

VIP LAUNCH PACK

# Kizuna Collection

MARINE | OUTDOOR

**SPRADLING**<sup>®</sup>  
CRAFTED BY Citel<sup>®</sup>

## Content

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## General information

### Composition:

71% PVC-Coated Polyester

29% Solution Dyed Acrylic

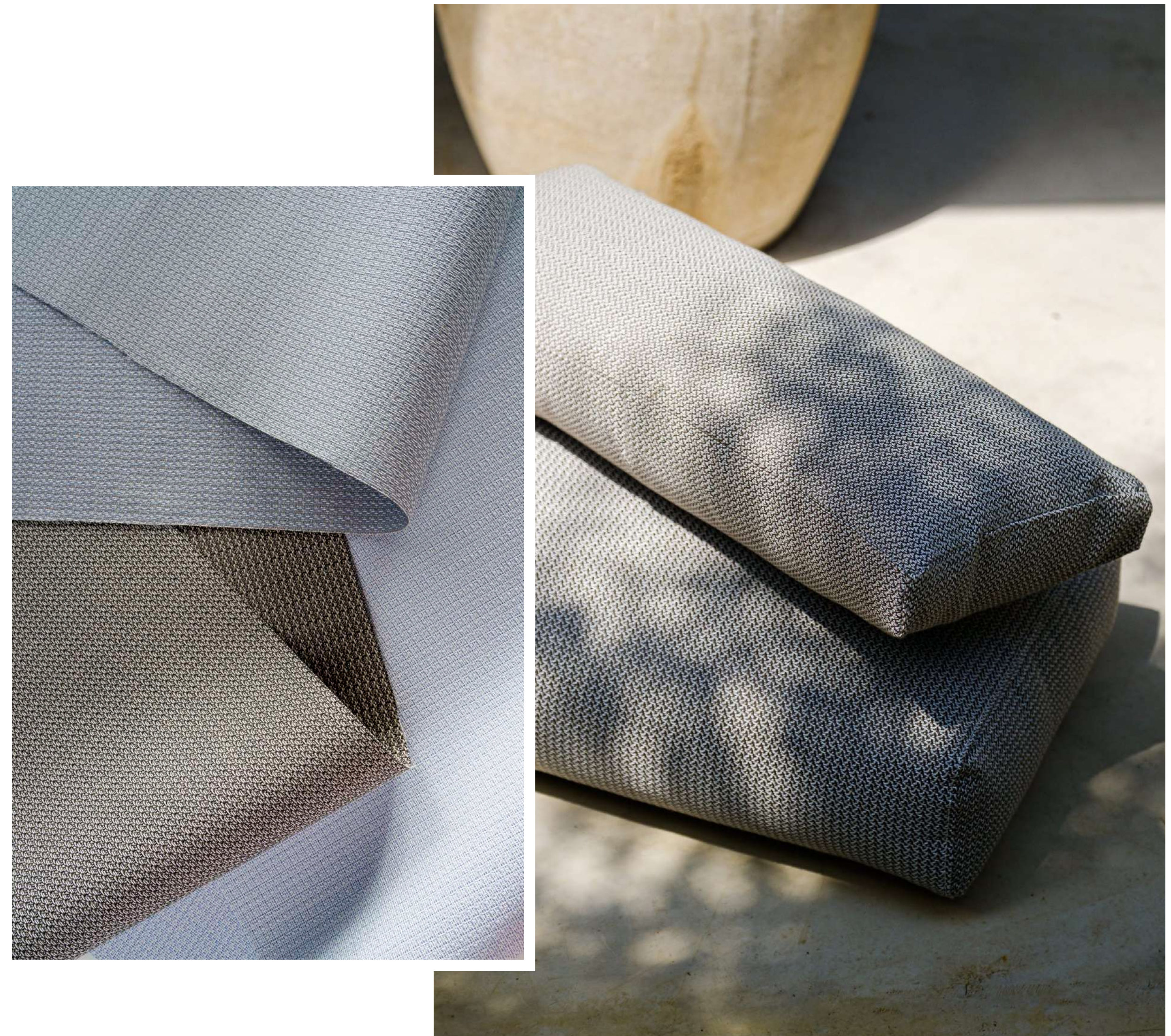
### Applications:



Marine



Outdoor



## Kizuna concept

The Kizuna Collection, in essence, is a testament to the power of cooperation and the unyielding spirit of togetherness.

