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FOR IMMEDIATE RELEASE

PREMEX SOLUTIONS WINS PRODUCT OF THE YEAR

**PREMEX SOLUTIONS' DURAVIBE® LATEX FABRIC WINS PRODUCT OF THE YEAR
FROM SGIA**

New Orleans, LA – The Specialty Graphic Imaging Association's (SGIA) has announced PremEx Solutions as the winner of the 2017 Product of the Year Award for the Media / Textile / Home Furnishings category for one of its DuraVibe® Latex fabrics, Leenane, a durable and washable cotton linen blend.

The Leenane is used for interior décor and is one of four DuraVibe® Fabrics Certified by HP for Latex Inks. “We are so proud to have one of our fabrics named as Product of the Year from such a respected industry organization,” said PremEx partner, Ann Sawchak. “All of our DuraVibe® Latex fabrics have been breaking boundaries throughout the industry and Leenane for latex is being used for applications such as floor pillows, couches, and window treatments. Leenane is also offered with a flocced back to create one of a kind and effective HP Certified blackout curtains and/or roller blinds. The possibilities are endless, and we can’t wait to see more creative applications emerge using the boundary breaking DuraVibe® solutions.”

“The uptick in the number of fabrics entered underlines the surge in printing to fabric. In fact, this year we saw the most entries ever in dye sublimation and direct-to-fabric printing,” said Ray Weiss, Digital Imaging Specialist, SGIA. “Each of the entries is something special, I encourage everyone to visit the display in the Golden Image Gallery.”

Entries will be on display in the Golden Image Gallery at the 2017 SGIA Expo (New Orleans, October 10–12), and the awards will be presented in a special ceremony the night before the SGIA Expo opens.

Visit PremEx Solutions at SGIA 2017, Booth 523, to learn more about our other certified latex decor fabrics and the complete line of DuraVibe® Fabrics.

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About PremEx Solutions

PremEx Solutions, is a joint venture of UK's Premier Textiles and US-based Expand Systems. PremEx Solutions is the sole provider of the leading-edge technology, DuraVibe® with Expand Systems and Premier Textiles as the current mass distributors.

Expand Systems CEO Mark Sawchak has come to be recognized as one of the top consultants in the US for digital textile printing solutions. Nick Smith, Commercial Director of Premier Textiles, is a leader in market-ready fabrics.

About DuraVibe®

DuraVibe® Fabrics are suitable across a broad range of markets and applications including signage, home furnishings, and apparel. These specialty fabrics are unique with unprecedented color vibrancy, fabric hand and durability. DuraVibe® fabrics offer improved results for both wet and dry crock ratings, preservation of the fabric hand throughout the process, and an expanded color gamut that broadens an achievable color range, including black.

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