



**O ECOTEXTILES DEBUTS AT 'WEST COAST GREEN' SHOWCASING
THEIR AWARD-WINNING UBER-GREEN, HEALTHY AND SAFE
TEXTILES FOR INTERIOR DESIGN**

SELECTED BY ECOFABULOUS FOR USE IN EXPO'S "SHOWHOUSE"

FOR IMMEDIATE RELEASE

Contact: Julie Du Brow
310-821-2463 tel
julie@dubroworks.com

SEATTLE, WA (September 2008) – Seattle-based **O Ecotextiles** brings its “sensuous yet sustainable” textiles for the first time to West Coast Green’s prestigious conference and expo, September 25-27, 2008 at the San Jose Convention Center in San Jose, CA, at Booth #638. One of **O Ecotextiles’** stunning new prints also was chosen by EcoFabulous.com to grace the master bedroom of the Showhouse at West Coast Green. For the company, whose line with top British designer Emily Todhunter won a House & Garden magazine award at Decorex 2007 in the U.K., their message is simple, direct and firm: Being an “organic textile,” means not just that a fabric uses organic fibers in the yarn, but that every step of the production process has been certified eco-friendly. O Ecotextiles produces organic fabrics, not just fabrics made with organic fibers.

O Ecotextiles Collection - made from bamboo, hemp, abaca, ramie, linen and silk – offers 14 fabric choices (plus three from the Emily Todhunter Collection) and multiple colorways, plus custom. The textiles are great choices for window coverings; top-of-bed; upholstery and outdoor use.

O Ecotextiles adheres to the more stringent global standards, offering some of the very first GOTS (Global Organic Textile Standard) fabrics, as well as Oeko Tex Standard 100 certified yarns and/or fabrics. The fabrics have also been tested by an Indoor Air Quality testing lab to measure chemical emissions; results demonstrate that the fabrics can be used to accrue LEED points for Indoor Air Quality. According to the U.S. Environmental Protection Agency, the air quality in an average home is 10 times more polluted than outdoor air. LEED points can also be accrued through Design Innovation and Rapidly Renewable Resources areas.

The company was founded by two sisters from Seattle: Patty Grossman, CEO, and Leigh Ann Van Dusen, General Manager/U.S. Inspired by her children to ‘go green’ on a sofa reupholster, but wanting as sumptuous fabrics as possible within that parameter, Van Dusen started doing research and hooked in her sister. Finding nothing that filled the niche of truly healthy and safe AND luxurious textiles – and horrified by the toxic nature of the textile process and final product – they spent four years scouring the world to find those that would help them make each step of their production ‘green’, with a healthy product for the end user.

“We are thrilled to show our product to people at West Coast Green who will share our excitement that our fabrics are not only safe enough to eat; safe enough to use in your baby’s room and are fully compostable at end of life, but whose production is also safe for the earth and animals,” states Grossman, who also leads the textiles group developing green standards for the Sustainable Furnishings Council.

- more -

8724 Alameda Park Drive NE, Albuquerque, NM 87112
866-404-1634 Tel / 505-244-9332 Fax
www.americanclay.com

From almost translucent, delicate hemp (Chinook) to silky velvet bamboo to an open weave casement in linen (Ozette), they were challenged in their search, and, in turn, challenged others. Two examples show the results, while complete information on each textile is offered at www.oecotextiles.com:

Fabric: NORTHERN LIGHTS

The luminous bamboo velvet that drapes like fine silk velvet, is woven by a mill in Great Britain which has produced fine velvets for over 100 years. Although the production of velvet is complex – consisting of two warp yarns and a fill yarn – this mill agreed to experiment with bamboo and organic cotton yarns, and after a few tries were able to produce this fine velvet. They have also greened some of their other production steps: for example, they switched from the toxic sizer they used to potato starch.

Fabric: ROGUE RIVER

The fibers were grown by independent Romanian farmers in an area of the country that has, for many generations, depended on the growing of hemp. These small farmers use no pesticides, insecticides, fungicides or synthetic fertilizers. The harvest is dew or field retted: leave the stalks in the fields to allow dew and rain to break down the natural lignin. The Romanian rettery removes the fibers from the stalk that are then spun into yarn without chemicals, preserving the strength of the long fibers; chemical shortcuts can “cottonize” and weaken the fibers.

The sisters soften their fabrics with aloe vera, beeswax and vitamin E, and not toxic petroleum derivatives; and have done progressive work in dye safety and performance.

Recently, **O Ecotextiles** has been showcased in three design showhouses by designers wanting to offer an high-end aesthetic, but ‘green’, option: the highly-regarded Hamptons Design Showhouse, the Southern Living Idea House in North Carolina, and the Centennial Showhouse in Twin Maples, NJ. The fabrics have also been chosen for upholstery by ABC Carpet and Home, and Kindel Furniture, among others.

West Coast Green is a key 3-day conference and expo geared towards the residential green building market. This year over 15,000 people are expected to attend, including professionals and key decision makers in the green building field.

ABOUT O ECOTEXTILES:

O Ecotextiles’ mission is to change the way textiles are made by proving that it's possible to produce luxurious, sensuous fabrics in ways that are non-toxic, ethical and sustainable. Their worldwide production partners do not support the sale and use of pesticides and fertilizers, chemicals that poison our soils and pollute groundwater. Their manufacturers treat their wastewater so it doesn't degrade waterways. Their products do not contain toxic chemical residues that may be absorbed through our skin and lungs. They are continuing to work on decreasing their carbon footprint. **O Ecotextiles** is currently available in select design centers throughout the U.S., as well as in London, and through the corporate office in Seattle, WA. (www.oecotextiles.com)

###