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ADEX Recognizes Outdura® with Triple Honors

Three designs from the Outdura® performance fabric line receive honors from 2008 ADEX Awards

Hudson, NC -- Outdura® performance fabric manufactured by Shuford Mills, Hudson, NC, recently was honored with a trio of awards through the 2008 ADEX Awards competition. From a field of over 1,200 entries, Outdura's® fabric designs were judged to be superior to its competition based on design innovation, technological advancement, quality, aesthetics and value. Outdura's® awards included a Platinum, Gold and Silver for individual fabric selections from within their 2009 100% Solution-Dyed Acrylic collection.

"We are proud to have been recognized for each of these designs," said Natalie Scott, vice president-customer development, Outdura. "This is another validation of what we have been striving to accomplish and that to which our customers have been responding.

The fashion-forward designs and colors incorporated into innovative constructions produce award-winning quality. "

The winning entries included a Platinum Award for Outdura's® *Jinga Salsa*, a multi-dimensional stria texture that pulled together the globally inspired collection, *Rock the Kasbah*. *Moritz Bronze*, boasting a classic ironwork frame of rich Kona browns accented with hints of Sepia and Pesto, creates a sophisticated look that garnered the ADEX Gold Award. The Silver Award recognized Outdura's® *Raj Salsa*. Another pattern from the international influenced, *Rock the Kasbah collection*, *Raj* portrayed a global caravan theme with elaborate tile work patterned in engaging spice tones.

"Our goal in designing these and all the fabric collections for Outdura® is to provide the customers and ultimately, the consumer, with patterns and colorations that are trend setting as well as reflective of casual outdoor living," said Karen Williams, designer/partner, D2, LLC. "We were honored that the ADEX judges recognized the significance of our designs," said Brenda Sewell-Bost, designer/partner, D2, LLC.

Recognizing other key elements of design, judging also included technical improvements. For Outdura® this



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is evidenced in its 5 year warranty on all casual furniture fabrics, the longest in the industry. In the 13 year history of the ADEX awards, the 2008 competition was determined to be the most hotly contested with entries from over 300 companies. The awards are referenced by designers and architects as the premier products in each category.

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.

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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 the only 5 Year Warranty in the industry. Shuford Mill's 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 recognizes products annually within its ADEX awards program for the home, office, hospitality furnishings and building materials marketplace.

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.

Subjects are available for additional comment by contacting Laurie Rudd @ 252-714-5377
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