

HOME ACCENT FABRICS

by Ronnie Gold

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Home Accent Fabrics Spotlights Pioneering Digital Prints

*Husband-and-wife team employs state-of-the-art technologies
to create unique and innovative decorative fabrics*

HARRISON, NY—Home Accent Fabrics is highlighting a collection of new and novel decorative fabrics developed using ground-breaking digital printing technologies at the upcoming Showtime Fabric Market in High Point, N.C., June 2 to 5, 2013.

The four-year-old decorative fabric converter is presenting a portfolio of fresh fashions and cutting-edge colorations including prints, stripes, yarn-dyes, woven jacquards and embroidered fabrics, many created using state-of-the-art printing and weaving techniques.

“Digital printing is a four-color process that is allows us to duplicate any form of artwork without worrying about the number of screens that need to be cut or separated,” explains Ronnie Gold, co-founder and design director for Home Accent Fabrics. “This technology allows us to be more daring in design without the initial costs of screen expense or inventory.

“We understood the potential of digital printing early on and introduced a few designs with deliberation,” Gold continues. “Our pattern ‘Aurora’ (right) was an immediate hit; this is a design much like a contemporary painting with elongated brushstrokes reminiscent of an ikat print. Although we can’t take credit for inventing this digital technology, we understand how to use it to achieve interesting and innovative effects that previously have not been seen in the decorative fabric industry. The potential and use of this process will continue to grow...and we intend to grow with it!”





Home Accent Fabrics was founded in 2009 by industry veterans Gold and Lee Kabat, a husband-and-wife team with more than five decades of combined experience in the design, logistics and sourcing of decorative fabrics. The company is based in Harrison, N.Y., and has warehouse facilities in Charlotte, N.C.

Gold was formerly vice president of design for Bloomcraft and leading domestics mill WestPoint Stevens, and has won numerous design awards, including seven Tommy Awards from the American Printed Fabrics Council; the HomeTex Design Award from the Home Fashion Products Association; and Cotton Incorporated's Design Excellent Award.

Kabat served in numerous executive capacities for leading decorative fabric firm P/Kaufmann for 30 years, most recently as corporate vice president; he also was a founder and president of the International Textile Market Association (ITMA) and an originator of Showtime.

Home Accent Fabrics' combination of innovative designs and creative color stories is propelling the company's double-digit growth among leading jobbers, retailers and furniture manufacturers. The company's customers include Calico Corners, Mitchell Gold + Bob Williams, Drexel Heritage, Century Furniture, Pearson, Vanguard Furniture, Wesley Hall, Sherrill Furniture, Kim Salmela, Eastern Accents, Ballard Design, Fabricut, Carole Fabrics and Newport Layton Home Fashions.

"We also are experiencing growth with bedding and home fashion manufacturers, and exploring export opportunities," Kabat points out. "The line is designed to provide tight coordination of woven and printed product in four to five on-trend color stories each season. We are not trying to be all things to all people, but rather to present a sharply focused line that offers our customers a point of difference."

Home Accent Fabrics will debut a number of new collections at Showtime, many using the firm's unique and inventive digital printing, according to Gold and Kabat.

"We are focusing on a continuation of our popular ikat looks; global-inspired designs, and a movement towards blurred and softened edges, with watercolor techniques jumping to the forefront," Gold says. "All of our major introductions will be tied together by color; similar to the way we showcase our existing collections on our new Web site, <http://www.homeaccentfabrics.com/>. We are very excited about the new line and about the growth potential for our company."



Photo Captions:

Page 1: *Home Accent Fabrics' pattern "Aurora" as featured on the Calhoun chair by designer Kim Salmela at High Point Market, October 2012.*

Page 2, Top: *Home Accent Fabrics' pattern "Katmandu," a large ikat paisley design, as featured by Sherrill Furniture at High Point October 2013.*

Page 2, Bottom: *A selection of Home Accent Fabrics' designs introduced at Showtime December 2012.*

Additional photos available upon request.

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