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# Perception

by

AMELIA GRAHAM

a digital print collaboration



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Diez Floss 3504 (actual fabric)



Diez Malta 3506 (actual fabric)



Gego Cadillac 3514 (actual fabric)

# AMELIA GRAHAM

'Perception' is a collaboration with established print designer Amelia Graham. A graduate of Chelsea College of Art and Design, Amelia works cross discipline in the fields of interiors, fine art and fashion. Her geometric and arithmetic work plays on pure form which is strongly influenced by her love of modern and contemporary art and architecture. Drawing on movements from Op Art to Hardedge Painting, Brutalism and Modernist architecture, Amelia skilfully creates work that transcends time and place, sophisticated explorations of form and shape that evoke nuances of kinetic interplay, and harmonious accord.

This collection is the first time her unique style has been launched into the hospitality markets and showcases the designer's vision and skill. The result is a hugely exciting collection of dynamic yet refined designs that will inform and complement interior schemes, imbuing a joyful accord of discerning refinement and abstract play.

[www.ameliagraham.com](http://www.ameliagraham.com)



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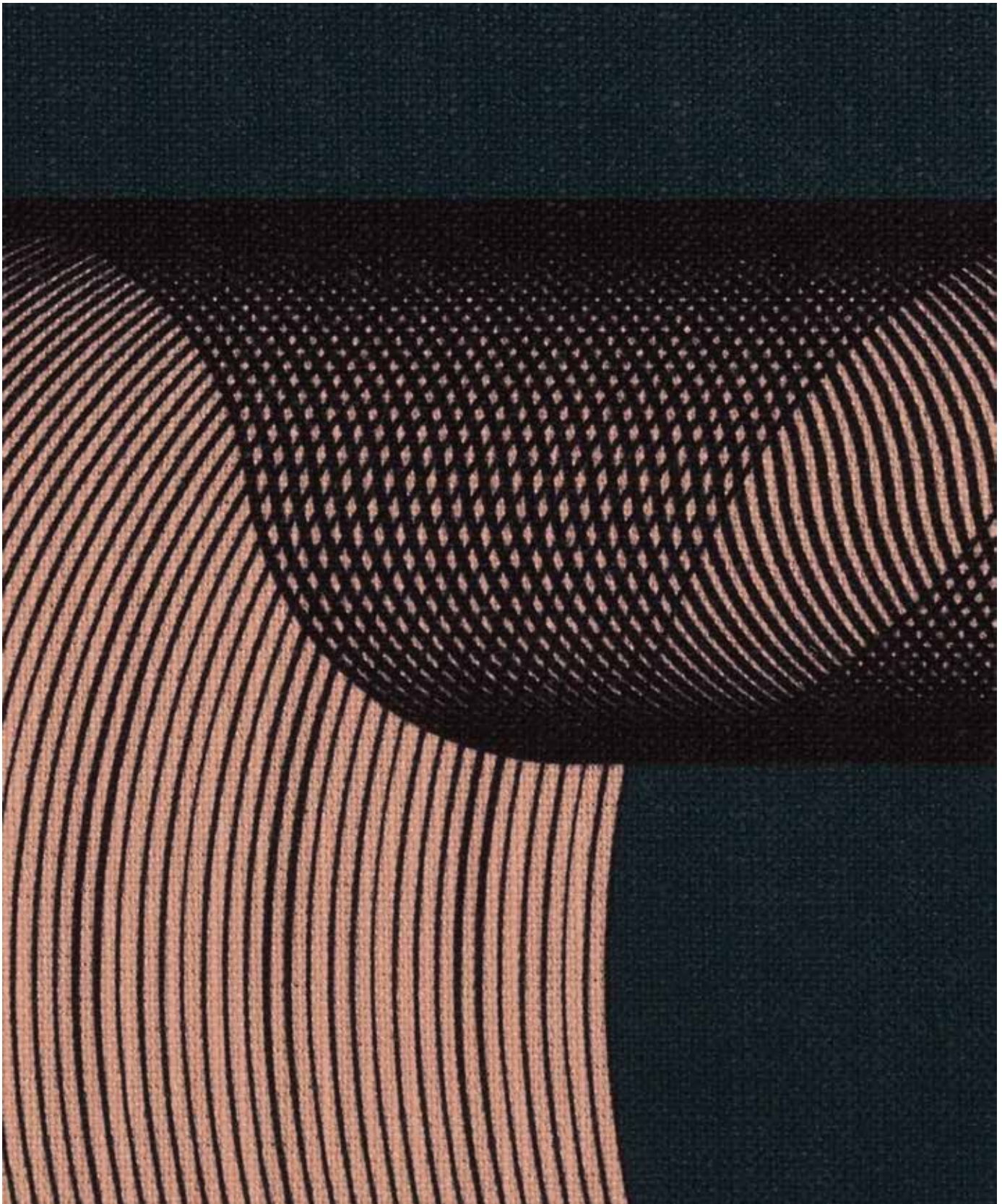


