



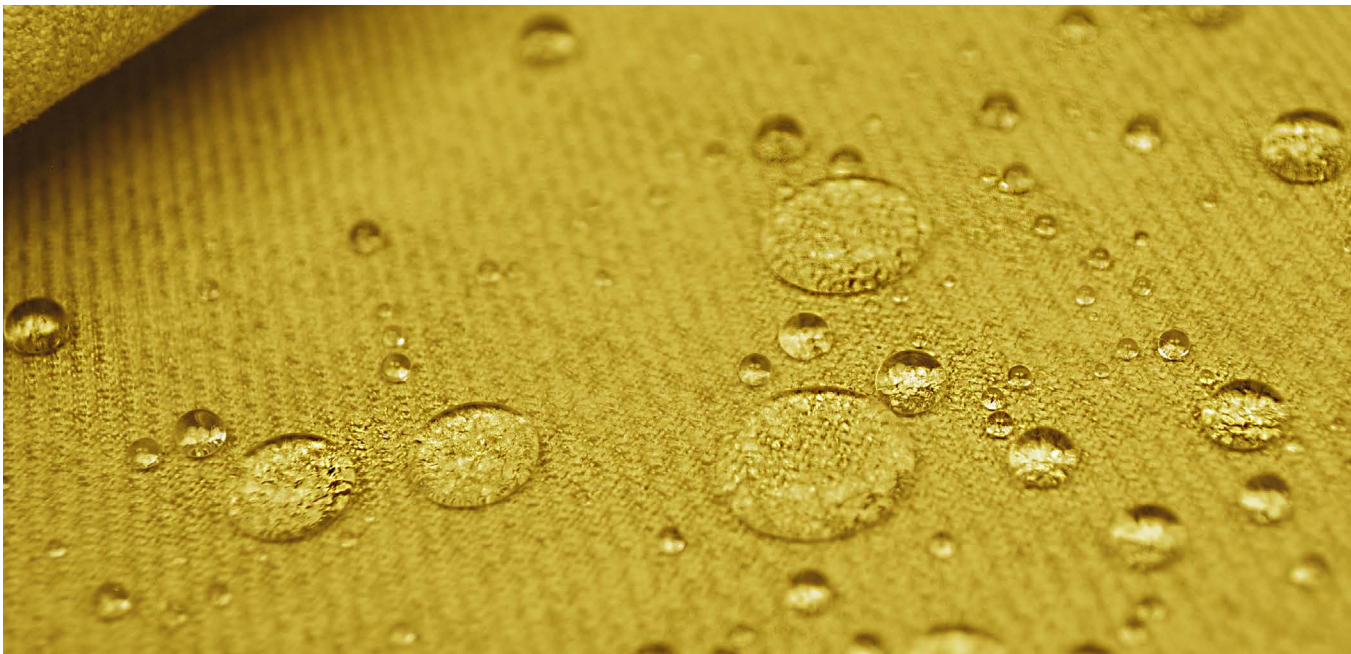
*performance
fabric*

7 REASONS
WHY IT'S THE
BEST CHOICE
FOR YOUR
FURNITURE

intro

LIFE IS OFTEN MESSY, and not just in the metaphorical way.

It is full of literal messes. Dirty laundry, dirty dishes, dirty diapers, grimy pet paws, little hands covered in paint or faces smeared with chocolate. It can be overwhelming. You know, where you feel like you clean all day long and at the end of the day, you deserve a nice glass of wine to relax. Oh wait! The wine just spilled on the finally-clutter-free sofa!



