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**FOR IMMEDIATE RELEASE: Valley Forge Fabrics to debut Tencel+Plus™ Upholstery collection at HD Las Vegas, May 18-20th.**

Ft. Lauderdale, Fl. Valley Forge Fabrics will debut the newest FRESH® innovation, Tencel+Plus™ Lyocell Eucalyptus Upholstery, during the Hospitality & Design Expo in Las Vegas, May 18-20, 2011. This exciting new & natural fiber has been engineered for the rigors of hospitality upholstery use and is the latest textile to compliment the company's extensive sustainable fabric collection called FRESH®.

Valley Forge Fabrics, the leader in sustainable textiles and the largest producer of decorative fabrics for hospitality, launched its FRESH® initiative more than five years ago. FRESH® is an acronym for **F**abrics **R**edefining **E**nvironmental **S**tandards for **H**ospitality®. The company has lived up to the initiative's roots by "redefining" itself with the latest product introduction Tencel+Plus™ Upholstery collection. Tencel+Plus™ Lyocell products are the only certified textiles from Eucalyptus verified by Lenzing Fibers for both commercial performance requirements and fiber origin. Every fabric in the Tencel+Plus™ Upholstery collection has a unique certification number from Lenzing Fibers to verify the chain of custody within the supply chain.

Tencel+Plus™ Lyocell Eucalyptus Upholstery fabrics exceeds all ACT standards and are manufactured from FSC or PEFC certified wood pulp cellulose that comes from Eucalyptus trees. Best known for the fabulous green story, the FSC certified Eucalyptus trees are rapidly renewable resources, and only need sunlight & rain to grow to their full maturity of 120' in 8 years. According to Diana Dobin, Senior Vice President & Chief Sustainability Officer, "We are thrilled to debut, what I believe is, the first new upholstery fiber to come along in the last ten years. And what makes Tencel+Plus™ Upholstery so special is that each textile comes with a unique, certified & traceable chain of custody through the supply chain. This natural & sustainable yarn, made in the USA, can replace cotton & rayon while performing superbly for lodging and keeping costs down."

Valley Forge has positioned Tencel+Plus™ Upholstery in their latest Ten Under \$Ten® collection. This collection is made in the USA, spans 5 volumes, and includes over 400 clean designs and sophisticated textures. Tencel+Plus™ Lyocell Eucalyptus Upholstery passes NFPA 260, exceeds 50,000 double rubs and meets all other requirements for heavy duty upholstery use. Join Valley Forge in the *Fight Against Ugly™*.

For information on Lenzing Fibers, visit [www.lenzing.com](http://www.lenzing.com)

For more information on Valley Forge, visit the website [www.valleyforge.com](http://www.valleyforge.com). Valley Forge Fabrics, Inc. is a 30+ year old family owned and operated company and the world's largest supplier of decorative textiles for the hospitality industry. Contact: Ken Koneck @ Valley Forge Fabrics, Inc. 800.223.7979 ext 132 or [kkoneck@valleyforge.com](mailto:kkoneck@valleyforge.com)

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