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## SUNBRELLA® AND HAROUNIAN RUGS INTERNATIONAL ANNOUNCE PARTNERSHIP

The Carpet and Rug Producer Will Use Industry-Leading Sunbrella Yarn to Create  
Indoor and Outdoor Rugs for Residential Use

GLEN RAVEN, N.C. – Performance textile leader Sunbrella® and acclaimed rug designer and manufacturer Harounian Rugs International (HRI) announce a partnership to create HRI Performance Rugs featuring Sunbrella, a unique collection in which Sunbrella yarn will be used to create indoor and outdoor rugs for residential use. The new products are available to decorative partners and distributors.

The area rugs will be designed for cutting-edge performance along with broadloom qualities and textures, with plush, thick piles and greater density. HRI Performance Rugs featuring Sunbrella will be available in a wide range of price points that are in keeping with the high standards of the proven Sunbrella brand. The pattern portfolio will include modern looks, mid-century, arts and crafts, and art deco, contemporary, transitional and traditional designs, as well as pieces by legendary textile designer Wesley Mancini, among others.

“Combining Sunbrella’s soft yet durable yarn with the skilled weavers and rug-makers at HRI will produce a totally new rug offering,” said Greg Rosendale, Business Manager, Distribution and A&D for Glen Raven Custom Fabrics, LLC. “Through this partnership, we are able to offer distributors and retailers a beautiful product with the highest standards of performance on the market.”

HRI's wide array of products are an ever-changing group of creations specially designed to complement today's home fashion trends. Color, texture, design, style and quality are just a few of the





creative considerations HRI puts into each individual piece it manufactures. Every carpet and rug produced by HRI undergoes a unique finishing and inspection process, ensuring only products with the best value succeed in reaching consumers' homes.

"We are very pleased to partner with Sunbrella, combining HRI's dedication to craft, trend-setting design capabilities and knowledge of

the category with the industry leader in performance textiles," said David Grasse, Managing Director of HRI. "Joining these two iconic brands together sets a new standard for performance rugs and the industry as a whole."

For more information, visit <http://hrirugs.com/collection/sunbrella>.

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## ABOUT SUNBRELLA FABRICS

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Sunbrella has revolutionized the way the world thinks about how fabrics look, feel and perform. Luxuriously soft and exceptionally beautiful, Sunbrella fabrics integrate style with legendary performance qualities: proven durability, fade resistance, easy care and bleach cleanability. Led by a global design team, premium Sunbrella fabric gives consumers, designers and architects the materials they need to create the extraordinary in marine, shade, indoor upholstery, outdoor upholstery, commercial and contract applications.

Introduced in 1961, Sunbrella fabrics are manufactured and marketed by Glen Raven, Inc., a 138-year-old family-owned company based in North Carolina with operations worldwide. Sunbry Textiles recently joined Sunbrella after 22 years of close partnership. Sunbry adds luxury decorative fabric design and production, combining historic reference and modern interpretation to create beautifully unique fabrics. For more information on Sunbrella, including inspiration, fabric collections and where to buy, visit [sunbrella.com](http://sunbrella.com) and follow Sunbrella on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#) at @Sunbrella.

## ABOUT HAROUNIAN RUGS INTERNATIONAL

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Harounian Rugs International's (HRI) collections are an ever-changing group of creations specially designed to complement today's home fashion trends. Careful consideration of color, texture, design and quality are put into each

individual piece manufactured and every carpet and rug produced undergoes a unique finishing and inspection process, the procedures of which ensure only products with the best value succeed in reaching our consumer's home. HRI's eclectic lines are produced in various constructions including hand-knotted, hand-tufted, hand-loomed, hand-hooked, hand-woven, hand-crafted and machine-made qualities.

The Harounian name has been well known in the international carpet & rug industry for at least a century. Throughout the company's history, HRI has featured collections exhibiting the latest trends for the American and International home. Coupled with its past-present-and-future relationships, HRI's vision for the future entails creating value at every step of the way. HRI's motto "Creativity at Work" has never held truer than it does today, as demonstrated by the multiple industry design and recognition awards. For more information on HRI, visit [hrirugs.com](http://hrirugs.com).