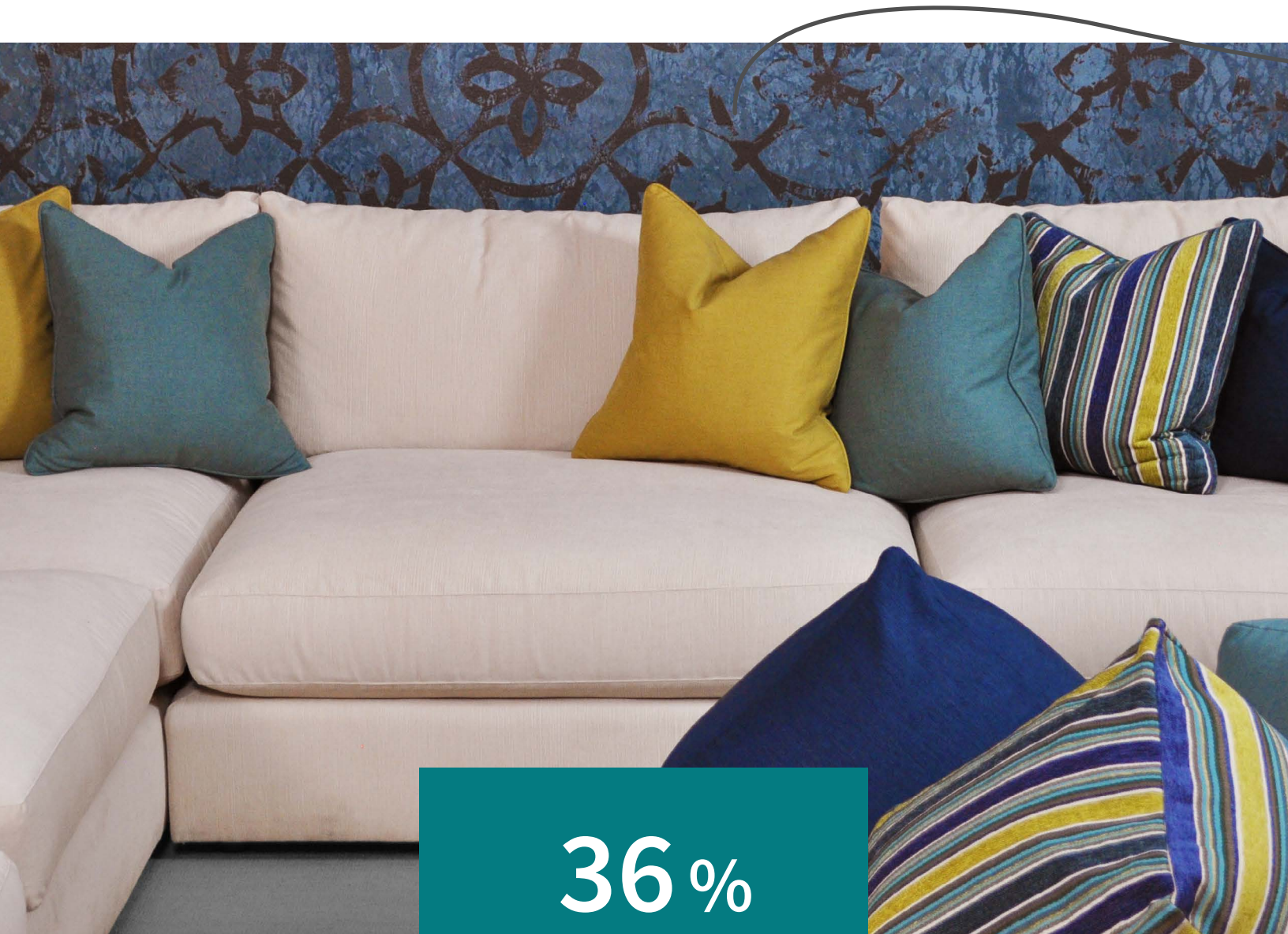


Messes and stains on your home furnishings aren't just a hassle. They decrease the longevity of that sofa, chair or perfect throw pillow, which is a drain financially as well. Take the sofa for example. According to research conducted for Furniture Today, six out of 10 consumers design their living room around a sofa. Consequently, that sofa needs to last more than a couple of years. That's where performance fabrics come into the picture.