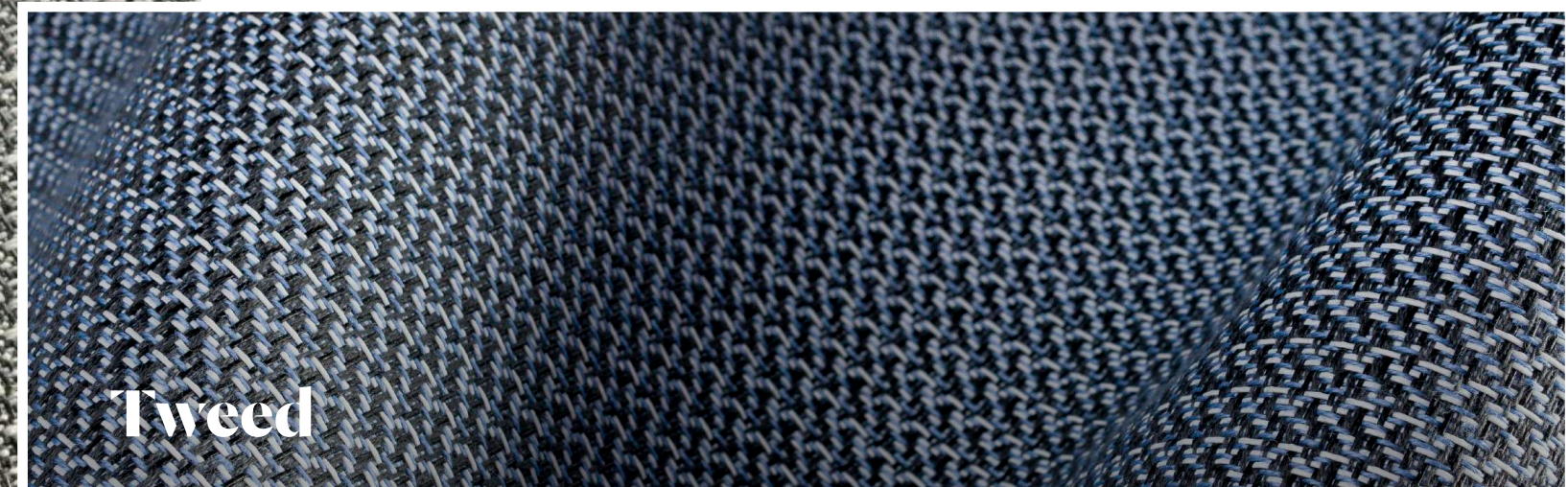
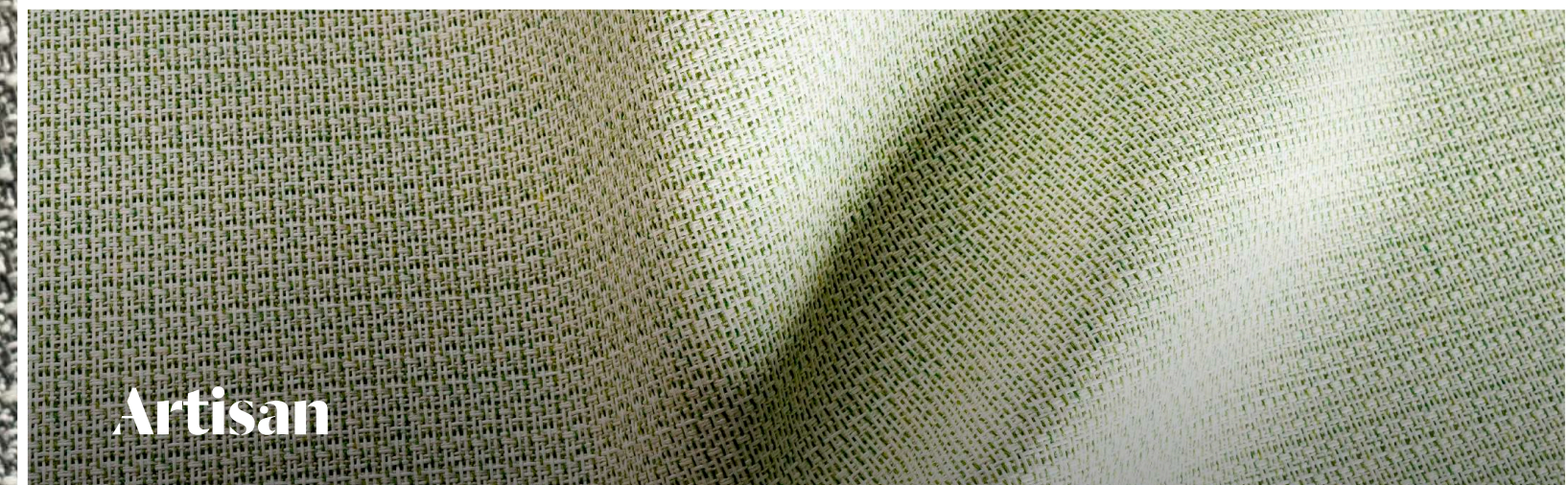
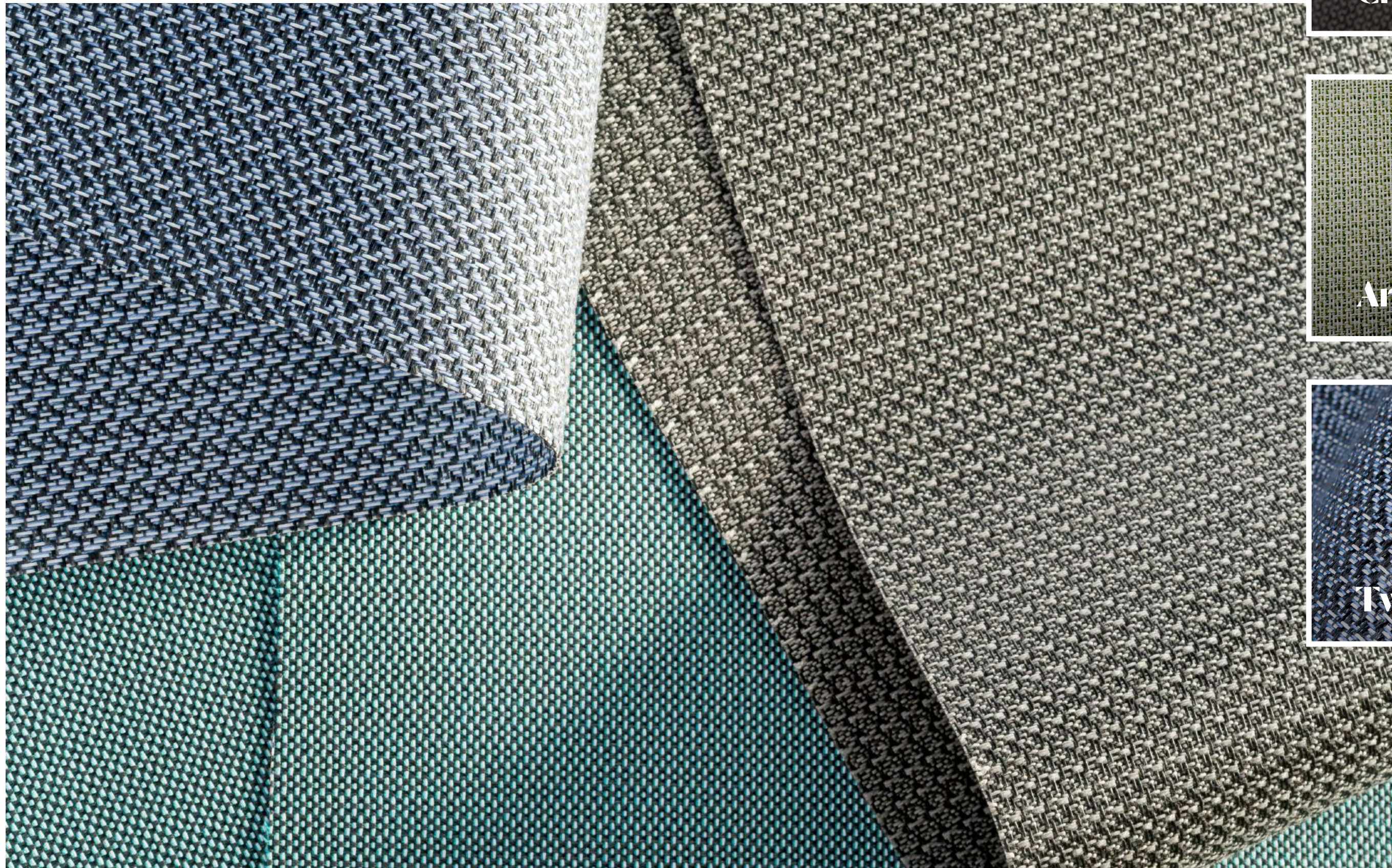
Just as the Japanese term "Kizuna" emphasises standing together through challenges, the result of this skilful collaboration between **Spradling**<sup>®</sup> and **Citel**<sup>®</sup> showcases how our joint efforts push the boundaries of knowledge and creativity.

