

# KEILHAUER

## KEILHAUER LAUNCHES NOVA TEXTILE

*The North American furniture manufacturer introduces a new sustainable textile option to their customers*



**August 1, 2023 (Toronto)** – At Keilhauer, sustainability is at the forefront of everything that we do, and that includes the textiles we thoughtfully select for our world-class upholstery library. With this in mind, Keilhauer is excited to announce the launch of our latest sustainable textile, Nova.

With an underlying black yarn, Nova features a high-performance construction with a strong texture that is both visual and tactile. Earthy and joyous tones pair with a salt and peppery effect for an unexpected and contemporary palette that is sure to impress. Nova combines energetic-yet-casual atmospheres with performance and an easy clean, making it the ideal textile for high-traffic, welcoming spaces where warmth, comfort and durability are paramount.

Nova is made from 33% recycled yarn and the highest quality of certified materials. All textile waste produced from manufacturing Nova is converted into new yarn that is reused for the backings of other textiles, which makes it a zero-waste product. Additionally, Nova has been subject to a Life Cycle Assessment and is certified after Standard 100 of OEKOTEX, one of the world’s best-known labels that verifies the safety of textiles for human health.

“It is always a priority for us at Keilhauer to provide our customers with cutting-edge, sustainable design options,” says Joshua Belczyk, Keilhauer’s Sustainability Officer. “Not only is Nova a true

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zero-waste product, it is also manufactured from 25% GRS-recycled PET bottles. This is a textile everyone can feel good about, with a sustainability story they can trust.”

Designed and crafted in Terrassa, Barcelona, Nova is available in 17 versatile colorways, including soft grays, deep blues, and earthy greens. Nova is a Grade A textile.

## **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](http://keilhauer.com).

For more information, photography, or to set up any interviews, please contact:

Emma Hamilton

PR Coordinator

437-235-4507

[emma.hamilton@keilhauer.com](mailto:emma.hamilton@keilhauer.com)