



*Maxwell*  
CONTRACT

# DESIGN GUIDE

FALL 2021

HOSPITALITY HEALTHCARE CONTRACT

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# PERFORMANCE DRIVEN

## WHY CHOOSE MAXWELL FABRICS?

The guiding principle of our development process is that good design is not simply about visually-pleasing aesthetics; it must be accessible, functional & perform in real life. Performance means so much more than high double rubs. The Maxwell commitment to performance begins with service & extends to the technical & aesthetic elements of our products. Maxwell Fabrics works with innovative suppliers & technologies to ensure that our textiles & wallcoverings bring residential hand styling to the realm of performance-driven contract design.



## FALL 2021 COLLECTION

This season, we explore our theme Painted Desert, where tactile, modern desert minimalism meets the optimism and glamor of Art Deco, perfect to usher in a new Roaring Twenties. Click [here](#) to watch our collection video, presented by Design Director, Zoë Anderson.

### AT THE WINDOW:

Maxwell is known for exclusive sheers and **Sheer Threads** delivers with a highly decorative FR wide-width sheer book. **Regency** brings together large and mid-scale FR drapery jacquards with a contemporary take on Georgian-era motifs.

### PERFORMANCE UPHOLSTERY:

**Performance Wovens** is our tentpole color book series; contract-ready upholstery designed with a decorative, residential sensibility in mind, all stocked with ALTA, Crypton Home & MAXGUARD cleanable technologies. Our three color books this season takes inspiration from the warmth of Southwestern design with blanket stripes, boucle, and distressed texture paired with contrasting details.

**Jackson** builds on our bestselling coated fabrics and faux leather category with a feel-it-to-believe it PVC construction that emulates PU.

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## PERFORMANCE WOVENS

is the ultimate cleanability performance series for contract upholstery. Exclusive, fashion-forward feature designs coordinate & complement a range of small-scale patterns, textures & solids, all styled by color.

Performance upholstery constructions pass ACT (Association for Contract Textiles) Performance Guidelines for Woven Upholstery Fabrics - High Traffic/ Public Spaces



**Paintbrush** is a multicolor-story of burnt sienna, adzuki bean red, deep peacoat blue, juniper, aloe & goldenrod.

**Badlands** combines deep & sophisticated neutral tones of camel, caraway, dark oak, poppyseed & raw umber.

**Silver Sun** is a clean palette of palomino, mother of pearl & isabelline.

Standout patterns include **Gambit**, a lush chenille checkerboard pattern; **Backgammon**, an elongated diamond-motif velvet with a Southwestern vibe; **Palisade**, a multicolor, maximalist railroaded chenille strip; and **Cloudcroft**, a boucle with an abstract, dune-inspired silhouette.

- 3 color books (**Badlands – Paintbrush – Silver Sun**)
- 40 patterns
- 119 skus total, 48 exclusive
- All skus stocked with either ALTA, Crypton Home or Maxguard permanent soil & stain resistance
- Suitable for contract upholstery
- Passes 30K – 107K double rubs Wyzenbeek
- All patterns meet or exceed ACT standards for woven upholstery fabrics for abrasion, flammability, wet & dry crocking (dye transfer), colorfastness to light (resistance to the fading effect of light), pilling, breaking strength & seam slippage
- All patterns pass NFPA 260 CLASS I (UFAC) & CAL 117-2013
- All patterns are compliant with CAL AB-2998
- All patterns are washable