The true spirit of "Kizuna" resonates throughout the Kizuna Collection, bringing forth a celebration of human connections, bonds, and relationships that extend far beyond our own business. It becomes a symbol of unity, trust, and solidarity.



## Design inspiration

Inspired by the “WABI-SABI “ concept, this collection celebrates the beauty of imperfection and impermanence, embracing the beauty of the natural world and appreciating the irregularities and asymmetry found in nature.



# Sampling

Colour Cards

A4 Samples

Swatchbooks

Download Complete Digital Catalogue



## Designs and Colourways

Blending our expertise, quality, and design vision to meet specific requirements and address the market's ever-changing needs, we present three different designs embodied in 35 colourways suitable for outdoor and marine applications.



## Checker

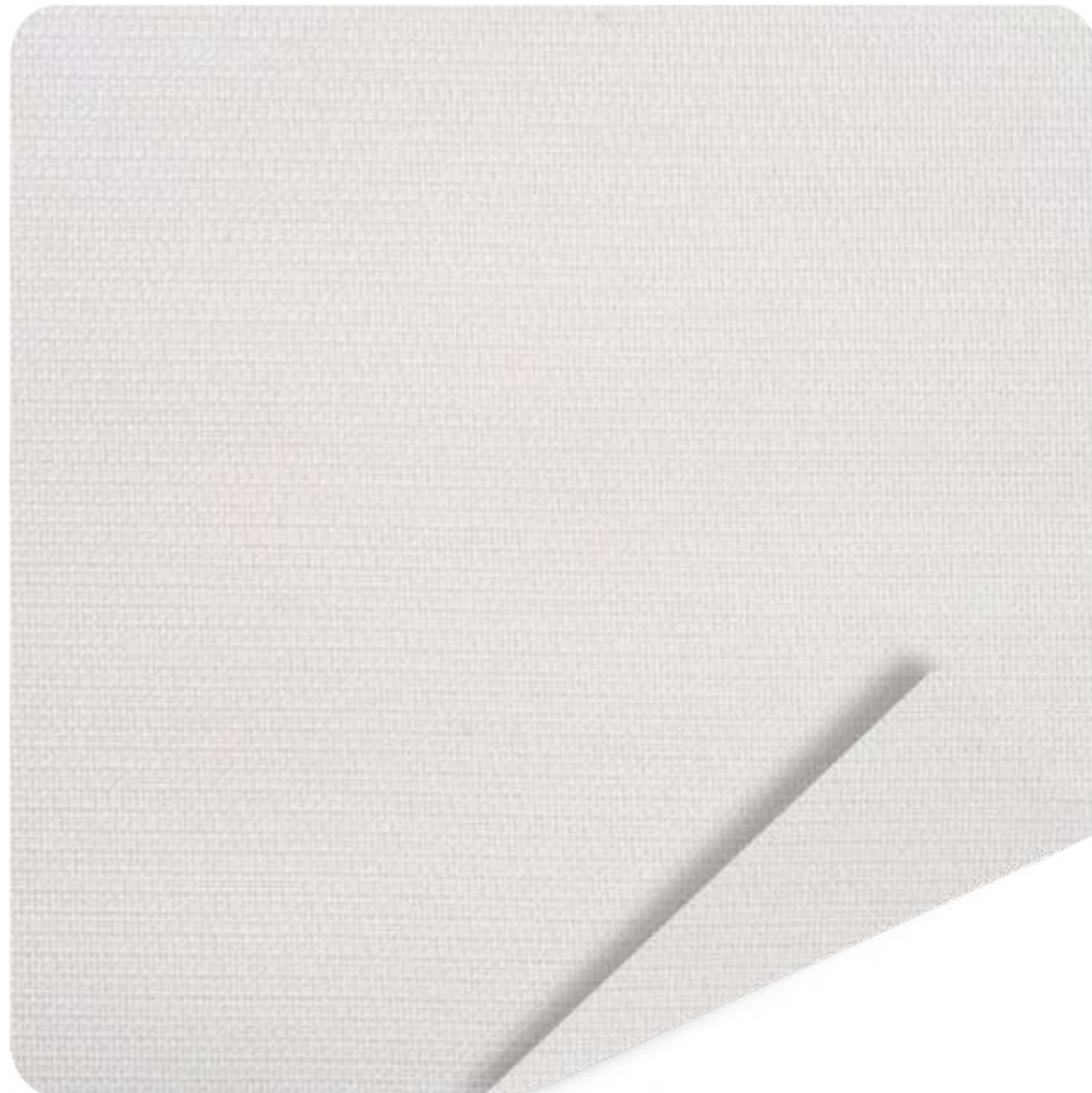
Immerse in nature-inspired rustic sensations through the combination of coloured fibres, weaving linear perfection, that defies the norm with simplicity, and minimalistic excellence.

Embrace the versatility of these modular designs that adapts perfectly to your requirements and upholstery configurations.



# Checker

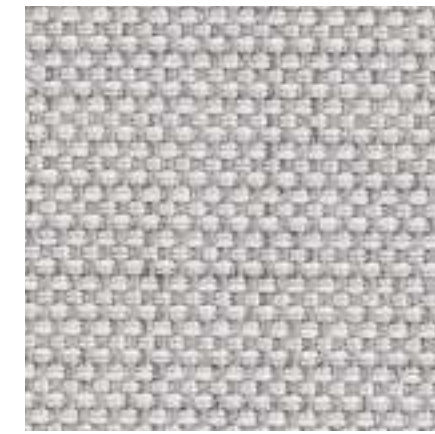
[Download images](#)



