



## For Immediate Release

Best in Show.

Introducing Accolade, Pedigree, and Victory; Burch's newest collection proving luxury + comfort is always a winning combination. Earning high marks in style, the trio employs unique weave techniques, inventive use of color, and clever mixing of matte and sheen yarns. The versatile nature of these textures begged for an extensive array of colors. Nearly fifty hues to choose from means there is an option for every project. Crypton's soil, stain, and

odor protection and permanent moisture barrier will keep Accolade, Pedigree, and Victory's winning streak going for years to come.

For inspiration, editorial imagery, and videos of this collection please visit Burchfolio (<https://burchfolio.com>)

**Burchfolio**  
GET INSPIRED.

## 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

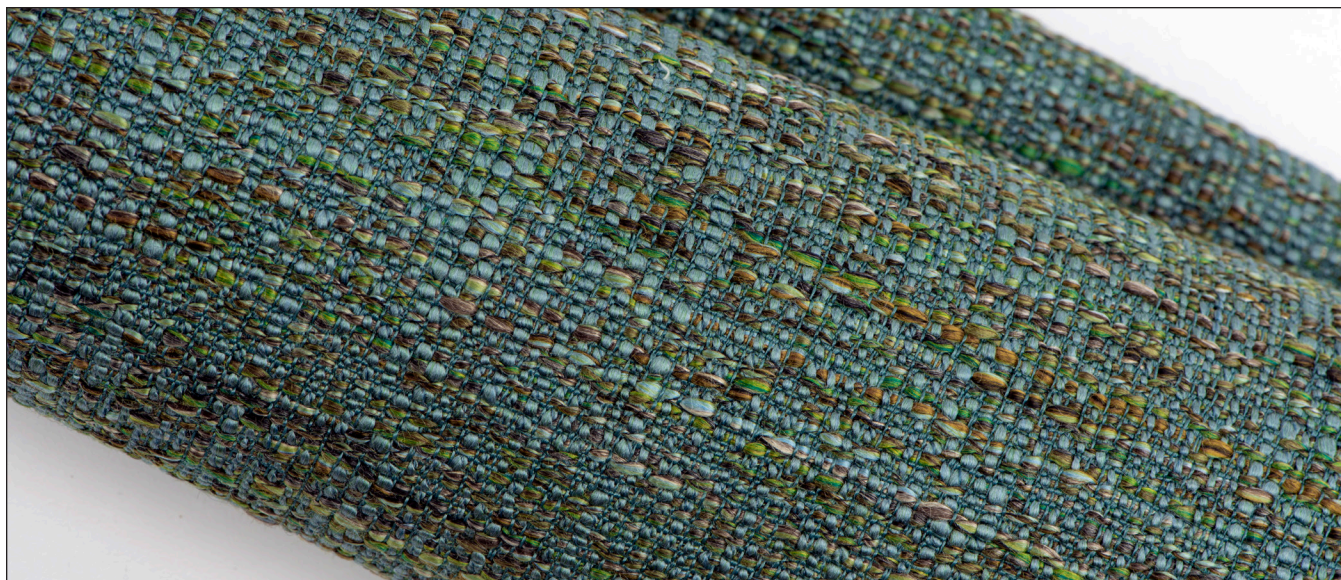
Laura Back  
616.698.2800 x219 [laurab@burchfabrics.com](mailto:laurab@burchfabrics.com)

**Burch**

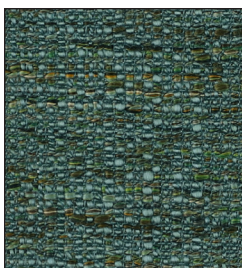
# Accolade

- 14 Colorways
- Bleach Cleanable
- Crypton® Super Fabric
- Free of FR Chemicals / CAL AB 2998 Compliant

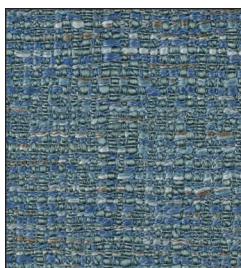
A hyper-pigmented texture with a subtle shimmer. Accolade is available in a palette of fourteen deep, moody hues further supporting its sophisticated vibe.



