



## **Standard Textile Introduces Let's TALK Luxury collection at International Hotel, Motel + Restaurant Show**

*Let's TALK Luxury—Luxury That Endures*

New York City – November 13, 2011 – Standard Textile is introducing the TAL Collection for Standard Textile, a striking collection of jacquard ensembles for the bed and bath, at the International Hotel, Motel + Restaurant Show (IHMRs) at the Jacob Javits Center in New York. The show runs from November 13-15 and the Todd-Avery Collection will make its debut appearance at Standard Textile's booth, #3104.

The line is the result of an exciting collaboration with Todd-Avery Lenahan, an interior designer honored by Boutique Design Magazine as Designer of the Year in 2008 and a renowned force in hospitality design. With sights set on the world's most luxurious hotels, Lenahan has created a ground-breaking collection of striking jacquard ensembles for the bed and bath that combines Standard Textile's patented Centium Satin Sheeting® with his distinctly elevated aesthetic.

The unique combination of cutting-edge technology and luxurious detailing is a totally new concept for the hospitality market - providing Luxury that Endures™. Lenahan's designs are expertly crafted and delicately colored specifically for the world's finest hotels. The collection is then manufactured with the endurance and unparalleled durability of Standard Textile's Centium Core Technology® engineering, ensuring their long life and reduction of total ownership costs.

"With our newest collection, we wanted to create a luxury line that combined our innovative engineering with a high-design aesthetic," said Gary Heiman, President and CEO, Standard Textile. "Todd-Avery's designs epitomize the luxurious style that discerning guests desire, but deliver the high performance that the finest hoteliers seek."

Products in the Let's TALK Luxury line include bedding and bath linens.

### **Learn More**

To learn more about these and other innovative products, visit Standard Textiles website at [www.standardtextile.com](http://www.standardtextile.com). To request an appointment for interviews during the show, please contact Marc Gilbert of Susan Becher & Associates at (212) 496-1394 ext. 10 or [mgilbert@susanbecher.com](mailto:mgilbert@susanbecher.com).

**About Standard Textile**

Cincinnati, Ohio - based Standard Textile has developed a culture of innovation, quality and service. With more than 60 patents, its products are engineered to deliver durability, longevity and value. A vertically integrated company, Standard Textile is the leading global provider of total solutions in the institutional textiles and apparel markets. Leveraging textile design, manufacturing and laundry expertise, and its global infrastructure, the company serves customers in the healthcare, hospitality, decorative products and workwear markets worldwide. Since its founding in 1940, Standard Textile has been committed to its philosophy of exceeding customer expectations through three generations of family leadership. Visit [www.standardtextile.com](http://www.standardtextile.com) for complete company information.

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