Performance fabrics are engineered to provide functional qualities, such as anti-microbial or moisture-repellant. Unlike simply stain-resistant fabrics, performance textiles are treated at the yarn level. And in recent years, many textile companies have made major advances in technology to produce fabrics for furniture that offer high performance without sacrificing style or comfort. With that fact in mind, here are seven reasons why performance fabric is always a good idea.

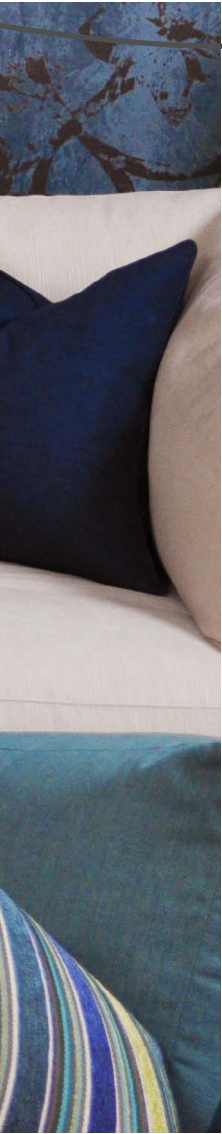


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36%

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for at least **5 YEARS.**



one

MONEY DOESN'T GROW ON TREES. YOU NEED YOUR FURNITURE TO LAST.

If you're like the average household, then you don't have a ton of money to throw around. And once you've finally decided to make that big furniture purchase, you expect it to last a while. Furniture made with high quality performance fabrics is what you need.

According to a survey by *Furniture Today*, 36 percent of consumers plan to keep their sofas for at least five years, 27 percent for 10 to 14 years and 28 percent think that couch will last them 15 years or longer.² Sounds reasonable, right? Now think about what causes you to part with a beloved sofa, chair or even those perfect throw pillows? Most likely, long before the piece breaks or falls

apart, it's the stains that make you wish you could get a new one. Quality and longevity are important, and that means purchasing furniture that is designed to last structurally and aesthetically.

Furniture made from performance fabrics inherently resists stains. It's manufactured to be stain resistant down to the yarn level. We're not talking about protection that you spray on after the fact. These sofas, chairs and pillows are built from the ground up to resist the messes of life that often destroy your beautiful living room pieces.

² <http://www.furnituretoday.com/article/535416-performance-fabrics-are-upholstery-game-changers>

two

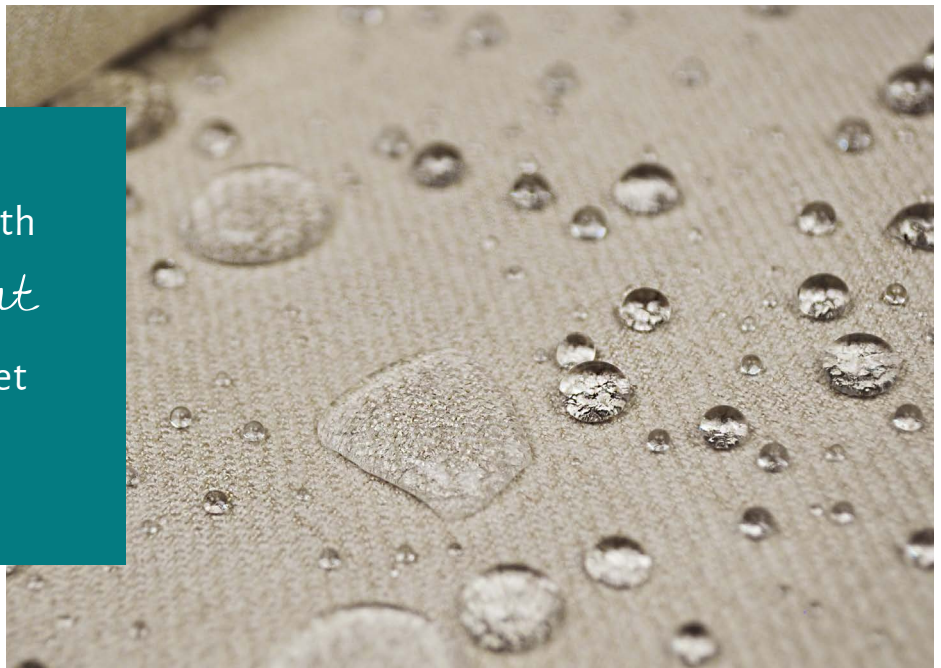
PERFORMANCE FABRICS ARE NOW AFFORDABLE.

