The dye lots and grids are consistent to ensure you get a perfect end product every time.”

Made from over 50 per cent recycled content, *Acoya* is a sustainable cover solution. It is exceptionally durable and able to withstand heavy-duty abrasion. It provides excellent color fastness and resists staining. It can stand up to use in the rigorous use in high traffic areas such as education environments and training rooms.

### Product Details

- Grade A
- Stain and soil resistant coating
- Heavy duty abrasion resistance, surpassing 80,000-100,000 rubs using the Wyzenbeek Method
- Excellent color fastness, class 4-5
- 58.5% post-consumer recycled polyester, 41% virgin polyester
- 56” width

*Acoya* is available exclusively through Keilhauer. To learn more about Keilhauer’s upholstery offerings, please visit [www.keilhauer.com/textiles](http://www.keilhauer.com/textiles)



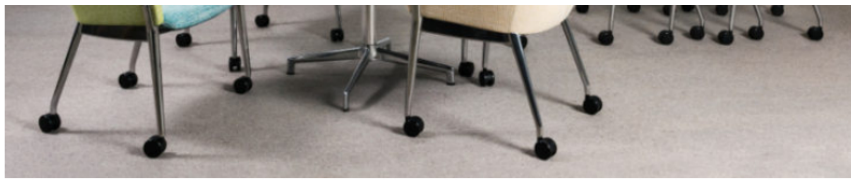
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## ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit [Keilhauer.com](https://www.keilhauer.com).

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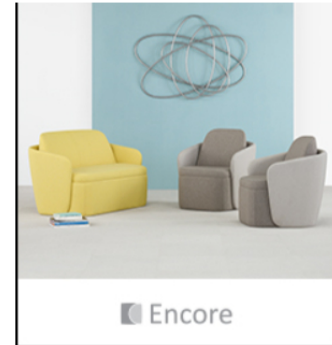
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