

#DIDYOUKNOW

Ultrasuede® offers advantages and benefits unlike any other in the aviation industry. Ultrasuede® is a textile that is truly one of a kind, due to their manufacturing process, history, sustainability, and more.



Innovation through Design

The goal of #didyouknow was to address and answer the frequently asked questions surrounding Ultrasuede® as a product and a brand. Each week we focused on a specific aspect of Ultrasuede, broken down into separate segments. The different segments include the who and what of Ultrasuede®, the reasons to choose Ultrasuede®, sustainability, development/ manufacturing, the uses and design aspects of Ultrasuede®.

*Ultrasuede®
#didyouknow Campaign*

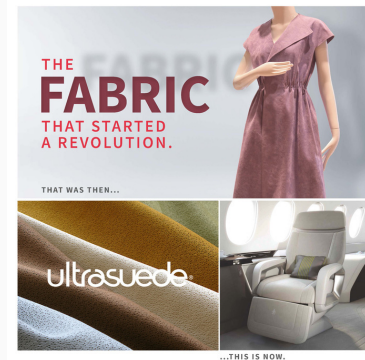
**MAY 7, 2021 THROUGH
AUGUST 13, 2021**

The Who and What of Ultrasuede® WEEKS ONE AND TWO

What is Ultrasuede®? Ultrasuede® is a non-woven material with a suede texture created using ultra-fine fibers. The surface is an ultra-fine fiber nap, creating a soft and smooth texture. The internal structure is a complex non-woven structure of entangled microfiber and polyurethane binder, creating cushion, durability and breathability.



The evolution of Ultrasuede®? Invented in 1970, Ultrasuede ushered in a new era in women's fashion in the form of Halston's famous shirt dress. Now, the latest generation of Ultrasuede® fabrics is doing the same for aircraft interiors by providing unsurpassed luxury, comfort, durability, and sustainability.

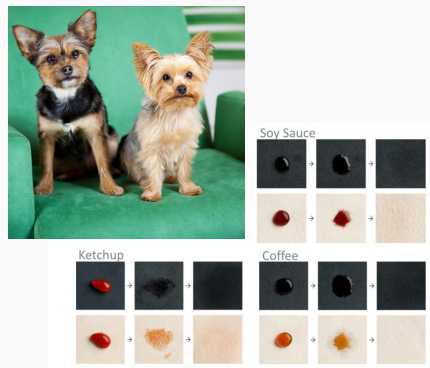


Why Choose Ultrasuede® WEEKS THREE, FOUR, AND FIVE

Why do so many people choose Ultrasuede®? Luxurious smooth texture and a high level of functionality are just a few of the reasons! Even more, the breathability and permeability of Ultrasuede®'s non-woven structure ensure true passenger comfort. Ultrasuede® offers a highly functional, comfortable, and luxurious fabric unlike any other.



Is Ultrasuede® Stain Resistant? It is! Being stain-resistant is one more thing to add to the list of why people choose Ultrasuede. The non-woven texture helps to keep stains out, as well as, not trapping dirt, dust, and pet hair! Ultrasuede® is made for you and your lifestyle which means you can spill your coffee, drop a French fry with ketchup, and have your pet snuggle in next to you without having to worry about your seat. Ultrasuede® continues to look as good as it did on day one, years after years!



Is Ultrasuede® engineered for extreme durability? The material's inherent properties limit fading from light exposure, promote easy cleaning, resist tearing, stretching, and the pilling of fibers, and no sliding! Not often do you find a product that is durable AND flexible, which is why Ultrasuede® is the perfect material for small and large applications!



Sustainability

WEEKS SIX, SEVEN, AND EIGHT

What Is Ultrasuede®'s commitment to sustainability? Ultrasuede® believes that sustainability is one of the most important global issues today; which is why they are working towards being 100% plant-based. Ultrasuede® helps to minimize its carbon footprint by employing a chemical recycling system as well as sourcing its raw materials from plant-based polymers. Ultrasuede® is perpetually invested in working toward building a sustainable, low-carbon society through the principle of responsible production of their materials.



Is Ultrasuede partially plant-based?

The polyester used in Ultrasuede® is recycled resources derived from plants as part of its raw materials. Within the next year, Ultrasuede® is increasing the amount of plant-based materials within! Being partially plant-based helps society to move away from being oil-dependent, helps to ensure supply with stable quality, and minimizes carbon waste. All of these biomaterial advantages add more reasons to why people are choosing Ultrasuede®!



Is Ultrasuede® looking for new ways to build a sustainable, low-carbon society?

Over 80% of the sugar we consume is derived from sugarcane, but once the sweet juice has been extracted from the cane, the residual fiber is either discarded, burned for fuel, or used as agricultural mulch. The scientists at Japan-based Toray International found a way to upcycle the fibrous raw material and to manufacture Ultrasuede® as a sustainable, eco-friendly textile.



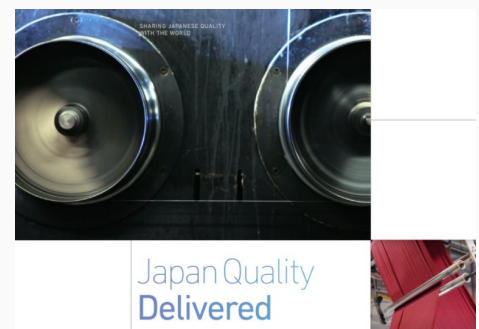
Development and Manufacturing

WEEKS NINE AND TEN

How fine are the ultra-fine fibers in Ultrasuede®? The ultra-fine non-woven fibers that make up Ultrasuede® are spun so fine that a strand measuring over 900km weighs less than one gram! Once combined, now with sustainable, plant-based raw material, these ultra-fine non-woven fibers create a material of unsurpassed durability and suede-like softness.



Is Ultrasuede® Japanese Quality manufactured? Yes! Toray Ultrasuede has formed partnerships with Japanese manufacturers to offer a range of goods that fulfill the needs of their customers. With over 50 years of experience and research-proven quality, Ultrasuede turns to Japanese manufacturers based on their technology, flexible production capacity, and their quality standards.



The Uses and Designs of Ultrasuede® WEEKS ELEVEN, TWELVE, AND THIRTEEN

How many colors does Ultrasuede® offer?

Ultrasuede® is available in dozens of neutral and bold colors, which is ideal for coordinating with other materials used in aircraft interiors. The standards for manufacturing dictate consistent dye lots so every yard looks the same!



Does Ultrasuede® offer other materials?

Ultrasuede® nu is a non-woven material made using ultra-fine fibers for an authentic grain leather appearance. Nu's luxurious, innovative material combines advanced design and functionality to provide unlimited creative design opportunities!

The next generation of lightweight, breathable leather: Ultrasuede® nu provides customers with a new choice against conventional natural and synthetic leathers.



What markets are Ultrasuede® used in?

Ultrasuede® is versatile enough to be used for high-fashion apparel, electronic device covers, name-brand shoes, luxury auto interiors, yachts, jewelry display cases, industrial machinery — and even aircraft!



A Category of its Own

Throughout this campaign, we wanted to ensure that our customers were able to understand all the aspects that put Ultrasuede® into A Category of its Own.

The unique attributes, luxurious look and feel, durability and the manufacturing process result in inherently beautiful Ultrasuede®

Ultrasuede® and Tapis Corporation

For over 45 years, Tapis has been a pioneer in the development of high-performance fabrics for aircraft interiors.

Contact Tapis to learn more about Ultrasuede® for your Aircraft or to request your samples!

Email: Info@tapiscorp.com

Phone: 914-273-2737