

SETTING SAIL WITH ULTRAFABRICS

The world's leading luxury performance fabric features at the marine industry's premiere shows in Europe and North America this autumn



Ultrafabrics, the world's top producer of high-end performance textiles for the marine industry, will showcase its luxurious and hard-wearing outdoor fabrics at three shows this autumn: The Genoa Boat Show, Metstrade in Europe and IBEX in North America.

Barry Silverman, Vice President of Marketing and Brand, says, "We are pleased to have strong connections with the global luxury marine industry and continue to use these events to strengthen our relationships, show our continued innovation and participate in the important conversations these events bring. There is an inspiring zeitgeist created when all of these industry voices come together, and we love being a part of it."

The company's exterior marine fabrics, **Coast** and **Pumice**, will both be on display, as well an exclusive preview of its custom grain option, **Marina**, which has a matte, timeless leather-like grain.

These three collections stand up to the demands of exterior marine upholstery. They are engineered to resist water, deflect against mildew and bacteria, and endure regular cleaning and disinfection. They feature enhanced UV resistance ensures colourfastness and Ultrafabrics' unique microfoam layer keeps surfaces cool to the touch.

For press information or high-resolution images:

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Also on display will be the rest of Ultrafabrics' sustainable and animal-free portfolio of fabrics which is suitable for marine interior applications.

Ultrafabrics materials can be seen in interior and exterior seating for companies such as Princess Yachts, Viking, Formula, Premier, Tiara, Cruisers and Hatteras, to name a few.

EUROPE



In Europe, the first stop is the 63rd edition of the world-renowned **Genoa Boat Show** in Italy, where Ultrafabrics will be co-exhibiting with [Socovena & Mapla](#), its Italian agent for the marine industry.

Thu, 21 Sept 2023 – Tue, 26 Sept 2023

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Stand TB20
salonenautico.com

The second stop in Europe is the 35th edition of **Metstrade** in **Amsterdam** where over 1,300 exhibitors and thousands of visitors gather each year to do serious business.

Wednesday, 15th November – Friday, 17th November
Stand 12.604
www.metstrade.com

Richard Field, European Sales Director of Ultrafabrics, says: *“As Ultrafabrics continues to strengthen its marine business in Europe, we view the Genoa International Boat Show as a key exhibition for both the luxury yacht and leisure marine markets in Italy, the home of luxury yacht manufacturing, and METS Amsterdam as a must attend business to business exhibition attracting global visitors where we can network with our clients and showcase our innovative, luxury, interior and exterior fabrics.”*

NORTH AMERICA



Ultrafabrics will also be displaying its outdoor and marine textiles at **IBEX** in **Tampa**, Florida.

As an industry trade event for professionals working in the recreation marine industry, IBEX offers its attendees over 700+ exhibits in the exhibit halls, outdoor display space, and on the IBEX Docks. It also offers unparalleled training and education from industry experts and associations. It provides a targeted audience for marine industry OEM and suppliers, aftermarket manufacturers, and service providers.

Tuesday, October 3 – Thursday, October 5, 2023
Tampa, FL USA
Booth 2-246
www.ibexshow.com

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ABOUT ULTRAFABRICS

Ultrafabrics is a range of premium, animal-free materials that is reshaping the world of performance fabrics and offers ultimate luxury for premium yachts. Uniting Japanese craftsmanship, state-of-the-art technology and sustainably focused innovation, its materials are designed to make a difference.

Through only using the highest quality ingredients in its Takumi manufacturing process, Ultrafabrics offers durability and superior haptics for a variety of applications including exterior upholstery. Easy to care for and bleach cleanable, Ultrafabrics provides the ultimate functionality with a luxurious hand. The brand's fabrics feature inherent climate control technology that resists temperature changes, cooling down faster than PVC or leather and are also skin-friendly, non-allergenic and odourless. Ultrafabrics is proud to partner with some of the finest luxury brands across global industries, including McLaren, Jaguar Land Rover, Gulfstream, Beneteau Group and Princess Yachts.

www.ultrafabricsinc.com

SUSTAINABILITY

Ultrafabrics proudly creates sophisticated fabrics that offer a high-performing and sustainable alternative to animal-based products. The brand's innovative materials conserve resources while considering the well-being of both people and the planet. Ultrafabrics is the first and only polyurethane material to incorporate TENCEL Modal fibers in its collections with 100% reinforced rayon backing. Considered a man-made cellulosic, this natural and renewable raw material is manufactured from beech wood and sourced from sustainable forests. Ultrafabrics is dedicated to enhancing the transparency of its innovative materials while considering the well-being of both people and the planet. The Ultrafabrics engineers have been dedicated to the review of the raw materials utilised across its product portfolio. From early 2023, Ultrafabrics will transition to 65% recycled polyester yarns from Repreve across more than two thirds of its collections.

ABOUT THE COAST COLLECTION

Coast is a superior indoor/outdoor performance fabric that provides unparalleled comfort and protection for all settings. The collection looks and feels luxurious while hosting a range of resilient properties and features designed to combat even the toughest climates. Coast is water-resistant to environments where both chlorinated and salt water are a danger to furniture. It features enhanced UV resistance and colourfastness to sunlight and remains cool to the touch even on the hottest summer days. It is also engineered to defend against and inhibit the growth of mildew, bacteria, and other surface pathogens, making it well-suited for a range of demanding spaces.

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The fabric has inherent stain protection and can withstand regular cleaning and disinfection, including with bleach solutions. Coast has a subtle pebble-like texture that's elevated by an incredibly soft touch. Its curated colour palette embodies the soft hues and soothing qualities found at the coastline. Sixteen shades of sand, driftwood, coral, sea glass and sky blues celebrate the organic beauty of nature and seamlessly integrate with any design aesthetic.

ABOUT THE PUMICE COLLECTION



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Profound protection and performance define Pumice. Its EPA-registered anti-mildew, antimicrobial, and antibacterial agents prolong the life of any design. Colorfastness to sunlight, perspiration, chlorine, and seawater prevents fading. These powerful performance attributes, combined with the fabric's understated textural surface make Pumice ideal for active settings — especially marine seating and high-exposure furniture. The colour palette of Pumice was recently refreshed, the addition of classic navy and tan compliment thoughtfully curated neutrals, sure to fit any colour scheme.

In pursuit of our goal to include at least 50% renewable and/or recycled resources across all collections, the backcloth of Pumice will transition to include recycled polyester and responsibly sourced rayon.

ABOUT THE MARINA COLLECTION



Marina is the latest of the outdoor fabrics offered by Ultrafabrics and will be available for custom orders only. Featuring the same exceptional performance benefits as Coast. Marina is a stylish option in three soft neutrals and a matt, leather-like grain. Engineered to withstand the elements, Marina is suitable for a variety of marine applications, including exterior upholstery.

– ENDS –

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