There was a time when only consumers willing to pay for the most expensive furniture could consider high performance fabrics. Like many things, times have changed. More companies are making performance fabrics, and some of them are finding ways to produce the same high performance, or in some cases better, at lower costs. What that means for the consumer is greater options. The types of trend-setting styles with stain-resistant qualities that were previously available only to buyers with high end budgets are now available at mid-market price points.





Trend-setting styles with
stain-resistant
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Performance fabrics
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three

AVOID THE COST AND HASSLE OF UPHOLSTERY CLEANINGS AND RE-TREATMENTS.

How familiar is the following scenario? Purchase the lovely sofa of your dreams. Scotchgard™ the heck out of it. Forbid your kids to go near it with dirty shoes, grimy hands or a juice box. Discover your first stain after a few weeks. Work like Cinderella scrubbing floors to get it out. A few months later, one stain becomes three. Schedule the upholstery cleaning and don't forget to have it treated again with Scotchgard. Repeat process every six months.

Who has the time, the money, or even the patience for this process to keep your home looking great? Performance fabrics are treated at the yarn level, so you don't need to treat it after you purchase it. With barrier protection to keep your fabric clean, sofas, chairs and other furnishings made with performance fabrics are designed for heavy-duty wear, repelling moisture and resisting

stains. So even if your day includes Rover drying his dirty paws on the sofa, your 5-year old artist resting in the chair before washing her hands, and a spilled glass of wine when you finally get a moment to unwind, there's a performance fabric that can handle it with easy clean up and no expensive upholstery cleanings and treatments.