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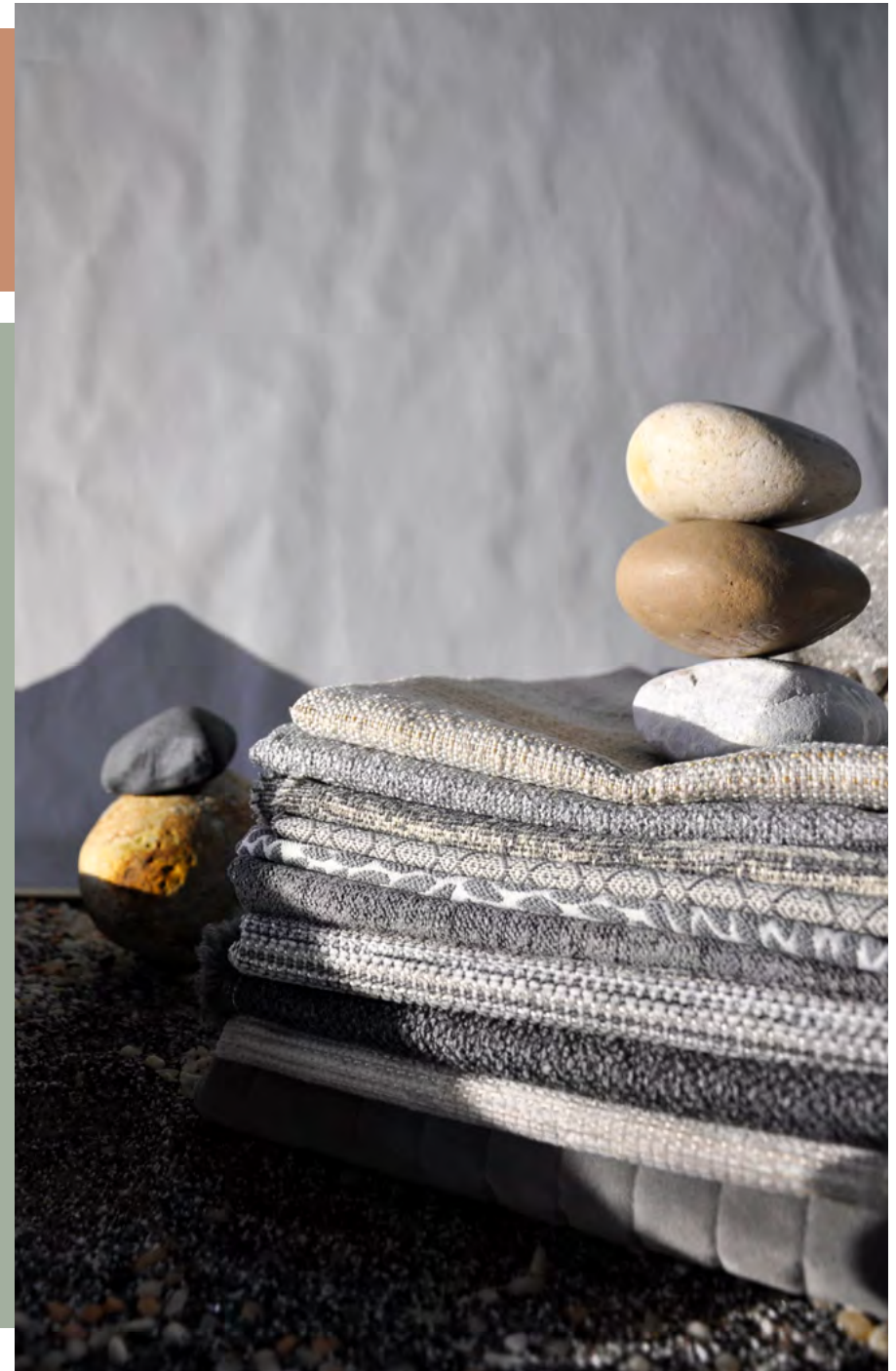
The fabrics in this PERFORMANCE WOVENS collection have been treated with ALTA, Crypton Home, and MAXGUARD which builds permanent spill and stain protection into the fiber structure. Built-in stain repel and release technology makes cleaning easy, and since the protection is built into every fiber it will last the life of the fabric.

