

BELLA-DURA[®] 101: QUESTIONS ANSWERED

What is Bella-Dura[®]?

Bella-Dura[®] is a true performance fabric, woven with a proprietary polyolefin fiber, which has been infused with silver ion technology—setting it apart from ordinary polyolefin. The result is solution dyed fabrics which are inherently bleach cleanable and anti-microbial, mildew and stain resistant, exceptionally durable, recyclable and possess in excess of 1500 hours lightfastness.

Is Bella-Dura[®] environmentally friendly?

Bella-Dura[®] is the most environmentally friendly textile in the marketplace. Compared to other synthetics, Bella-Dura[®] proprietary yarns require less energy to produce and do not create harmful industrial waste during production. Coatings and stain resistant finishes are not necessary in the fabric processing, since the inert fiber has inherent stain resistant and anti-microbial properties.

Is Bella-Dura[®] certified to be Green?

Bella-Dura[®] fabrics with Greenshield are certified Silver by MBDC and carry the Cradle to Cradle[®] classification.

Can Bella-Dura[®] fabrics be recycled?

Bella-Dura[®] fabrics are 100% recyclable! The proprietary fiber can be re-extruded up to ten times. Please refer to the Recycling section of our website to download instructions and the proper form.

Will Bella-Dura[®] fabrics pill?

Bella-Dura[®] is comprised of filament yarns which are inherently resistant to pilling. Unlike acrylic fibers which are prone to piling, Bella-Dura[®] proprietary yarns--tested using the Brush Pill method--are not.

Will Bella-Dura[®] fabrics abrade?

Tested to the strictest contract abrasion standards using the Wyzenbeek method, Bella-Dura[®] fabrics exceed 50,000 double rubs, and often go beyond 100,000.

Will Bella-Dura[®] fabrics fade?

Bella Dura[®] solution dyed yarns meet or exceed 1500 lightfast hours and will resist fading, even when exposed to hot sun or dry temperatures.

Will Bella-Dura[®] fabrics mildew?

Bella-Dura[®] yarns are infused with silver ion technology which makes them inherently resistant to stains and microbes, and prevents the growth of mildew on the fabric. To achieve the best results, always keep your Bella-Dura[®] fabrics clean.

What does "solution dyed" mean?

Solution dyeing means that color is added to the fibers while they are in a liquid state during the yarn manufacturing process. The color is integrated into the very fiber, which is why the fabric can be cleaned with bleach and still retain the color. Think of the analogy of a carrot and a radish; the color in the carrot is throughout, while the color on the radish lies on the outer surface. The carrot would represent a solution dyed fiber.

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How do I clean Bella-Dura®?

Bella-Dura fabrics are inherently stain resistant, so a mild soap and water solution is all that is needed to remove most stains; bleach can also be used on tough stains. Always rinse with clean water and allow to air dry. Learn more by watching our cleaning videos, or for more detailed instructions please refer to the Care section of the website.

Is there anything I should not use on Bella-Dura®?

Any cleaning product that can be used on indoor/outdoor fabrics is safe to use on Bella-Dura®, as well as bleach for tough stains. Always take great care when mixing cleaners with bleach, and work in a well ventilated area.

How should Bella-Dura® fabrics be dried?

Bella-Dura® fabrics are woven with fibers that dry easily. Bella-Dura® fabrics should always be air-dried, and never tumble-dried.

Are Bella-Dura® fabrics tested for industry compliance?

All fabrics are tested in our lab, and in an independent testing lab, for compliance to industry standards for durability, stain resistance and fading. The superior test results appear in the "Performance Features" section.

Is there a warranty with Bella-Dura®?

Bella-Dura® fabrics are covered with a 5-year residential / 3-year commercial warranty for stain resistance and colorfastness to water, light and crocking (transfer of color to other fabrics).

How can I purchase Bella-Dura®?

Currently, Bella-Dura® can be purchased through residential and contract fabric distributors and through select furniture manufacturers and Retailers. Please visit the "Where to Buy" section of the website for an updated listing of all Bella-Dura® partners.

www.bella-dura.com