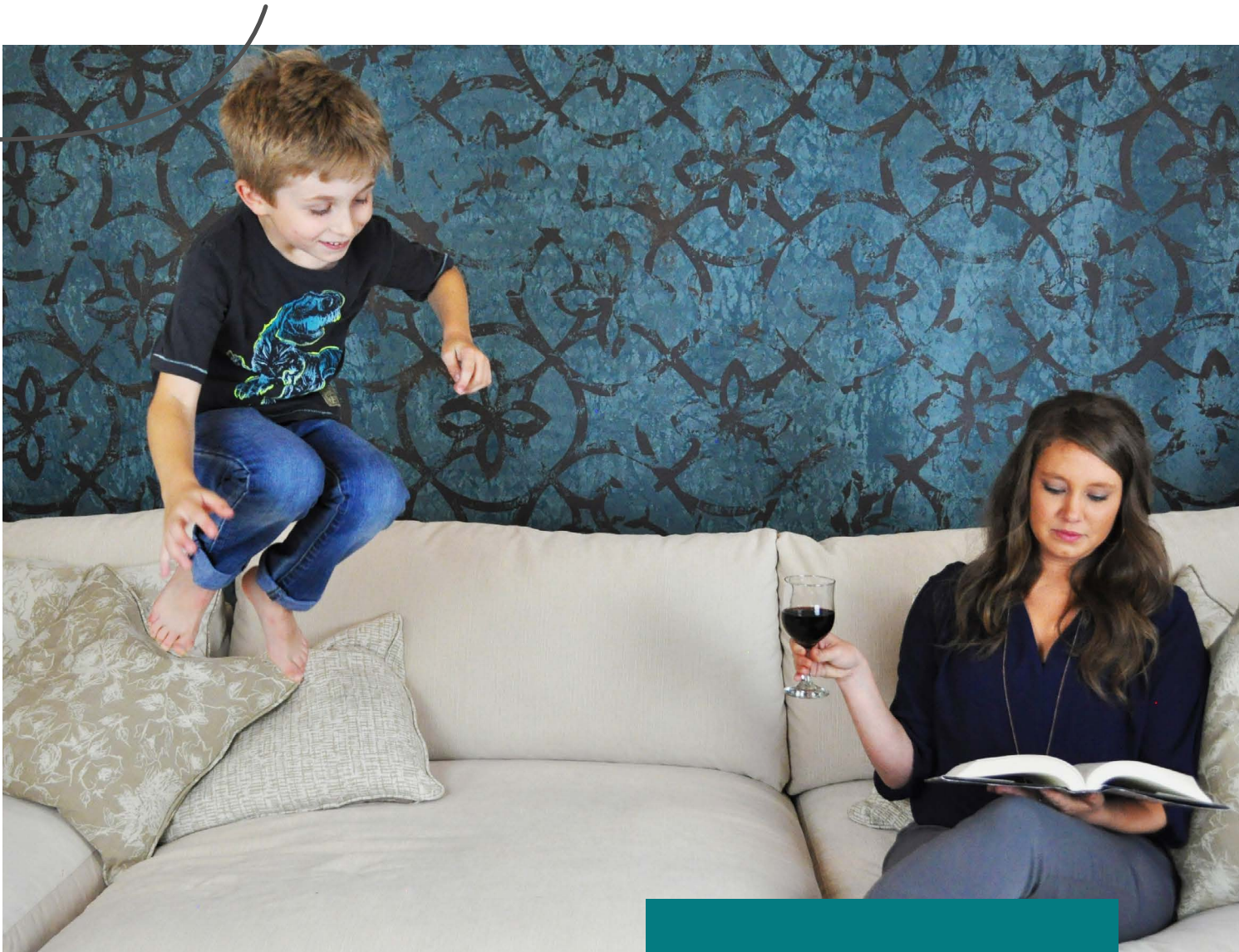


four

KIDS ARE MESSY.

It's a well-established fact that kids are capable of creating some truly amazing messes. And they have an uncanny ability to make those messes all over the house, not just in their bedrooms or the playroom, causing parents to wonder if it's even worth it to "have nice things."

Just because you have children, doesn't mean that your living room furniture has to look like your college furniture did. Likewise, you don't have to wait until your kids leave for college to finally purchase that beautiful sofa. What you should do, though, is choose wisely and look for furniture made with performance fabrics. Performance fabrics allow you to have the nice things without living in constant fear of ruining them. The fabric resists stains and repels moisture for easy clean up when those inevitable messes occur. What's the use of a living room that can't be lived in or a family room where the children aren't free to be kids?



Resists stains and
repels moisture for
easy clean up

five

FIDO IS PART OF THE FAMILY, BUT HE DOESN'T CLEAN UP AFTER HIMSELF.

More than ever before, cats and dogs are not just pets, but a part of the family. According to the American Pet Products Association, 68 percent of U.S. households own a pet, including 89.7 million dogs and 94.2 million cats.³ Many pet owners enjoy snuggling with those cats and dogs in a favorite chair or on the sofa while reading a book or watching TV together.

Pets, like children, bring messes with them. It's especially true for puppies and kittens. If you do not choose home furnishings wisely, man's best friend, can become your furniture's worst enemy. Performance fabrics give furniture the ability to withstand living with a pet. They provide excellent stain-resistant fabrics for pets, offering protection far superior than what you get with an after-purchase spray treatment. And let's face it, when you consider the challenges of house breaking your pooch, you're going to want the best water-resistant and stain-resistant fabric available.