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Riley Sanctuary 3518 (actual fabric)

visit [www.sunburydesign.com/ameliaqram](http://www.sunburydesign.com/ameliaqram) to see photos of these fabrics



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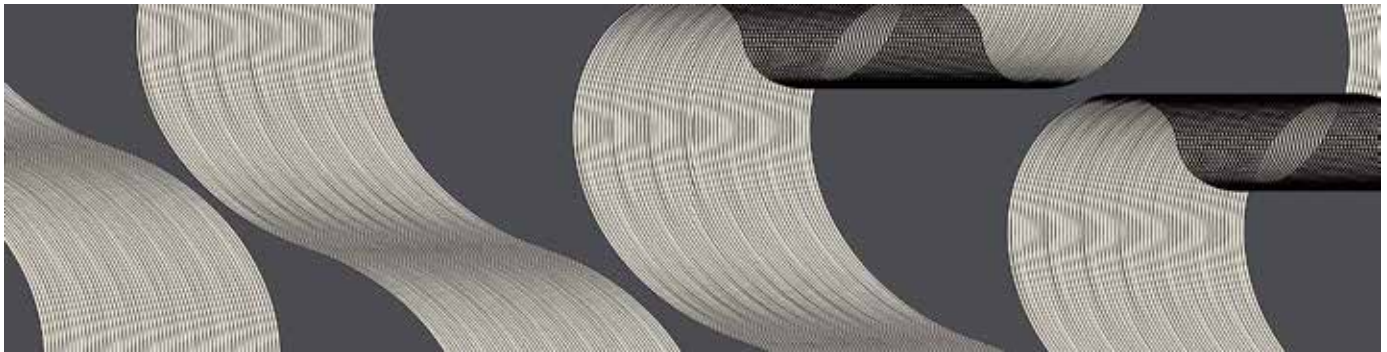


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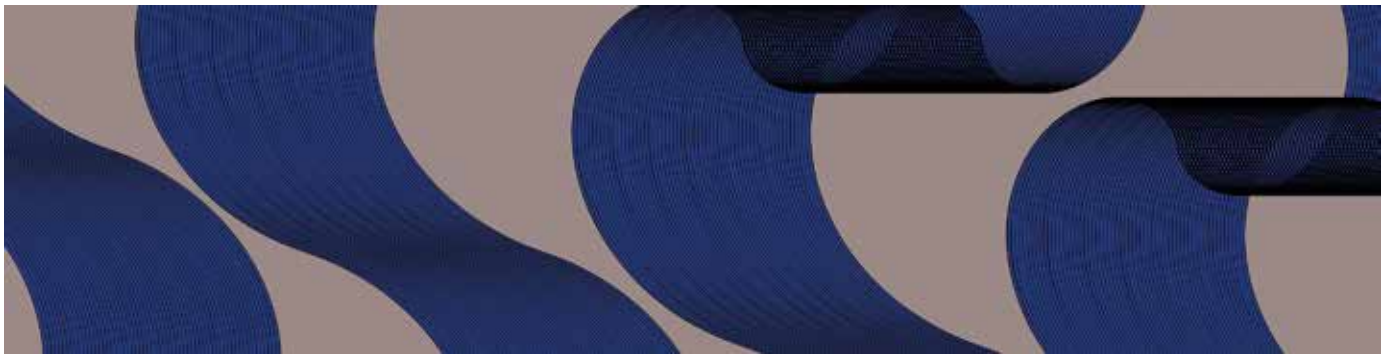