WINTER  
CHK - B013



CREAMY  
CHK - B014



OVERCAST  
CHK - B005



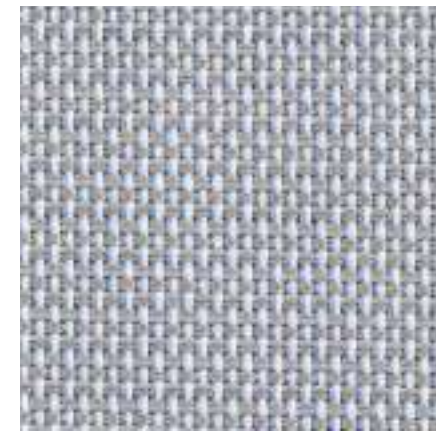
ACQUA  
CHK - B008



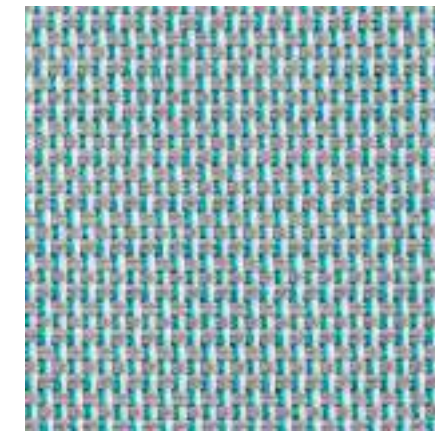
CEDRUS  
CHK - B007



CARDAMOM  
CHK - B004



CRYSTAL  
CHK - G010



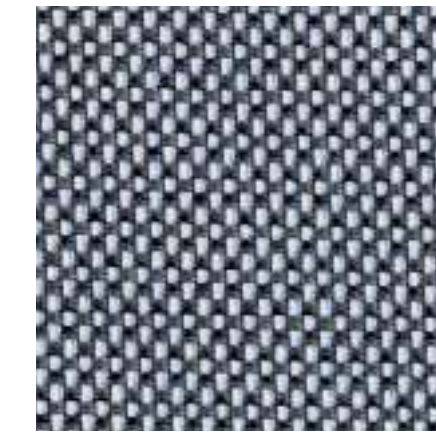
KSAMIL  
CHK - G009



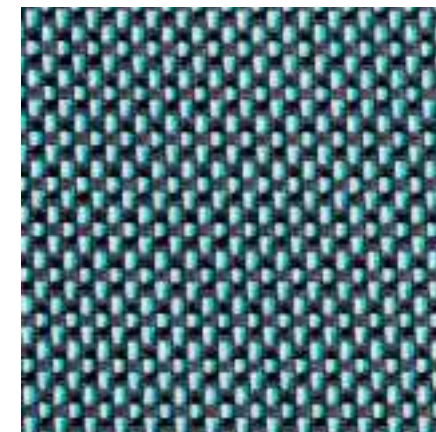
SALVIA  
CHK - N012



BOBCAT  
CHK - B003



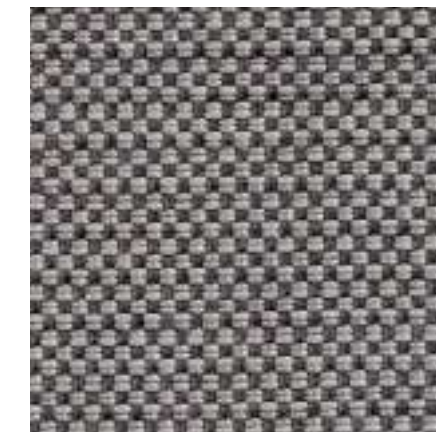
ATLANTIC  
CHK - N010



EMERALD  
CHK - N009



KHAKI  
CHK - G003



STORMY  
CHK - G001



SOOT  
CHK - N002

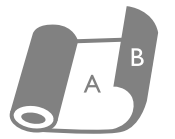
## Artisan

Drawing on the heritage of global artisans this design channels the very soul of age-old techniques, cherished across generations by highly skilled craftsmen.

It pays homage to tradition; whilst also embracing modernity.