³ 2017-2018 National Pet Owners Survey, http://www.americanpetproducts.org/pubs_survey.asp

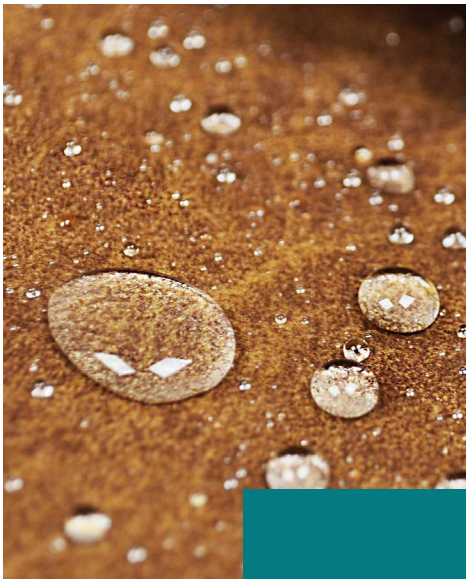




68%

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TECHNOLOGY
in the performance textiles industry has
advanced exponentially.



SLX

YOU DON'T HAVE TO CHOOSE BETWEEN PERFORMANCE & SAFETY.

Yes, the benefits of performance fabrics are undeniable, but is it safe for families, pets and the environment?

In short, yes, if you choose wisely. Certainly, safety is a factor that anyone should consider when making purchase decisions about items being brought into the home. And the question about performance fabrics is a natural one given that historically many of the earlier products went through heavy chemical processes to develop. Technology in the performance textiles industry, however, has advanced exponentially and along with increased durability and stain and moisture resistance, the process used

to achieve these outcomes has improved. In fact, there are performance fabrics on the market now that use a small amount of chemistry with less concentration than toothpaste.

Keep in mind that all stain-resistant fabrics are not created equal. When considering products with performance fabrics, find out at what level the fabric is treated? Does it use PFOSs and PFOAs that do not break down in the landfill and have large carbon footprints or does it use compounds that are more environmentally friendly. Just like making purchase decisions about food or clothing, do your homework.



seven

THERE'S A PERFORMANCE FABRIC THAT FITS YOUR PERSONAL STYLE.

A common misconception about performance fabrics is that they are used only to make patio umbrellas, boat cushions and outdoor furniture. True, these products were some of the first uses for performance textiles, but the industry reaches far wider today. Customers want that level of durability and performance inside the home. But once you come inside, there's a whole different level of expectations about how those products should look and feel.

The makers of performance fabrics recognize this demand and have invested in producing fabrics that are soft, comfortable and stylish. Every year they produce a vast array of colors and patterns based on the latest trends. Some companies don't just follow the trends, but aim to set them as well, drawing inspiration for their designs from clothing and other industries, attending Fashion Week in New York and Paris. Regardless of your personal taste, you don't have to sacrifice style or comfort for performance.