#### General Spot Cleaning Instructions for Performance Wovens:

1. Clean liquid spills quickly with a dry, clean, absorbent cloth (without design or printing). Gently blot (don't rub).
2. If any residual spot remains, remove any excess soil or debris from the surface. Flush area liberally with warm water then blot with a dry, clean absorbent cloth. Repeat steps with a dry clean cloth until the stain is gone.
3. If necessary prepare a cleaning solution of ¼ cup mild soap such as Woolite®, Dawn® dishwashing liquid or Tide® laundry detergent, per gallon of lukewarm water.
4. Apply the cleaning solution using a misting spray bottle.
5. Work the solution into the affected area by lightly scrubbing the area with a sponge or soft bristle brush. Make sure to work from the outside of the stain inward so as not to spread the stain and rinse your sponge or brush frequently.
6. Allow cleaning solution to soak into the fabric.
7. Rinse thoroughly to remove all soap residues, as residues will attract dirt. Blot excess moisture with a clean, soft towel or sponge.
8. Repeat steps 3-6 as needed.
9. Allow fabric to air dry.

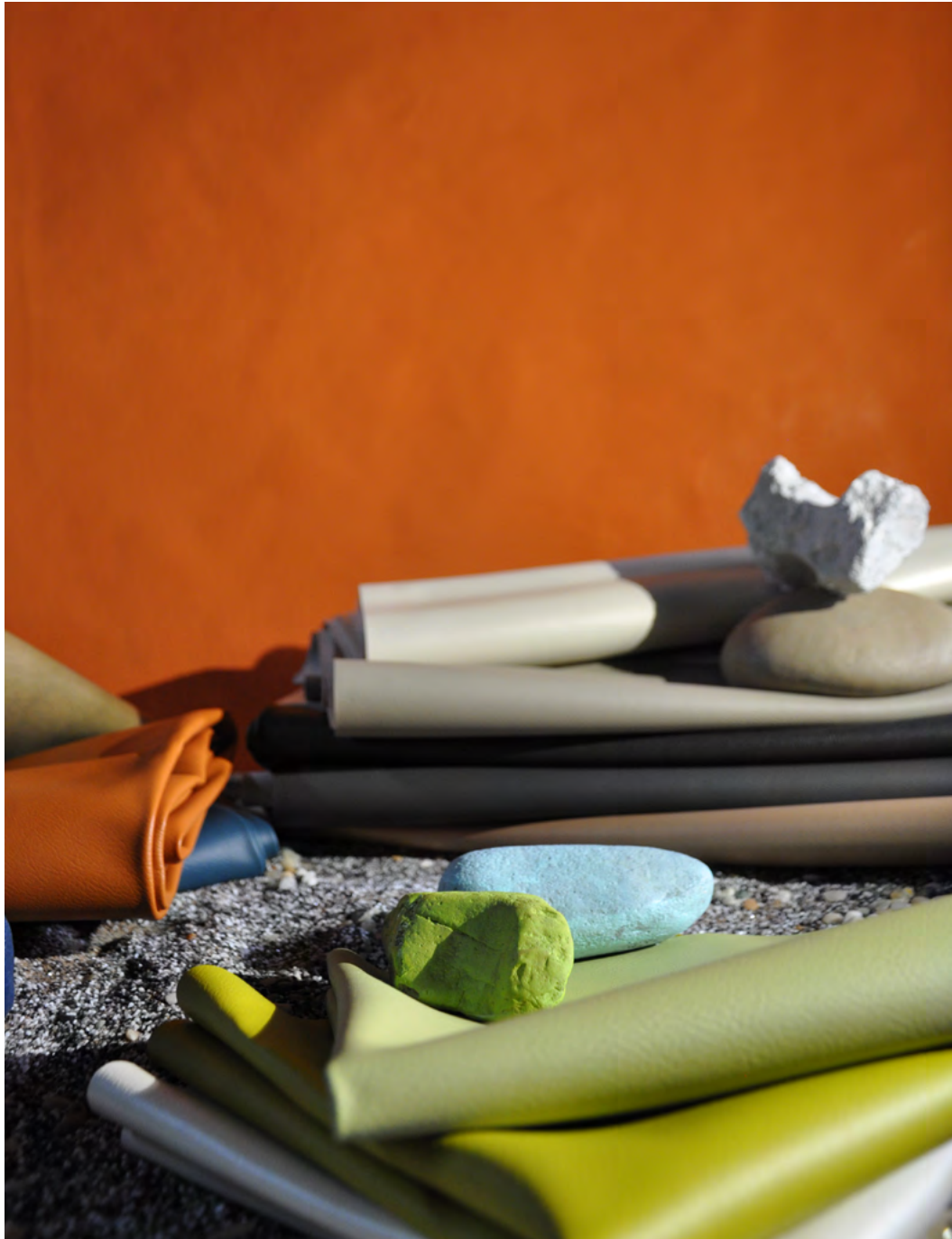
ALTA, Crypton Home & MAXGUARD Cleaning Instructions & Recommended Cleaning Products:

