

# HARTMANN & FORBES®

WINDOWCOVERINGS WALLCOVERINGS AND TEXTILES  
HANDCRAFTED OF SUSTAINABLE NATURAL MATERIALS



FOR IMMEDIATE RELEASE

Press Inquiries:  
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### HARTMANN&FORBES Introduces New In-House Designs for Spring 2022

APRIL 2022 (TUALATIN, OREGON) - Hartmann&Forbes, award winning maker of sustainable natural window and wall coverings announces new in-house designs for Spring22. A passion for handweaving, design exploration and a love of nature continues to fuel the evolution and growth of their H&F Studio Collections. The update includes a new Woven-to-Size Papyrusweave series, an update to their soft natural fabrics, as well as an update to their performance fabrics.

#### WOVEN-TO-SIZE PAPHYRUSWEAVE

- REFLECTION – Lightweight papyrus produces a rich textural backdrop for refined threading in this soothing series. Reimagining classic designs, the rhythmic black and white warp forms an open, irregular stripe pattern bordered by a distinctive finished edge that frames the design.

#### SOFT NATURAL FABRIC UPDATE

- WEATHERED – A soft, medium-weight linen in stone-washed colors of nature. This easy-going fabric embodies a carefree spirit. Masters of linen certified.
- CORDS – Elegance with a rustic twist, this design features tufted cords artistically embroidered onto a heavy linen ground. As wearable as fashion, this contemporary textile will dress any window in chic style. Masters of linen certified.
- FIELDS – A perfect expression of harmony in design. This linen beautifully blends two distinct textures into one evocative pattern. Gentle earth tones and visual texture from vertical warp fibers evoke images of undulating flax fields at harvest. Masters of linen certified.
- BRUSHED – A soft textured sheer linen milled in the Belgium countryside. Offered in a palette of neutrals to work harmoniously in the home and to coordinate with our natural woven shades. Masters of linen certified.

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## PERFORMANCE FABRIC

### ECOWEAVE

- ECO 100 TRANSLUCENT | ECO 200 BLACKOUT – The new Ecoweave not only solves the challenges of performance environments but also offers a lower-impact alternative to other performance options. Crafted from man-made materials, this Greenguard-certified, PVC-free fabric is tightly woven with a rich texture and tailored feel in versatile earth tones that complement our range of natural woven shades.

### SOLARSCREEN

- 5000 – This design combines rich, textured yarns with traditional patterns in natural rich earth tones. Woven from vinyl coated polyester and uncoated polyester yarns, these fabrics are as durable as they are beautiful.

WOVEN TO SIZE PAPYRUSWEAVE WINDOWCOVERING



Reflection | Mediative Black and Insightful Grey

SOFT NATURAL FABRIC



Brushed

SOFT NATURAL FABRIC



Fields in Loam

SOFT NATURAL FABRIC



Cords in Canvas

SOFT NATURAL FABRIC



Weathered in Bluestone and Greenstone

PERFORMANCE FABRIC – ECOWEAVE



PERFORMANCE FABRIC – SOLARSCREEN



In-House Designs: Spring 2022

Series Name	New Colorways	Type	Width	Content
Reflection	2	Windowcovering	150"	Pulp Fiber
Weathered	2	Fabric	55"	Linen
Cords	3	Fabric	114"	Linen
Fields	1	Fabric	114"	Linen
Brushed	9	Fabric	114"	Linen
Eco 100	6	Fabric	118"	Poly acrylic
Eco 200	6	Fabric	118"	Poly acrylic
5000	4	Fabric	98"	Poly vinyl on poly

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## MEET MICHAEL JONES

### FOUNDER & CHIEF CREATIVE OFFICER

Hartmann&Forbes, maker of window coverings, wall coverings and textiles handmade by artisans using all-natural plant fibers, is the passion of its founder Michael Jones. As a former international trade merchant, Michael frequently traveled abroad. While traveling in South Asia early in his career, he was captivated by artisans as they practiced the traditional art of handweaving. He remembers being enthralled watching as craftsmen harvested organic plants and delicately hand-tied them into natural fibers. Using age-old techniques, they then transformed fibers into exquisite natural textiles.

Michael realized not only his admiration for the ancient art form, but also that this small cottage industry represented an opportunity to build a lasting values-based business that could serve the luxury design marketplace, while at the same time perpetuating the craft for future generations. As Michael often states, “I don’t want to change the world, I want to preserve it by advancing the art of handweaving so the next generations can enjoy its beauty.”

For nearly 25 years, Michael has pursued this mission by developing sustainable farming, weaving, and production facilities, while expanding a global network of luxury to-the-trade showrooms, establishing Hartmann&Forbes as a leader in the boutique high-end home furnishings industry. He fosters a culture that encourages experimentation, design innovation, and a progressive atmosphere that has landed the company on the Top 100 Best Green Companies to Work for in Oregon each year for nearly a decade.

Jones’ commitment to conscious leadership and superior design has landed Hartmann&Forbes in several leading business, home, design, and trade publications. The company has been featured in Entrepreneur, Fast Company, CNBC, The Wall Street Journal, Veranda, Traditional Home, Luxe Interiors + Design, Architectural Digest, Milieu, and Interior Design, and many others. Hartmann&Forbes made the Inc. 500 list of the Fastest Growing Companies and was the 24th Fastest Growing Company in Oregon. As a leader and entrepreneur, Jones was named one of Oregon Business Journal’s 40 under 40.

A native of Portland Oregon, Michael holds a BA from the University of Portland and an MBA from the University of Oregon. Michael attests that while his love of design and entrepreneurship defines his career, his true-life purpose is his wife, Nancy, and their three children.

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## MEET REBECCA WELCH

### DIRECTOR OF PRODUCT DEVELOPMENT

Rebecca Welch entered the world of interior design over 25 years ago by way of her experiences in the windowcovering industry, as a design studio business owner, and having an education in business, fashion merchandising and interior design.

As Director of Product Development for Hartmann&Forbes for the last 15 years, she has traveled the world to design and source products including natural weaves, wallcoverings and soft natural fabrics.

She appreciates the beauty that nature provides and is inspired by the artisans that create the company's unique products. She is always striving to stay ahead of the trends and find the newest way to mix fibers and yarns.

Rebecca is also very involved in philanthropy having been a board member on seven foundations including Doernbecher Children's Hospital Foundation, Northwest Society Interior Designers and the Museum of US, and currently Rady Children's Hospital Auxiliary. She loves interior design and enjoys traveling and collecting art.