

Raymakers' luxurious velvets shine at Decosit

Luxurious velvets, gold, shine, wealth, lustre, glamour and excessiveness. That's Raymakers' theme in 2006 for the development of new velvet qualities and finishing techniques. Decosit, the upmarket fabric show in Brussels, (9th – 12th September 2006) will be used to launch a complete new concept to decorate velvets with several, new print technologies. Raymakers, has selected those techniques, which add decoration to the product but still keep the typical, rich and sumptuous velvet character in tact.

Raymakers new luxurious velvets are distinctive through Tradition, Exclusivity, Quality and Craftsmanship. Velvets create this wealthy state of mind and enable a prestigious life style. The offer one should make to achieve this can be limited to a classic, plain, cotton velvet or extended to a decadent, lustrous silk velvet. There are also a lot of alternatives in between these two extremes. Raymakers has developed it all and can create a luxurious velvet collection, exclusively for it's customers, on all price levels, in different styles.

The new products are;

Printed Velvets. Five new printing techniques, which add a design to a velvet and which can be used to decorate any velvet out of the Raymakers range. *Gold line printing*; Fine and delicate designs, build up by thin lines of gold. Also suitable for upholstery. *Gold embossing*; Bold gold designs, which are embossed on the pile fabrics. *Crystal printing*; Designs that are made out of "crystals", dropped in patterns on the velvet. *Rubber printing*; Bold and trendy designs, which are adhered to the pile fabric by a lacquering technique, giving a rubbery image to the velvet. Also suitable for upholstery use. *Batik style printing*; The latest in-house development by Raymakers. The velvet grey cloth is treated in patterns before the finishing process, which results in a delicate faux-uni decoration. Also suitable for upholstery. At Decosit fifteen new designs in different styles are introduced. Moreover, any exclusive, customers' design can be developed and produced, making use of these printing techniques, at low minimum production runs.

Silk velvet. A classic product, which always has been there but still very contemporary. Raymakers has developed it as a dual quality; both for upholstery and curtains. Lighter than most silk velvets on the market; thus more affordable, but still as decadent as silk should be.

Linen velvet. Also a classic product for a rich and natural decoration. Raymakers has succeeded to make it suitable for dual purpose. Linen pile, cotton ground and available in any colour at only 100 meter minimums.

Shiny Trevira CS velvet. The only *high gloss* Trevira CS velvet on the market, made out of an exclusively for Raymakers, modified yarn. Luxurious decoration fabric (dual purpose!) for exclusive projects on the contract market. Inherently flame retardant.



Bi-colour Shiny velvet. A line extension for the ever so popular shiny plain velvet of Raymakers. Now also available in very delicate colour combinations that changes like a chameleon from different angles!

Frosted velvet. Never used before for velvets. A glass transparent pile on a richly coloured cotton base. Like frosted glass with a hint of colour. Spot on the trendy ice colours. Funky fabric, cool with a soft velvet touch!

Trevira CS “cotton look” velvet. Raymakers was the first velvet weaver with a 100% Trevira CS velvet. Never have we succeeded to realise that dry, natural appearance of rich cotton velvets with the Trevira CS yarn. **NOW WE HAVE!** Even the lustre, so typical for cotton velvets, is there in this new velvet. Inherently flame retardant.

New creasing techniques. We have pioneered many finishing techniques for velvets. Another special creasing-finish has yet been developed for cotton, modal and Trevira CS pile fabrics. Enriching the velvet with a lively, natural, “creasy” appearance. It’s the customer’s choice whatever finish is requested; our flexible production organisation handles it all, at the usual low minimum quantities.

All this product news is presented in the appealing, rich and decadent environment of our stand at Decosit, Hall .., stand nr. ...Availability; **NOW!**

For more information;

J.A. Raymakers & Co BV
Royal Dutch Textile Mills

P.O. Box 8, 5700 AA Helmond, The Netherlands
Tel +31492536855 Fax +31492552655

Richard Oussoren
r.oussoren@raymakers.com