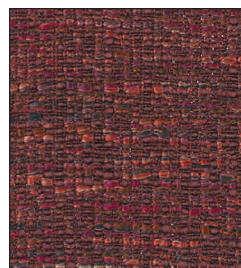
**Coconut** 1011730



**Peacock** 1011720



**Bluebell** 1011718



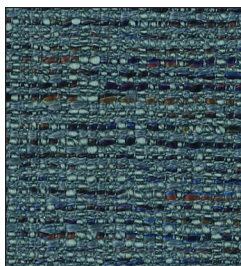
**Gypsy** 1011725



**Barley** 1011729



**Safari** 1011721



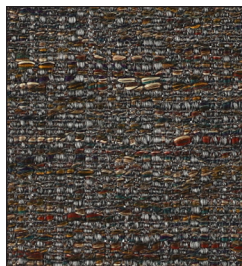
**Vista** 1011719



**Cinnabar** 1011724



**Stratus** 1011728



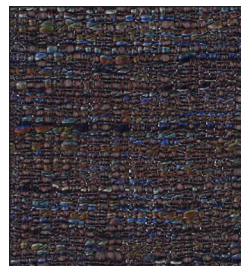
**Rye** 1011723



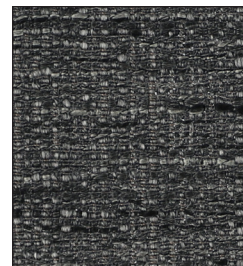
**Olivine** 1011722



**Grotto** 1011717



**Mystical** 1011726



**Soapstone** 1011727

Fabric is not shown to scale.

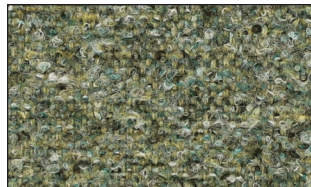
# Pedigree

- 16 Colorways
- Bleach Cleanable
- Crypton® Super Fabric
- Free of FR Chemicals / CAL AB 2998 Compliant

Designed to mimic natural wool, Pedigree radiates warmth and sophistication. Heathered color combinations provide richness and depth to a palette of sixteen.



