



For Immediate Release

The Burch Design Studio introduces **Echo** and **Reverb** - two new high performance coated materials capturing the nuances of woven textiles through cutting edge print and emboss techniques. Echo features a stamped pattern softly repeating across the surface for a textile inspired look. Echo is available in fourteen hospitality-ready colors that highlight the subtlety of the tone on tone texture. Reminiscent of grasscloth, Reverb's subtle striations create textural interest and dimensional appeal.

Reverb is available in fourteen hues with an emphasis on refined neutrals and saturated jewel tones. Echo and Reverb are equipped with FORBID - the revolutionary topcoat which dramatically increases stain resistance while preserving the fabric luster and softness.

About Burch

What started out in 1904 as a small upholstery shop in downtown Grand Rapids, Michigan has grown into a worldwide brand synonymous with innovative products that provide quality and value. Burch offers an extensive selection of materials for coordinated application in the hospitality, senior living, corporate and healthcare markets. Our progressive collections of High Performance Seating, Crypton, Vinyl, PVC Free Polyurethane,

Silicone, and Vertical Surface Fabrics are developed with our customer's needs in mind. Our in-house design team strives to develop innovative products to meet the ever changing demands of our industry, whether it be the latest color trends or providing solutions for the latest technical challenges. Our entire offering is inventoried in multiple warehouses throughout North America, allowing for exceptional delivery times.

For Press Information Contact

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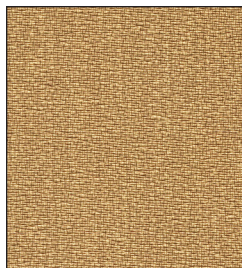
Burch

- **14 Colorways**
- **Bleach, Denim Dye & Ink Cleanable**
- **FORBID SRT Finish**
- **Free of FR Chemicals / CAL AB 2998 Compliant**

Echo features a stamped pattern softly repeating across the surface for a textile inspired look. Echo is available in fourteen hospitality-ready colors that highlight the subtlety of the tone on tone texture.



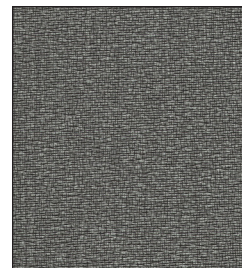
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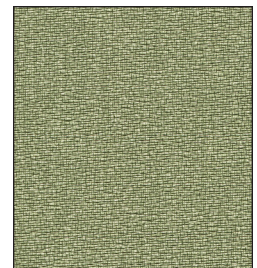
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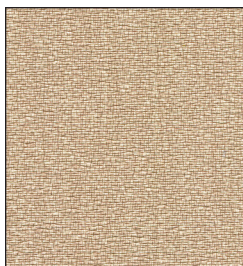
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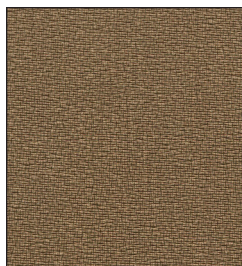
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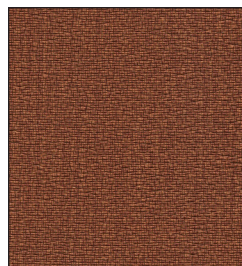
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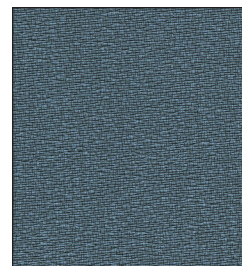
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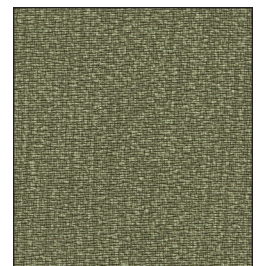
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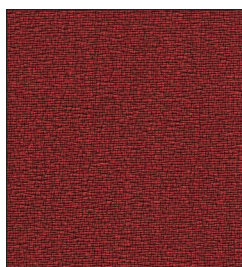
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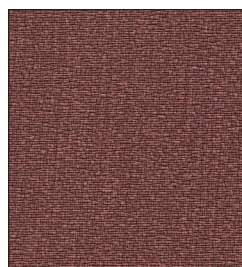
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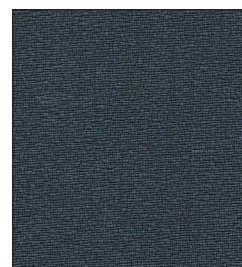
Moss 1011559



