

## Keilhauer Launches a Zero-Waste Textile: Velvety

*An ultra-soft, sustainable textile that is a product of ingenuity and a love for the planet*



**February 15, 2022 (Toronto)** - At Keilhauer, sustainability matters. The principles of reduce, reuse, recycle and renew inform all that we do, and that includes the fabrics we choose. With this in mind, Keilhauer is excited to announce the launch of our latest sustainable textile, Velvety.

Velvety is an ultra-soft, durable fabric that has been made from partially recycled content and the highest quality of certified materials. All textile waste produced from manufacturing Velvety is converted into new yarn that is reused for the backings of other textiles, making it a true zero-waste product. Additionally, Velvety is certified after Standard 100 of OEKOTEX, one of the world's best-known labels that verifies the safety of textiles for human health.

"Keilhauer is committed to providing our customers with innovative, sustainable design options," says Joseph Palladino, Sustainability Officer at Keilhauer. "That is why we are so excited to offer Velvety to our customers – it is proof that a premium quality fabric can be made using post-consumer, recycled cotton scraps and fibers derived from PET bottles, therefore contributing less waste."

Available in a gorgeous array of 19 modern, contemporary colorways, including chocolate browns, rich reds and deep purples, Velvety is a piece-dyed velvet lookalike with an extraordinary performance. Simultaneously elegant and functional, this versatile textile lives in the quiet space between classical adornment and the complexity of modern-day living.

Velvety is a Grade D fabric, constructed from 80% polyester, 11% post-consumer recycled polyester, 5% post-consumer recycled cotton and 4% cotton. It was designed to withstand up to 100,000 double rubs, classifying it as a heavy-duty fabric.

Velvety is in-stock, available within Keilhauer's standard lead times, and has been proactively reviewed to meet Keilhauer's product requirements. Velvety can be placed on all upholstered products – to explore all of Keilhauer's Velvety options, please visit [keilhauer.com/textile-library](https://www.keilhauer.com/textile-library).

### **About Keilhauer**

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables that makes work more comfortable for all. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit [Keilhauer.com](https://www.keilhauer.com).

For more information, images or to request an interview, please contact:

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