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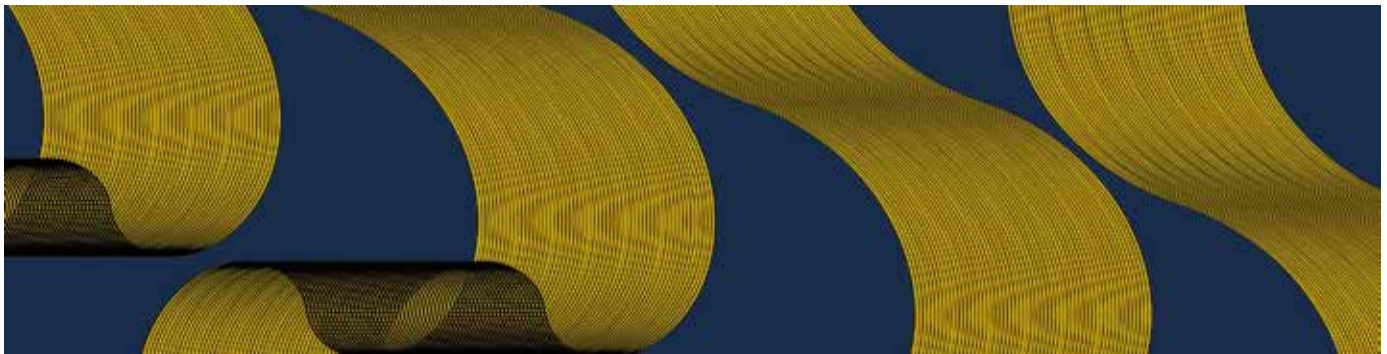
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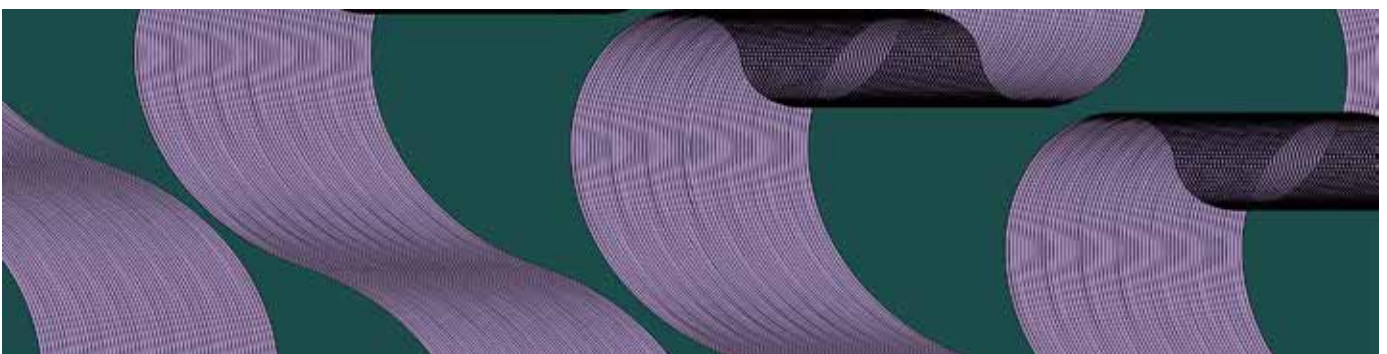
Riley Bobtail 3516



Riley Sound 3519



Riley Superstar 3520



Riley Primavera 3517

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Riley Bobtail 3516 (actual fabric)



Riley Sound 3519 (actual fabric)



Riley Superstar 3520 (actual fabric)



Riley Primavera 3517 (actual fabric)