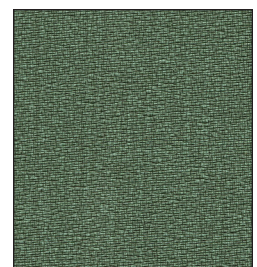
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Rosewood 1011550



Midnight 1011562

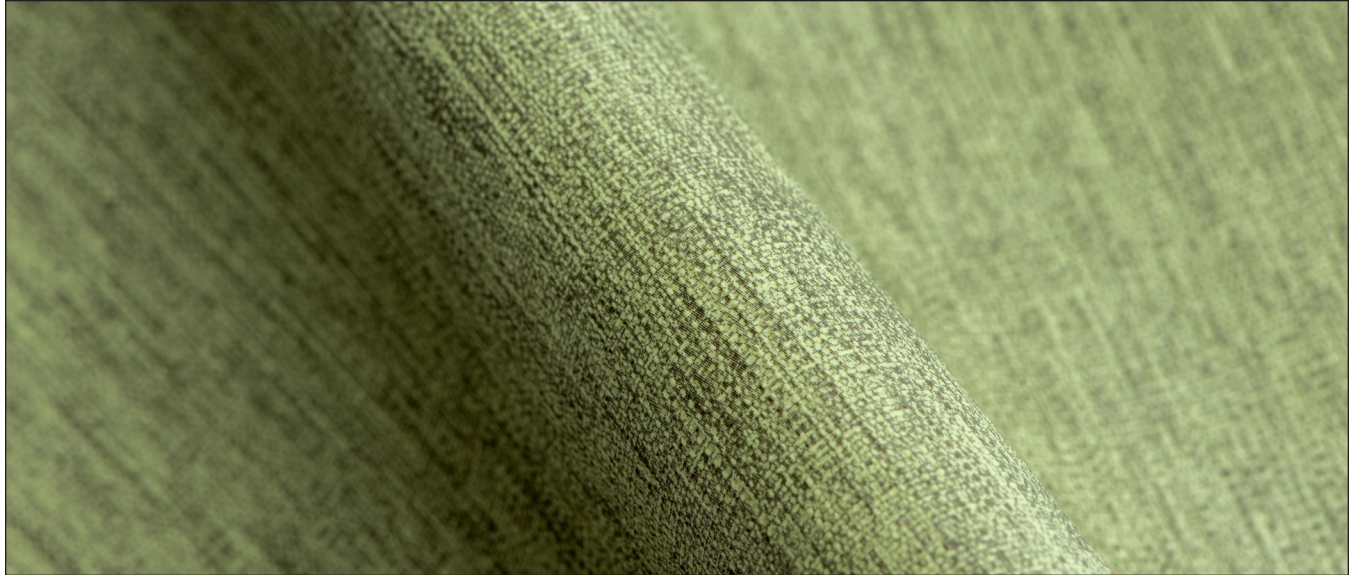


Turtle 1011560

Fabric is not shown to scale.

- **14 Colorways**
- **Bleach, Denim Dye & Ink Cleanable**
- **FORBID SRT Finish**
- **Free of FR Chemicals / CAL AB 2998 Compliant**

Reminiscent of grasscloth, Reverb's subtle striations create textural interest and dimensional appeal. Reverb is available in fourteen hues with an emphasis on refined neutrals and saturated jewel tones.



Vanilla 1011539



Medallion 1011541



Meteor 1011548



Russet 1011547



Crocodile 1011538



Twine 1011540



Cayenne 1011542



Charcoal 1011549



Grizzly 1011546



Cascade 1011536



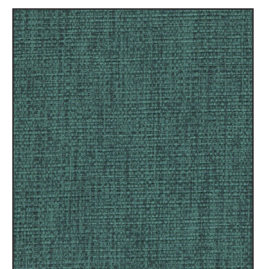
Garnet 1011543



Concord 1011544



Hazelnut 1011545



Juniper 1011537

Fabric is not shown to scale.