



July 6, 2017

**FOR IMMEDIATE RELEASE**

**PREMEX SOLUTIONS TO BE MAJOR EXHIBITOR AT AVANPRINT USA  
DURAVIBE TO BE SHOWCASED THROUGHOUT SHOW IN  
NEW YORK JULY 17-19**

Kennesaw, GA - PremEx Solutions has been working closely with Messe Frankfurt to create multiple exhibits at AvanPrint USA. In addition to PremEx Solution's booth, attendees will see their innovative DuraVibe fabrics used throughout the show showcasing apparel, upholstery, outdoor furniture, pillows, curtains, and other home décor items.

"We are working with a variety of designers and existing customers to bring our booth and the Messe Frankfurt vision to life", said PremEx Partner, Mark Sawchak. "Many of our solutions will be on display in one place for the first time. From latex printed curtains to digitally printed denim, old and new customers will get to experience numerous end use examples. Some might even come up with a new application, since the possibilities really are endless."

DuraVibe Fabrics are suitable across a broad range of markets and applications including signage, home furnishings, and apparel. These specialty fabrics are unique with unprecedented color vibrancy, fabric hand and durability. DuraVibe fabrics offer improved results for both wet and dry crock ratings, preservation of the fabric hand throughout the process, and an expanded color gamut that broadens an achievable color range, including black.

PremEx Solutions will be sharing a booth with its' parent company, Expand Systems, at booth T01. The boundary-breaking DuraVibe solutions can be found at the booth as well as on display throughout AvanPrint USA and TexWorld.

-more-

### **About PremEx Solutions**

**PremEx Solutions**, is a joint venture of UK's Premier Textiles and US-based Expand Systems. PremEx Solutions is the sole provider of the leading-edge technology, DuraVibe with Expand Systems and Premier Textiles as the current mass distributors.

Expand Systems CEO Mark Sawchak has come to be recognized as one of the top consultants in the US for digital textile printing solutions. Nick Smith, Commercial Director of Premier Textiles, is a leader in market-ready fabrics.

### **Media Contact**

Hillary Dwyer

[Hillary@expandsystems.com](mailto:Hillary@expandsystems.com)

678.557.7111

###