

bella
dura

**PERFORMANCE
BY DESIGN**

What is Bella-Dura?

Bella-Dura is a **100% American-made technical fabric**, woven using a proprietary fiber that results in **durable, bleach cleanable and recyclable** contract-grade textiles.

Performance

From boardroom to family room, hotel room to bedroom, healthcare to daycare, solarium to pool deck, **Bella-Dura is designed to provide the ultimate performance** required for any environment—contract to residential, indoor to out.

Solution Dyed

Bella-Dura is solution dyed, meaning **color is integrated into the very fiber**. This allows fade resistance even with heavy cleaning.

Exceptionally Durable

Bella-Dura fabrics will not pill. **Tested to the strictest contract abrasion standards**, Bella-Dura proprietary yarns perform beyond expected requirements. Every time.



Bleach Cleanable

For most spills, a mild soap-and-water solution is all that is required, but **Bella-Dura fabric can be safely cleaned with bleach**—a crucial detail in settings where regular cleaning and disinfecting are of the utmost importance.

- Apply the cleaning solution
- Rinse with clear water
- Blot with a clean, dry cloth
- Air dry
- Repeat as necessary

Anti Microbial

Bella-Dura proprietary yarns are **infused with silver ion technology** which makes them inherently resistant to stains and microbes and inhibits the growth of mildew on the fabric.

UV Resistant

Bella Dura solution dyed yarns **meet or exceed 1500 lightfast hours** and will resist fading, even when exposed to hot sun or dry heat.



Sustainable

Fully recyclable, Bella-Dura proprietary yarns **begin as a by-product and end as a usable product** for the manufacturing of many common goods.

Cradle to Cradle Certified

Bella-Dura fabrics have achieved **C2C Silver Certification** and are the proud recipient of a **Legacy Leader Award** from the C2C Products Innovation Institute.





Outperforms the others

	<i>Bella Dura Proprietary Solution Dyes Polypropylene</i>	<i>Solution Dyes Acrylic</i>	<i>Solution Dyes Nylon</i>	<i>Aluminum</i>	<i>Monochrome Polyester</i>	<i>Vinyl</i>
Solution Dye	Yes	Yes	Yes	Fabric Dependent	Fabric Dependent	Yes
Abrasion Performance	50,000+	15,000+	30,000+	15,000+	50,000+	N/A*
Intensely PH Resistant	Yes	No	Yes	Yes	Fabric Dependent	Yes
UV Colorfastness	1,500 Hrs+	1,000 Hrs+	40 Hrs+	40 Hrs+	Fabric Dependent	Fabric Dependent
Intensely Mildew Resistant	Yes	Yes	No	No	Yes	Fabric Dependent
Intensely Anti-Bacterial	Yes	No	No	No	Yes	Fabric Dependent
Black Chlorine	Yes	Yes	Yes	Fabric Dependent	Fabric Dependent	Yes
Fabric Versatility	Yes	Fabric Dependent	Fabric Dependent	Fabric Dependent	Fabric Dependent	Fabric Dependent
Environmentally Certified	MSDC	Fabric Dependent	Fabric Dependent	Yes	Fabric Dependent	Fabric Dependent
Made from Post-Industrial Waste	Yes	No	Fabric Dependent	Fabric Dependent	Fabric Dependent	Fabric Dependent
Recycling Take-Back Program	Yes	Yes	Fabric Dependent	Fabric Dependent	No	Fabric Dependent

*Vinyls are tested using a Taber Abrasion Machine