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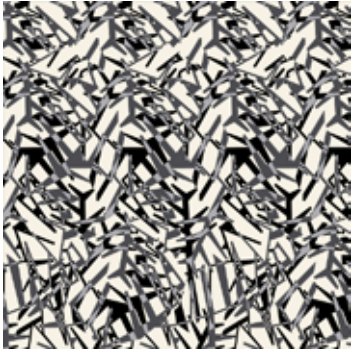
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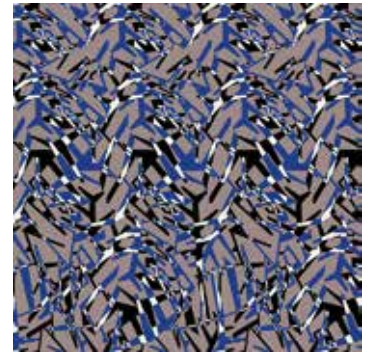
Gego Tonal 3515



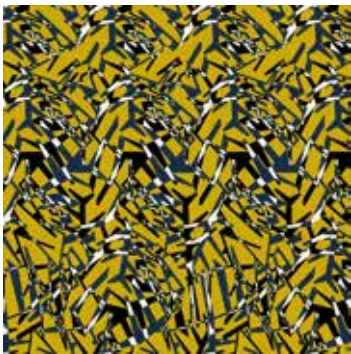
Gego Tonal 3515 (actual fabric)



Gego Altitude 3511 (actual fabric)



Gego Altitude 3511



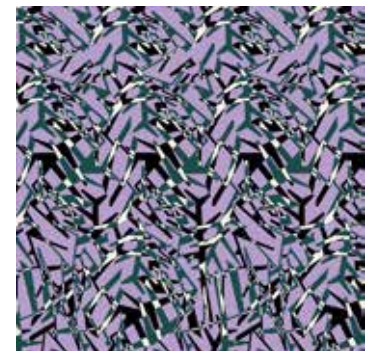
Gego Bazaar 3512



Gego Bazaar 3512 (actual fabric)



Gego Bosco 3513 (actual fabric)



Gego Bosco 3513

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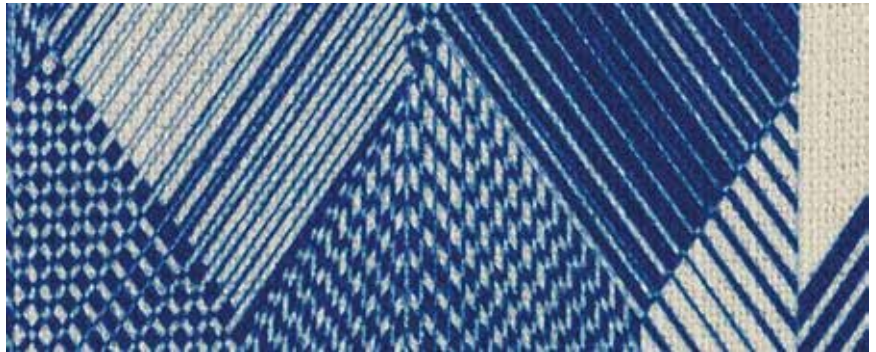
Diez Still 3507 (actual fabric)



Diez Strobe 3508 (actual fabric)



Diez Vermouth 3509 (actual fabric)



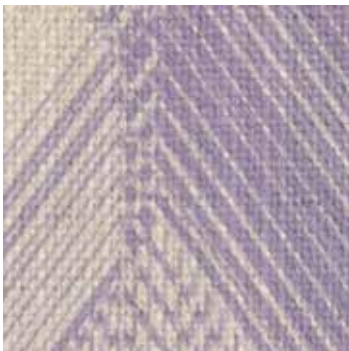
Diez Crusoe 3503 (actual fabric)



Diez Volt 3510 (actual fabric)



Diez Bizet 3501 (actual fabric)