[www.maxwellfabrics.com/resources](http://www.maxwellfabrics.com/resources)



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## JACKSON - FAUX LEATHER

Jackson is an add-on to our faux leather series Easy Rider. Jackson is a revolutionary PVC in that it mimics the ultrasoft & pliable hand of a PU with all the durability of a polyvinyl chloride construction. Jackson is a classic semi-matte hide look in a deep colorline with a handful of chic metallics.

- 40 skus
- Suitable for contract, hospitality & cruise upholstery
- Passes 1.5M double rubs Wyzenbeek
- Passes NFPA 260 CLASS I (UFAC) & CAL 117-2013, FMVSS S302 & IMO FTP Code 10 – Part 8
- 100% PVC with 100% polyester backing
- Compliant with CAL AB-2998

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## REGENCY

This exclusive collection of transitional & traditional drapery jacquards passes NFPA 701 for contract use & is rendered in a range of soft shades from silver, taupe & stone to spa & sunny canary yellow.

- 6 exclusive patterns (Bronte – Georgette – Keats – Percy – Thornfield – Wordsworth)
- 42 skus
- Suitable for contract drapery
- All patterns pass NFPA 701
- All patterns pass Oeko-Tex standard – environmentally safe & free of harmful substances
- 100% polyester
- Washable



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## SHEER THREADS

Boho meets deco with a new entry in our bestselling decorative wide-width sheer category. Matte, natural-looking embroideries & textures are contrasted with subtly shimmering constructions in a palette from cloud white & wheat to mixed metals like platinum & rose gold.

Standout patterns include **Ladysmith**, a striking but delicate embroidered take on a stylized fan motif & **Sidecar**, a chunky metallic texture with a rich drape.

- 16 patterns (Amaro – Aperitivo – Boulevardier – Briar – Cassia – Derby – Gimlet – Julep – Kir Royale – Ladysmith – Lillet – Mamie – Remy – Selwyn – Sidecar – Spritz)
- 47 skus
- Suitable for contract drapery
- All patterns shown railroaded
- All patterns pass NFPA 701
- Boulevardier, Cassia, Remy & Selwyn pass CAN ULC/S109
- 118" – 130" wide (embroidered widths 106" – 118")
- 100% polyester & poly/Trevira blends

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# CURRENT PATTERNS BY COLLECTION

CLICK THE COLLECTION TITLES TO BROWSE PATTERNS

## HIGH PERFORMANCE UPHOLSTERY

*stocked with cleanable technology*

CLASSIC CHENILLES PERFORMANCE  
COLORGUARD - AMAZONIA  
COLORGUARD - NECTAR  
COLORGUARD - NOUGAT  
CONTRACT PERFORMANCE TEXTURES  
CURLED UP V PERFORMANCE  
CURLED UP VI PERFORMANCE  
CURLED UP VII PERFORMANCE  
MENSWEAR - PLAIDS & CHECKS  
NATURAL EASE PERFORMANCE JACQUARDS  
PERFORMANCE WOVELS VOL. I - ADOBE  
PERFORMANCE WOVELS VOL. I - DEEP SEA  
PERFORMANCE WOVELS VOL. I - THUNDER  
PERFORMANCE WOVELS VOL. I - WHITE SAND  
PERFORMANCE WOVELS VOL. II - AL FRESCO  
PERFORMANCE WOVELS VOL. II - CANYON  
PERFORMANCE WOVELS VOL. II - DRAGONFRUIT  
PERFORMANCE WOVELS VOL. II - SHADOW & LIGHT  
PERFORMANCE WOVELS VOL. III - STONWARE  
PERFORMANCE WOVELS VOL. III - PALM BEACH  
PERFORMANCE WOVELS VOL. IV - BOUDOIR  
PERFORMANCE WOVELS VOL. IV - NORTH SEA  
PERFORMANCE WOVELS VOL. IV - SMOKESHOW  
PERFORMANCE WOVELS VOL. V - BADLANDS  
PERFORMANCE WOVELS VOL. V - PAINTBRUSH  
PERFORMANCE WOVELS VOL. V - SILVER SUN

