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Outdura® Claims Multiple ADEX Honors for 2009

Latest Design Trends From Fashion-Forward Outdura® Are Recognized By ADEX Judging

Hudson, NC -- Outdura® performance fabric manufactured by Shuford Mills, Hudson, NC, was recognized with multiple honors again for 2009 in Design Journal's Awards for Design Excellence (ADEX) competition. As the recipient of the Platinum and Gold awards, Outdura® was selected from over 2,000 entries within the 2009 competition. ADEX is recognized as the largest and most prestigious awards program for product design of furniture, fixtures and finishes marketed to the design trade.

"Once again, Outdura is being acknowledged for its fashion-forward designs as well as product quality and value by experts within the design industry," said Natalie Scott, Vice President Sales and Marketing-Casual Furniture, Outdura®. "We feel these awards further validate that we are going in the right direction with our on-going commitment to providing our customers with not only a quality fabric but also designs that are recognized for excellence." For 2009, from Outdura's Landmarks collection, *Mystique* took top honors with the ADEX Platinum Award and pattern *Harmony* brought home the Gold.

"*Mystique*," an earth-tone jacquard, illustrates an impressionistic etching of intertwining trees. The connection to the outdoors is evident through the art and translates well to outdoor furniture. Recognized for its strong take on a current design trend, *Harmony* takes a simplistic approach to a bold geometric. Featured in crisp white and chocolate browns, the dynamic duo used in correlation or alone is the perfect complement for current furniture styling.

"Consumers today are looking for things that last. That is why when we were designing Outdura® Landmarks collection, we focused on timeless motifs with a modern twist," said Brenda Sewell-Bost, designer/partner, D2, LLC. "We are honored that ADEX has recognized two patterns from this collection," said Karen Williams, designer/partner, D2, LLC. "Not only are the fabrics being recognized for design excellence, they are also becoming favorites with casual consumers which is what our ultimate goal is at Outdura®." "Our design strengths coupled with the Outdura performance story is what has allowed us continued success in the market place," adds Natalie Scott.

In the award announcement, the Design Journal publisher, John Moses, reiterated that "form, function and fitness for a particular purpose" all were taken into consideration when reviewing the field of entries. All winners will be featured in the ADEX Winner's issue of Design Journal as well as on the publication's website.

For more information with regard to **Outdura®** and its award-winning fabrics, please contact Natalie Scott at 1-866.OUTDURA or visit our website at www.outdura.com.



Pictured: Harmony (top left) and Mystique (bottom right) by Outdura.

ABOUT OUTDURA® - Outdura®, manufactured by family-owned Shuford Mills, Hudson, NC, is an industry leading 100% Solution Dyed Acrylic performance fabric. Offering fashion forward colors and original designs for today's lifestyles, Outdura® has received multiple awards for design excellence. Outdura®'s casual furniture fabrics offer a 5 Year Warranty. Shuford Mills' commitment to quality and superior customer service combined with the product's beauty and functionality creates the standard that sets Ourdura® apart as an industry leader. www.outdura.com

ABOUT ADEX – *Design Journal*, the international trade publication for interior designers, architects and facility managers is the proud sponsor of the ADEX Awards. The awards were created in 1994 as a way to recognize superior product design.

ABOUT D2, LLC – Under the direction of partners/designers Karen Williams and Brenda Sewell-Bost, "D2" has built on their 25 years of experience in design, color and merchandizing multiple indoor and outdoor fabric lines. Involved with Outdura® since its infancy, D2 has played a key role in Shuford Mills' award winning Ourdura® fabric line and the goal to become an industry leader.

Additional images are available upon request.

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