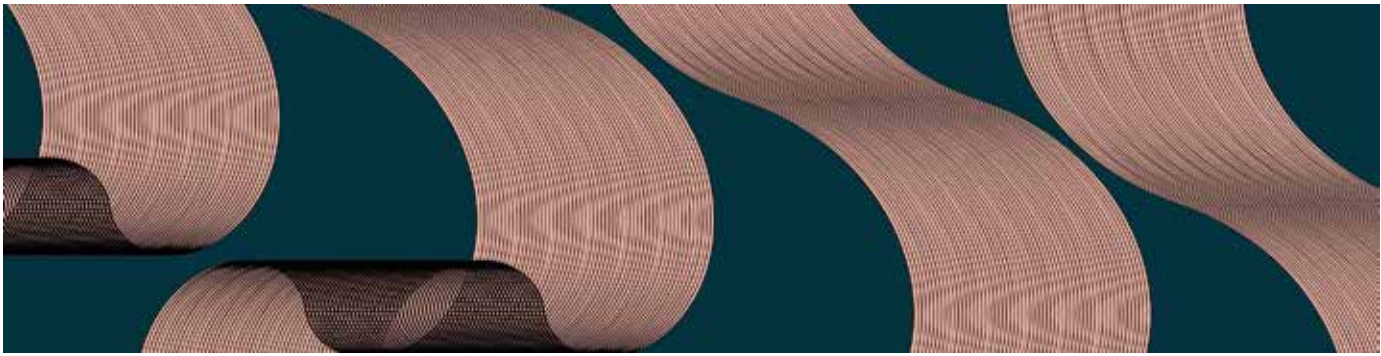
Diez French 3505 (actual fabric)



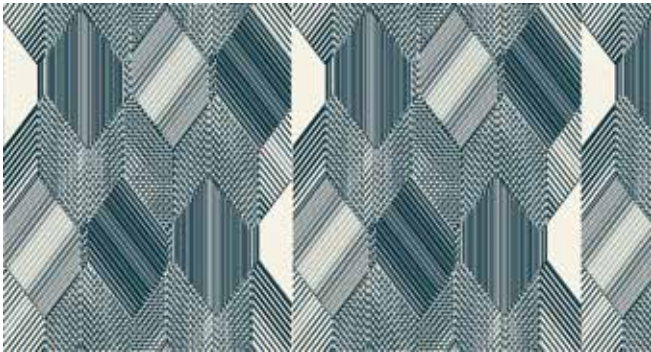
Diez Cardamom 3502 (actual fabric)

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Pattern Repeats & General Specification.



Riley Sanctuary 3518 shown full width. Repeat 65cm height, offset repeat on width.



Diez Malta 3506 shown half width.  
Repeat 20cm width, 25cm height.



Gego Cadillac 3514 shown half width.  
Repeat random width, 58cm height.

Composition.	100% P, digital print, FR treated
Weight.	510gsm, 15.04oz/yd <sup>2</sup>
Durability.	+45 000 rubs
Width.	138cm / 54in +/- printed width
Flammability.	BS EN 1021-1, BS EN 1021-2, BS 7176 Medium Hazard (all over CMHR 35 foam), IMO Res. A652(16). FTP Code MSC 61(67) part 8, CAL 117, NFPA 260 SUITABLE FOR SEVERE CONTRACT UPHOLSTERY
Application.	
Maintenance.	These fabrics are protected with an easy clean soil release treatment. Please see our CARE GUIDE P available by request.
Colour matching.	This is a digitally printed fabric, in accordance with normal trade practice batch to batch variations may occur within commercial tolerances. Samples shown on this card are a guide and current production may differ marginally.
Specials.	A variety of contract basecloths are available and custom colour combinations can be produced (min. order and artwork charge may apply). Please contact us for further information.

all values and measurements are approximate.



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**SUNBURY DESIGN**

Head Office & Showroom

Sunbury House, Lovet Road, Harlow, Essex CM19 5TB

Telephone +44 (0)1279 416060 Fax +44 (0)1279 416838

Washington Branch

5 Faraday Close, Pattinson North Industrial Estate,  
Washington, Tyne & Wear NE38 8QA

Telephone (0191) 419 2234 Fax (0191) 419 0724

[sales@sunburydesign.com](mailto:sales@sunburydesign.com)

[www.sunburydesign.com](http://www.sunburydesign.com)



**care &  
cleaning guide**

digital print with  
easy care finish

## CARE GUIDE P

For contract/hospitality upholstery fabrics  
digital printed with an easy clean soil release finish.