## ESSENTIALS

*competitively-priced volume basics*

UPHOLSTERY ESSENTIALS - TEXTURES I - MENSWEAR  
UPHOLSTERY ESSENTIALS - TEXTURES II - CASUAL CHENILLE  
UPHOLSTERY ESSENTIALS - TEXTURES III - MICROFIBER  
UPHOLSTERY ESSENTIALS - TEXTURES IV - WOVEN LOOKS  
UPHOLSTERY ESSENTIALS - TEXTURES V - WEAVE EFFECTS

## VELVET

CLASSIC VELVETS  
GLAM VELVET  
PERFORMANCE VELVETS VOL. I  
PERFORMANCE VELVETS VOL. II  
PERFORMANCE VELVETS VOL. III  
VELVET ROOM

## FAUX LEATHER

EASY RIDER III  
EASY RIDER IV  
EASY RIDER V  
EASY RIDER VI  
EASY RIDER VII  
FLEXA SILICONE  
JACKSON

## INDOOR/OUTDOOR

HOME & GARDEN ACT III  
HOME & GARDEN ACT IV  
HOME & GARDEN ACT V

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# CURRENT PATTERNS BY COLLECTION

CLICK THE COLLECTION TITLES TO BROWSE PATTERNS

## DRAPERY

BLACKOUT  
DIM OUT I  
PURE & SIMPLE IV – FAUX SILKS  
PURE & SIMPLE VI – SATIN  
PURE & SIMPLE VII – RAW SILK LOOK  
PURE & SIMPLE IX – CASEMENTS  
PURE & SIMPLE XII – FAUX SILKS  
REGENCY  
WIDE WIDTH DRAPERY I (ERNST, HOFMAN, MARCEL & RICHTER)  
WIDE WIDTH DRAPERY II (RHYME ONLY)

## WIDE-WIDTH SHEERS

SHEER HEIGHTS  
SHEER STYLE  
SHEER THREADS  
SUPER WIDE SHEERS

## 1838 WALLCOVERINGS

PAVILION  
WILLOW  
ELODIE  
MURALS  
CAPRI  
AURORA  
CAMELLIA  
ROSEMORE  
AVINGTON

## SEARCH BY CATEGORY

BLACKOUT  
CAN ULC S109 DRAPERY & SHEERS  
FAUX LEATHER  
INDOOR/OUTDOOR  
NFPA 701 DRAPERY & SHEERS  
VELVET

## IMPORTANT LINKS

BLOG  
CONTRACT PRODUCTS  
RESOURCES



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# CONTACT US

## TALK TO THE EXPERTS

Our dedicated contract team provide tailored support for your projects. Offering services customized to your specific needs from sourcing and sample requests to project quotations, pricing and shipping deadlines.

### EMAIL

[contract@maxwellfabrics.com](mailto:contract@maxwellfabrics.com)

### PHONE

800-663-1159 ext. 6

### WEBSITE

[maxwellfabrics.com](http://maxwellfabrics.com)

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## LET US BE YOUR Design Assistant™

Our dedicated in-house design assistant team are unrivaled in the industry. Consider our design assistants your style concierge. If the look you envision for your project is not in our line, our design assistants will work to source or create the perfect textile through our trusted suppliers.



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