

# Maine Cottage®

where color lives

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## **Maine Cottage Pioneers Nano-Tex Spill and Stain Repellency in Retail Furniture**

Maine Cottage is adding Nano-Tex to provide permanent spill and stain protection to the complete line of upholstered products and upholstery fabrics sold under its name.

Maine Cottage upholstered furniture and fabric yardage are now protected with Nano-Tex, a high-performance, high-tech fabric treatment. Nano-Tex delivers spill and stain repellency and extraordinary ease of cleaning. This makes it practical for customers to specify Maine Cottage fabrics of any construction or color for high traffic, "real life" home use.

"This is a new freedom in home decorating we are making accessible for our customers at no additional charge," says Maine Cottage Vice President and General Manager David Petersen. "White sofas, pretty prints on chairs, and more colorful, comfortable choices are made practical and more durable with the addition of Nano-Tex fabric protection."

Maine Cottage is the first consumer home furnishings company to offer Nano-Tex protection across its entire line of upholstered products. "Nano-Tex has previously been made available through design professionals and most typically in commercial settings," says Nano-Tex SVP of Marketing Mark Bruten. "We are very pleased to see our repellency technology made available in consumer home furnishings through Maine Cottage."

Nano-Tex permanently bonds with fabrics, rather than coating them, to create an invisible shield against household calamities. "This is not the stiff spray-on surface treatment of the past. Nano-Tex is superior because it does not affect the hand, breathability or comfort of our luxurious fabrics," says Petersen. "If we didn't tell our customers about Nano-Tex, then they'd never notice it was there – except for the great performance."

**Maine Cottage** designs and produces a comprehensive line of colorful coastal home furnishings and retails its products through company stores in Yarmouth, ME, Charleston, SC, and West Palm Beach, FL, a direct mail catalog, and a fully e-commerce website: [www.mainecottage.com](http://www.mainecottage.com)

**Nano-Tex** is a leading fabric innovation company providing nanotechnology-based textile enhancements to apparel, home and commercial interiors markets. Nano-Tex is headquartered in Oakland, CA, with operations across the USA, Asia and Europe.  
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