

**FOR: HD EXPO
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**HD EXPO EXHIBITOR SPOTLIGHT: VEGAS SHOW FEATURES THE
FRESHEST FABRIC & WALL COVERING PRODUCTS**

ATLANTA, GA (February 19, 2010) – The [Hospitality Design Exposition & Conference \(HD Expo\)](#), taking place at the Sands Expo & Convention Center in Las Vegas on **May 19-21, 2010**, will showcase some of the most dynamic fabric and wall covering products that will enhance any upcoming hospitality project. HD Expo is the industry's leading design and networking event that connects designers, architects, purchasing agents, hotel owners and operators, and other buyers, sellers and industry leaders around one central theme: hospitality design. The fabric and wall covering category will showcase a plethora of the latest products and designs from some of the world's leading manufacturers that come in a variety of textures and patterns, including those made from leather, silk, vinyl, tile, marble, stone, and other natural resources.

Sponsored by *Hospitality Design* magazine and produced by Nielsen Expositions, the show draws over 7,000 attendees each year, along with more than 900 exhibitors in over 300,000 square-feet of expo space featuring the most cutting-edge products on the market. While HD Expo features thousands of the newest hospitality products, the following are some of the most innovative fabric and wall covering products that will be featured on the show floor this year (photography available):

- **[ARC-COM \(BOOTH #3218\)](#)** – A leading textile provider for the past 35 years, Arc-Com is dedicated to the creation, design, and development of unique and innovative wall surface materials for the contract market. Arc-Com will feature a comprehensive portfolio of both vinyl and renew eco-conscious wall surface materials including **Shantung** - inspired by a natural, ancient raw silk fabric, embodying the natural slubs and striations of a raw, shantung silk material. Shantung is offered in 24 luxurious colors as a textural companion to

Shantung Lotus, Shantung Scroll and Shantung Stripe. All designs in this series collection are in a 20 ounce Type II vinyl material, produced on a 100% post consumer backing, providing a minimum of 10% post consumer content.

- [DANFIELD, INC. \(BOOTH #6136\)](#) – Danfield, Inc. is the premier source for leather hides in the United States and will feature its **Winter/Spring 2010 collection of “high design” leathers** at HD Expo. Embossed with exotic patterns and colored with up to date finishes, this collection is a distinctive approach to how leather is presented. Patterns such as Gecko, Anaconda, and Waterfall are just a few of the patterns available. In addition, Danfield, Inc. has developed the first 100% environmentally-conscious method for processing leather and they offer *EcoHides*™, an earth-friendly alternative to conventional high quality leather.
- [DURALEE CONTRACT \(BOOTH #3809\)](#) – With a focus on fabric that meets and exceeds all industry standards, Duralee Contract will be featuring the **Simply Modern Collection**, a simplified and fresh design in easy to use color palettes. Simply Modern is full of everyday basics versatile colors and features, modern graphics, and classic textures that are young and usable with geometric designs, popular fret motifs, amazing textures, metallic “Swiss dot” plain, lots of scales and plenty of body cloths. Some of the designs are modern, some slightly retro, but all feel like new modern classics.
- [HAKATAI \(BOOTH #5926\)](#) – Inspired by President Marshall Madden’s love for the Grand Canyon, Hakatai (pronounced ha-keh-tie) is the Havasupai Indian tribe’s name for the Colorado River and Hakatai shale is a geological layer in the Grand Canyon. Hakatai will introduce the **Bohemia Series of glass mosaic tile**, featuring a naturalistic color palette focusing on warm golden browns and cool blues including: Mirage, Mallard, Chanterelle, Nutmeg, Loam, Sargasso Sea and Azul. This product is suitable for interior walls, countertops, backsplashes, and light residential floors, and available in an alluring array of blended colors.
- [KIREI USA \(BOOTH #4355\)](#) – Kirei (pronounced “Key’-ray) is the Japanese character signifying ‘beautiful’ or ‘clean’ which reflects Kirei’s dedication to the principles of elegant, sustainable design. Kirei will showcase its trademark, the **Kirei Board**, a decorative and durable wood substitute made from post-harvest sorghum plant stalks and is strong, lightweight, durable, environmentally friendly – usable in furniture, cabinetry, casework, and interior design elements. Kirei Board reduces forest clear-cutting, air pollution, landfill use through the sorghum stalks used in manufacturing, a rapidly renewable resource left after the edible portion of the plant is harvested. Until now, these stalks have been discarded adding to landfill waste and pollution but Kirei Board reduces this waste by substituting for wood.
- [TEXTILLERY WEAVERS \(BOOTH #2357\)](#) – Known for its color and texture, Textillery Weavers will showcase its growing collection of washable, custom-order **top-of-throw designs**, as well as its expanding range of high performance throws and custom capabilities.

Hand-woven from durable, fade-resistant Sunbrella yarn, Textillery designs are ideal for indoor and outdoor use. The **SCST HERSH design**, a striped Sunbrella, high performance, no-fringe throw made with 100% acrylic that is machine washable and available in Hershey, Herb, Sage and Mushroom colors will be a main feature at HD Expo. Textillery can weave widths from 36" to 54", while length is truly the customer's choice.

- **TOWNSEND LEATHER (BOOTH #5555)** – A leading upholstery leather producer in the hospitality industry, Townsend Leather will showcase its newest compilation of design leathers, **The Cosmopolitan Collection**. The collection is available in six neutral colors and features cowhide finished in three distinct ways. The *Classic Cowhide*, a buffed matte finish, the *Glamour Cowhide*, a luminous pearlized sheen and the *Couture Cowhide*, a soft hand-rubbed effect offering gentle surface contrasts. Townsend Leather will also showcase their **Artesano Woven product** made from lambskin that has been hand-glazed in the USA and woven on antique teak looms in the Phillipines. Suitable for accessories, wall coverings, and upholstery applications.
- **VALLEY FORGE FABRICS, INC. (BOOTH #3236)** – Considered the largest supplier of decorative upholstery fabrics for the hospitality industry worldwide, Valley Forge will be featuring their award-winning new bedding collection called **LIVING FRESH with Tencel+Plus™ Lyocell Eucalyptus** at HD Expo this May. Made from a proprietary blend of eucalyptus and cotton, LIVING FRESH with Tencel+Plus™ Lyocell Eucalyptus is the only fiber from eucalyptus engineered specifically for the hospitality industry. The dynamic collection is manufactured from FSC and/or PEFC wood pulp cellulose that comes directly from Eucalyptus trees.

Media Registration: To register for HD Expo 2010, please fill out the following online media registration form: <https://www.xpressreg.net/register/hdes050/media/reginfo.asp>.

The **2010 Hospitality Design Exposition & Conference (HD Expo)** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Expositions, which also produces HD Boutique in Miami Beach on September 13-14, 2010. The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc. – The Hospitality Industry Network.

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