**Oatmeal** 1011746



**Laurel** 1011732



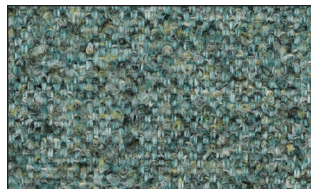
**Capri** 1011734



**Cider** 1011742



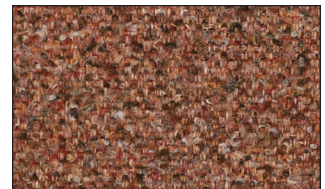
**Silverado** 1011744



**Tropic** 1011733



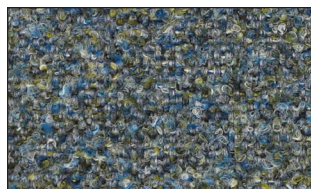
**Tidal** 1011735



**Ember** 1011741



**Sandhurst** 1011745



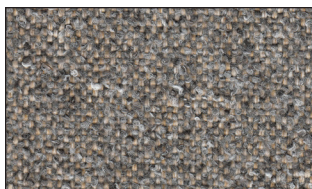
**Bluegreen** 1011737



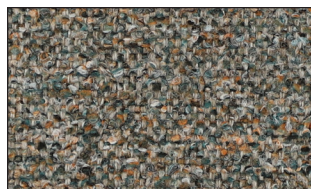
**Liberty** 1011736



**Hibiscus** 1011740



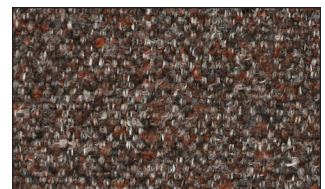
**Eclipse** 1011743



**Heatherglen** 1011731



**Deep Teal** 1011738



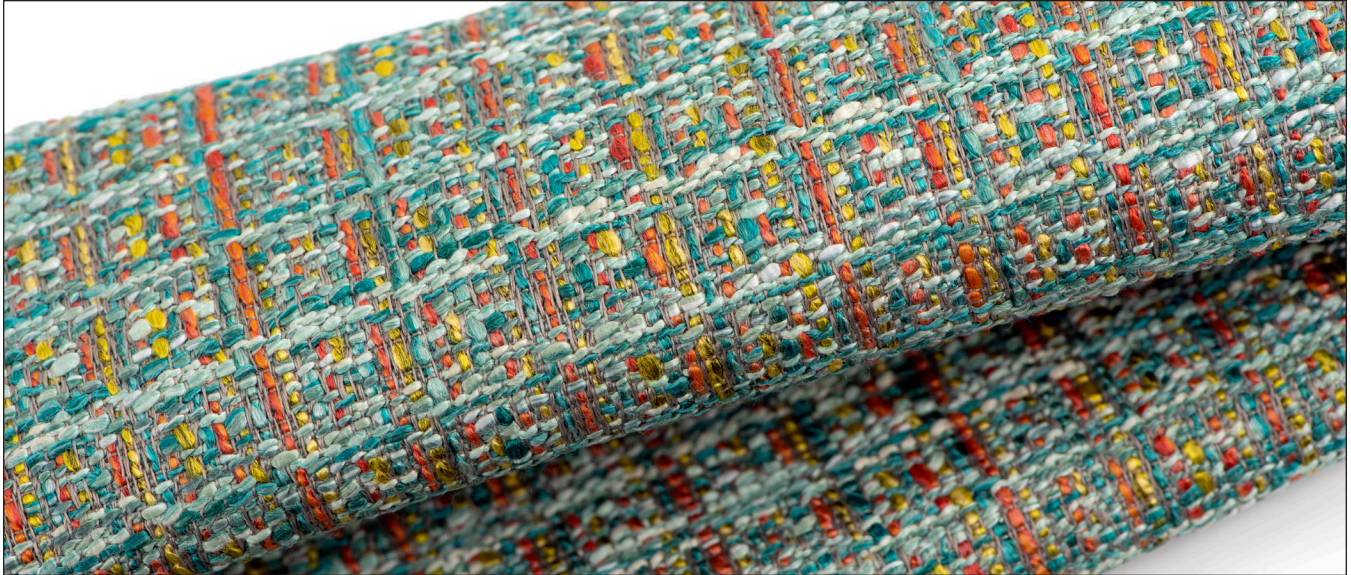
**Raisin** 1011739

Fabric is not shown to scale.

# Victory

- 16 Colorways
- Bleach Cleanable
- Crypton® Super Fabric
- Free of FR Chemicals / CAL AB 2998 Compliant

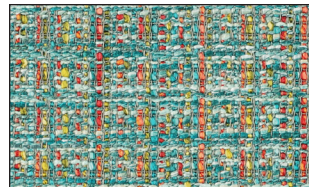
As a playful texture infused with a kaleidoscope of color, Victory makes an instant statement. Victory is available in sixteen vivid, show-stopping color combinations



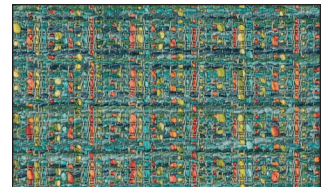
**Café Au Lait** 1011760



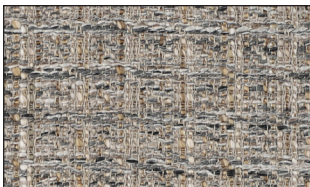
**Cornsilk** 1011761



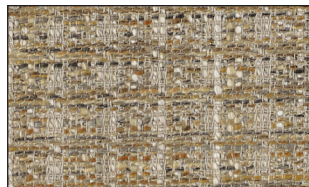
**Aruba** 1011753



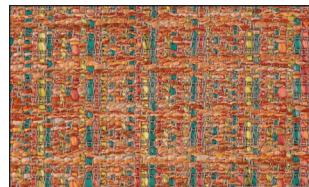
**Seascape** 1011754



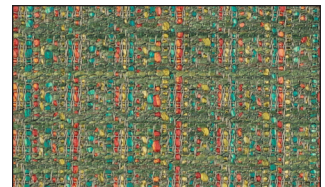
**London Fog** 1011759



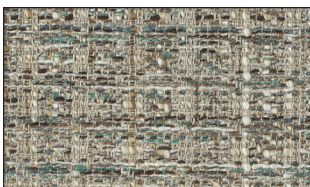
**Pecan** 1011762



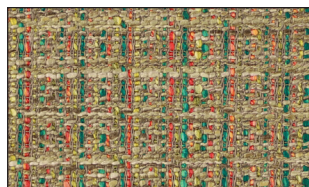
**Tiger Lily** 1011750



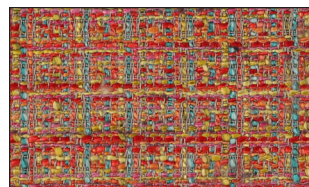
**Palmetto** 1011752



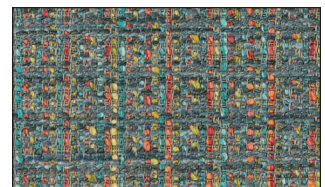
**Driftwood** 1011758



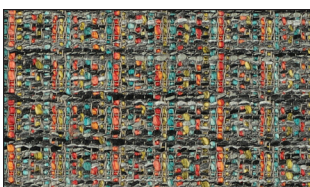
**Burlap** 1011751



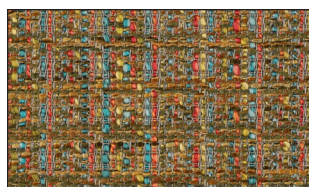
**Carnival** 1011747



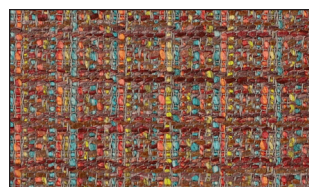
**Chesapeake** 1011756



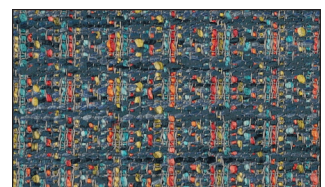
**Charcoal** 1011757



**Brass** 1011749



**Mauvelous** 1011748



**Lapis** 1011755

Fabric is not shown to scale.