

ASHLEY NUVELLA OUTDOOR PERFORMANCE FABRIC

NuVella is a true performance fabric that is manufactured as a 100% solution dyed material. Due to the nature of the yarn the material will yield high performances for stain resistance, colorfastness to light and increased abrasion.

Color Fastness and Fading.

NuVella is made from solution dyed synthetic fibers. In the Solution Dye process, dye is added to the molten polymer and extruded into colored fibers. This results into a 100% penetration of color into the fibers. The benefits of this process include dramatically increased color fastness to light and improved abrasion. This allows the home owner to be able to clean the material with a diluted bleach solution and not have to worry about a stain or fading issue. Cushions and pillows can be cleaned with bleach if heavy stains or mildew occur without having to worry about the material changing color.

Clean and Care.

For light stained or soiled areas:

Clean soils / spills as soon as possible.

Blot the stained/soiled area with a dry cotton cloth or paper towel to remove excess moisture.

Apply a combination of mild soap and warm water directed to the soiled area of the fabric with a soft brush or sponge.

Rinse thoroughly.

Air Dry.

For Stubborn Stains or Mildew.

Add 1 cup of bleach per gallon of soap and water.

Apply directly to the stain with a soft brush or sponge.

Rinse thoroughly.

Air Dry – Do not put in dryer

If stains are oil-based, use some dishwasher liquid to remove the oil before proceeding as above.

If cushions get drenched during an unexpected downpour, speed drying time by standing cushions on one side. And here's an important tip: never put NuVella™ fabrics in the dryer. Store or cover cushions when not in use for long periods of time or during inclement weather. Make sure the cushions are completely dry before storage so they come out looking pristine and ready for action.



*****Why Solution Dyed Polyester not Printed Polyester Fabrics ?**

Prints have the lowest light fastness and abrasion, and consequently are offered at the lowest end of the market. The pigment print process 'paints' color onto the surface of the polyester fabric so that the pigment dye sits on top of the fabric with no penetration into the fiber. The result is a stiffer hand and lower light fastness. In addition, the abrasion on pigment prints is relatively poor because the color literally rubs off.

Solution Dyed Synthetic Fibers offer the best light fastness because the color is added to the liquid polymer prior to being extruded into the fibers that then weave into fabric. Consider the story of the carrot and the radish. The carrot has color completely through its core, while the radish only has color penetration on the outer edge. This is why Solution Dyed Fabrics have the the greatest lightfastnesses and cleanability of all textile constructions.

The Story of the Carrot and the Radish



In addition to their high resistance to UV fading, Solution Dyed Fabrics are also cleanable with bleach while maintaining their original color. This makes them inherently resistant to dirt, mold and mildew. The solution dye process itself is far less stressful on the environment because there is no waste water or effluent generated as in the normal dye or print process.