Fabrics that are
soft,
comfortable
& stylish



about

LIVESMART BY CULP

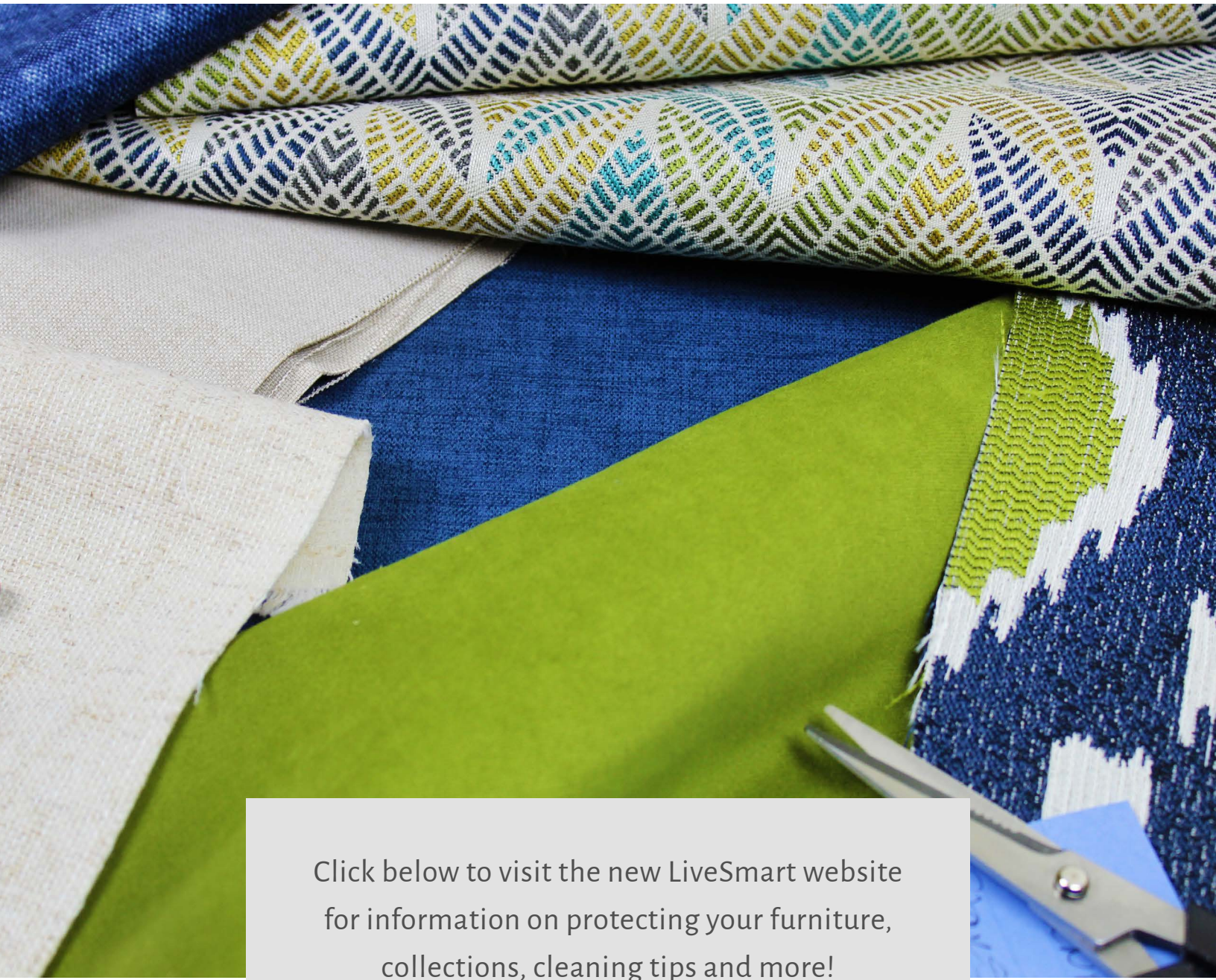
LiveSmart fabrics were designed for lived-in moments.

From spills to dirt to everyday wear and tear, life's messes happen. Our fabric protects down to the performance yarn that it's made with. LiveSmart by Culp offers innovative performance technology coupled with the latest home design trends.

While other brands offer textiles with performance fiber OR finish, LiveSmart combines both to give our fabrics unmatched durability and longevity. LiveSmart encapsulates each individual fiber to repel stains for exceptional clean-ability. Developed with years of research

and testing, LiveSmart technology provides lasting performance at a great value. All of our fabrics meet or exceed standards for ASTM performance and safety. Why choose between form and function? **LiveSmart, so your home can be more lived-in.**

With four decades of innovation and quality, Culp supplies a wide range of mattress and upholstery fabrics across the globe. We deliver fashion-forward, stylish fabrics with broad appeal to the largest home furnishing retailers and manufacturers.



Click below to visit the new LiveSmart website for information on protecting your furniture, collections, cleaning tips and more!

[VISIT WEBSITE](#)