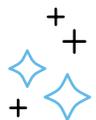


PERFORMANCE FABRIC WITH

STAIN FREE TECHNOLOGY

Pure Tech combines the latest Stain Resistant Technology with high quality, stylish interior furnishing fabrics to ensure easy care and low maintenance, together with a long lasting look & feel. Our extensive variety of performance fabrics have a luxurious soft touch, and are available in numerous beautiful designs and colors.



Pure Tech represents the highest quality of fabrics

100% life proof. 100% simple. 100% trusted.

Due to the easy clean properties of Pure Tech furnishing fabrics, your peace of mind is guaranteed.

Family and pet-friendly, and business casual, our fabrics are engineered to meet the demands of both residential and commercial use.



Durability with a natural touch

Our Pure Tech fabrics have been methodically crafted and designed with your comfort in mind.

Their soft touch and wide variety of styles are a perfect fit for any interior design setting.

The stain resistant properties in our Pure Tech fabrics will last long after cleaning and heavy use. Common accidental stains can be easily removed.



Our fabrics are easy to clean, stain after stain, wash after wash. There are simple steps to follow when cleaning Pure Tech fabrics:

1. DON'T PANIC!

For stains like mud, ketchup, lipstick or silly putty, you'll need to get a teaspoon. Remove all stain residue with the edge of the teaspoon or a flat utensil. For other stains like pen or coffee, you won't need to do this.

2. WATER & BLOT

Apply water to the stain and blot using a white paper towel. Make sure you only blot and do not apply circular motions or rubs, because it'll just rip up your paper towel & drive the paper fibers into your fabric. Repeat the process until the stain residue is no longer visible on the paper towel.

3. WATER & CIRCLES

Apply more water to the stained area and rub with gentle, circular movements using a microfiber cloth. Use soap for stubborn stains. Any white bar of soap or clear detergent will do. Now you can apply the circular rubbing motions. When using soap, use intermittently and always add water. Repeat the process until the stain is completely removed.

4. AIR DRY

Don't use a hairdryer or apply heat to the area where the stain has been removed. Just air dry for best result.



Easy to clean



Common household stains, such as chocolate, coffee, tea, ketchup, lipstick, mayonnaise, mud, oil, pen, red wine, silly putty, yogurt, wax crayon, and many more stain causing items, are just no match for the Pure Tech easy clean technology.

All accidental stains can be removed using only water, but should you have a tougher stain, a small amount of standard, white or clear soap, can be used. It is good to remember though that immediate stain removal will ensure the best result.



For more information, visit architex-ljh.com

PURETECH

PURETECH

 EASY TO CLEAN

 ATTRACTIVE FABRICS

 HIGH PERFORMANCE

 DURABLE

 CHILD & PET-FRIENDLY

WHEN YOU SAY PURE TECH IS “ENVIRONMENTALLY FRIENDLY”, WHAT DO YOU MEAN?

Yes! All Pure Tech fabrics are OEKO-TEX® Standard 100 certified, guaranteeing that our fabrics won't release any harmful finishes or chemicals into the environment and are safe to use by humans and pets.

HOW DOES PURE TECH WORK?

During the manufacturing process, the yarns are protected with our unique and well-researched formula resulting in both a stain-resistant and long-wearing fabric, including after multiple washes. We don't use any sprays or after treatments to produce Pure Tech fabrics.



PURETECH

DOES PURE TECH FABRIC NEED TO HAVE ANY PROTECTIVE FINISH APPLIED TO PREVENT EVERYDAY DIRT AND GRIME BUILD-UP?

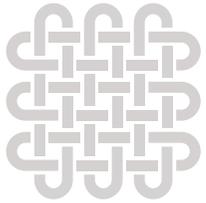
No, Pure Tech fabric is, by design, stain-resistant and does not need any additional sprays or finishes to keep it being incredibly easy to clean, day after day after day after day. If additional finishes are added, Architex cannot guarantee Pure Tech's unique stain free qualities.

WHAT KIND OF STAINS CAN I REMOVE FROM PURE TECH FABRICS?

All kinds of accidental stains. A complete list by pattern is available on our website.

For more information, visit [architex-ljh.com](https://www.architex-ljh.com)

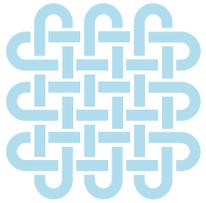




Fabric



Pure Tech
process



Pure Tech is durable and
fabrics maintain their
beautiful and soft hand.



Wash after wash, stain
after stain, Pure Tech
fabrics remain easy to
clean.



Pure Tech technology is
embedded into the
manufacturing process,
guaranteeing a long-
lasting stain-free
performance.

UNMISTAKABLE LUXURY,
UNDENIABLE DURABILITY:

**THESE ARE
PURE TECH FABRICS**