

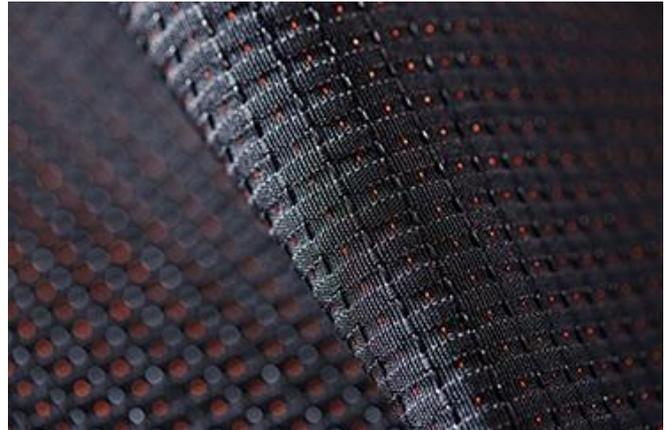
camira

Press Release

October 2015

A new Vision for transport fabrics

Camira, the world famous transportation fabric specialist, is launching Vision, its most radical alternative to the traditional plush moquette.



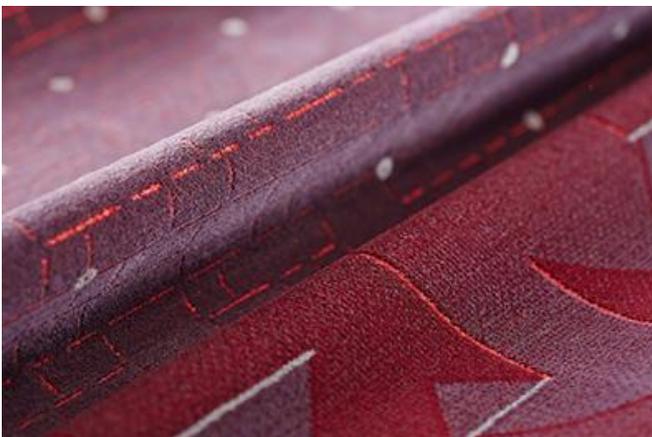
Vision is a contemporary collection of technical textiles where lightly textured surfaces, small pattern repeats and geometric based designs form the structure of this modern, flat-woven fabric

range. The dark background colour enhances the delicate use of metallic highlights to create striking colour effects under moving light. A stunning combination of contrasting fibre types, polished and matt, create added interest and a tactile finish.

Vision is foam backed as standard making upholstery easier, and the collection meets all international bus and coach flammability standards.

The new fabric is designed to coordinate with a wide range of other trim options including leather and vinyl, to provide flexible options for combination seats using more than one material type.

Fusion



Vision follows the recent launch of Fusion, Camira's newest high wool content moquette fabric with an impressive environmental profile.

Fusion is 10% lighter in weight compared with traditional pile fabrics, saving raw materials, giving fuel saving potential and reducing operating costs, without compromising technical performance.

Comprising a variety of designs, the range offers a mixed palette of subtle trend colours and traditional brights - a total of 36 options are available.

James Newton, Director of Transport Sales, commented: "The launch of Vision is an exciting step for Camira and the transport industry. Although the majority of operators still want traditional moquette, which is what Fusion will service, other customers are looking for alternatives. This is something we can now offer with our radical departure into technical flat-woven fabric.

"We work hard to meet the needs of our customers and the continuing development of our transport fabric portfolio demonstrates this. Vision marks a new era and allows us to extend our offering to new customers within the bus and coach industry."

Co-ordinating trims for Vision and Fusion are available for piping, headrests, wall side and ceiling finishes, and curtaining. Options include new high performance vinyls, Folio and Vita, as well as Classic, Lucia FR, Micro Trim, Premier Trim and Super Trim.

- Ends -

Camira at Busworld: Stand 607, Kortrijk Xpo, 16-21 October 2015

Images can be downloaded from Flickr:

- **Vision** - <https://flic.kr/p/yyhgt8>
- **Fusion** - <https://flic.kr/p/yygYP6>

For further information, please contact: Ian Burn, Director of Marketing
Tel: 01924 481143 E: ian.burn@camirafabrics.com

Notes to editors:

- John Holdsworth & Co was founded in 1822, in the UK's West Yorkshire textile heartland, quickly flourishing as the age of passenger transport took off.
- The first railway carriages were furnished in the thick, plush velvety fabrics known as moquette, which are still supplied to this day for their comfort, performance and appearance retention.
- Fast forward to 2007 when the assets and brand name of Holdsworth was acquired by Camira Group as Camira strengthened its position in mass passenger transportation textiles.
- Camira Group is an award winning textile manufacturer and distributor, recognised for environmental best practice, selling some 8 million metres of fabric per year in 80 countries worldwide, for applications such as office interiors, cinema and auditoria, hotels, education, and of course mass transit.
- Camira is an independent UK textile company with two manufacturing facilities in England (in Huddersfield and Nottingham) and a mainland European manufacturing plant in Lithuania.