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These printed fabrics are designed for fixed upholstery use and are treated with an environmentally friendly, soil release treatment developed to protect the fabric against the majority of everyday spills and stains. Ideally suited to hospitality environments, the high performance finish makes the fabric water and oil repellent as well as stain resistant so that your furniture will stay looking 'fresh' with minimal maintenance, as outlined on this care guide.

### EASY CLEAN FINISH KEY POINTS

- Easily clean away most common spillages including ketchup, mayonnaise, mustard, wine, coffee, honey, Coke etc.
- Does not affect durability or print finish.
- Free from fluoro chlorinated hydrocarbons and is dermatologically tested, fully REACH compliant.
- Does not affect the contract/hospitality fire retardant properties of fabric.

### CARE GUIDELINES GENERAL RULES TO FOLLOW FOR REGULAR CARE.

- Clean spillages and stains by initially blotting up any excess liquid with a tissue. Follow using a little fresh water and a microfibre cloth to gently clean in a circular motion until stain vanishes. Take care not to rub stain deeper into fabric.
- DO NOT SCRUB THE PILE as this may affect the print finish.
- For stubborn or 'left in' staining use water with a little neutral soap (max 5% solution), repeat if necessary.
- After cleaning allow to completely dry before use and then gently brush with a soft brush in the direction of the pile.
- Clean up spills and stains right away, the longer stains are allowed to remain the more difficult they are to remove.
- Do not soak or over wet the fabric as this may cause unsightly water marking.
- Do not use bleach, strong chemicals, toxic substances, acids or strong solvents.
- Regularly brush using a soft headed brush to remove normal dust.
- Gently vacuum or brush away loose dirt before it becomes embedded in the fabric.
- For solid or semi-solid spills remove excess by gently lifting off with a blunt knife or spatula.
- Strong or neat alcohol if not cleaned immediately may cause damage to the fabric.
- Protect from excessive sunlight, prolonged exposure can fade certain colours and will be noticeable on darker shades.
- Avoid contact with strong heat.
- When dealing with any stain it is important to always test an inconspicuous area of the fabric first to ensure the treatment will not cause permanent damage. If in any doubt specialist upholstery cleaning advice should be obtained.

### DEEP CLEANING DISINFECTING YOUR UPHOLSTERY.

Current evidence would suggest that furnishing textiles are not a major carrier of viruses as they tend not to survive for long, getting trapped and unable to spread, on soft surfaces. It is also important to reiterate that in line with government advice the best way to help stop the spread of viruses is through personnel hand hygiene. Our deep cleaning recommendations are as follows:

- Using liquid soap and water can be one of the most effective cleaning methods. Caution should be taken not to over wet the fabric and ensure all soap residue is removed to avoid fabric discolouration and odour. Injection extraction cleaners are a good and time efficient way to deep clean taking care not to damage any pile.
- Antibacterial wipes and sprays suitable for upholstery can be used following manufacturers guidelines.
- The use of bleach or alcohol solutions is not recommended.

### IMPORTANT

Although this fabric will perform well under normal contract conditions it does require regular care as described. Spills that are allowed to remain on the fabric for long periods of time can cause damage and in rare cases may not be completely removed.

Certain textile dyes such as those used in denim jeans can migrate onto the fabric, heat and humidity can also contribute to this phenomenon and its irreversible. We are unable to accept responsibility for dye transfer caused by external contaminants.

All upholstery must have sufficient padding to support the fabric otherwise it can stretch and become baggy. Longer runs of seating should be avoided as can be susceptible to creasing if not properly supported. Damage to the fabric surface is likely if pulled over hard, exposed corners without adequate padding and protection.

To maintain shade consistency care should be taken to ensure the fabric always runs in the same direction. On velvet and chenille qualities some pile flattening and crushing may occur in high contact areas but this does not indicate undue wear.

We do not recommend and take no responsibility for the performance of the fabric when used for piping.

Our 'limitation of liability' as detailed on our price list applies.

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