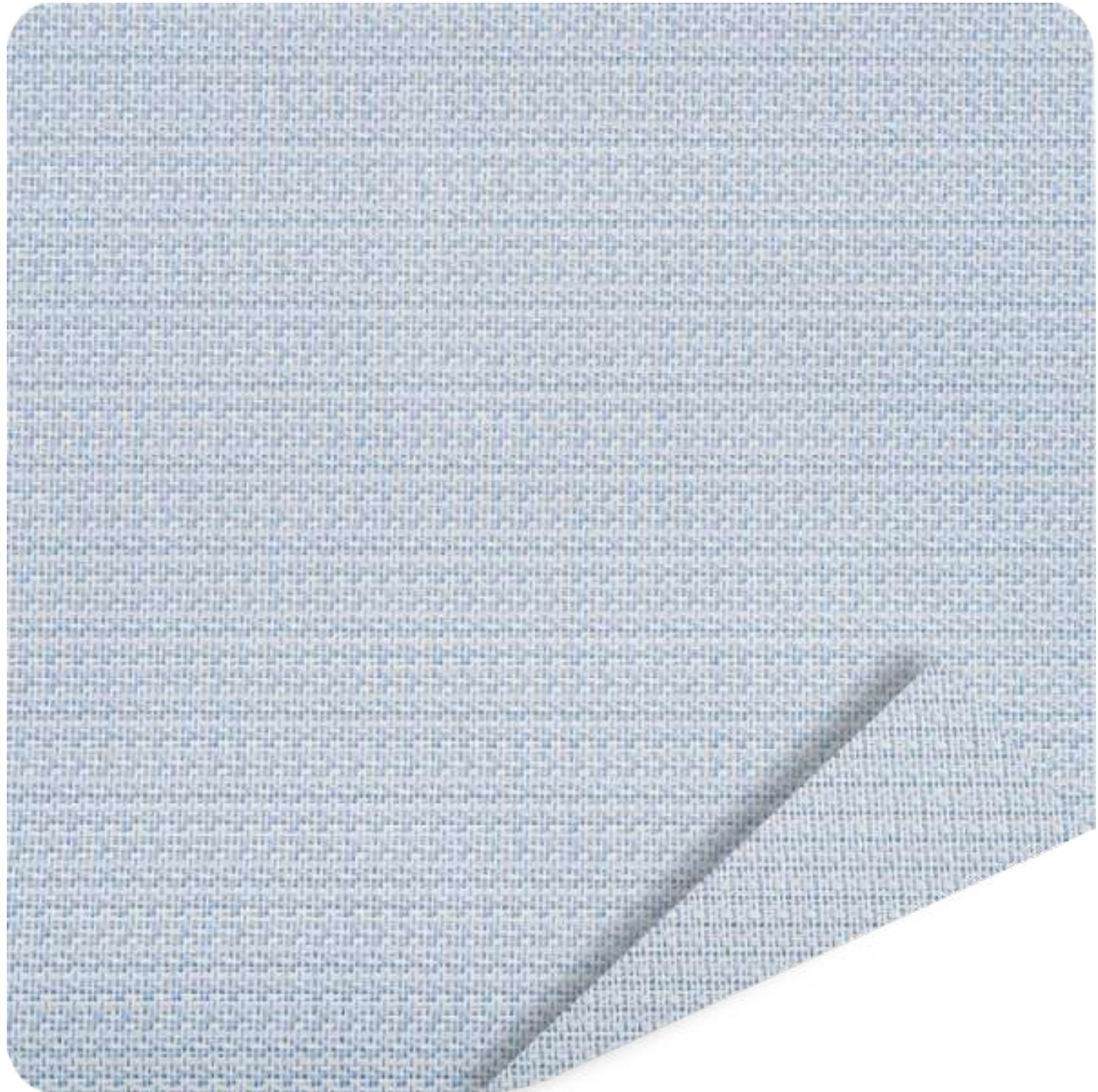
The colour palette effortlessly blends vibrant and earthy tones, reminiscent of the natural dyes and pigments widely used by in traditional craftsmanship.

# Artisan



Reversible\*

[Download images](#)



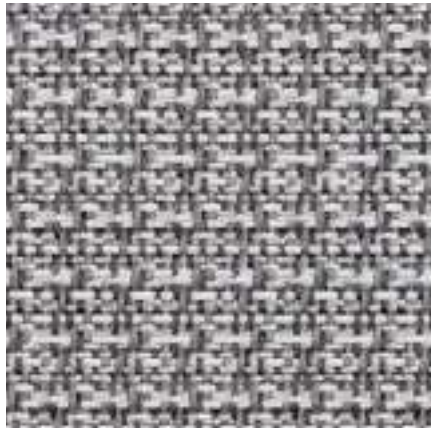
CELESTE  
ART - B010



SEAROCK  
ART - G010



SEAFOAM  
ART - B008



LEADEN  
ART - B015



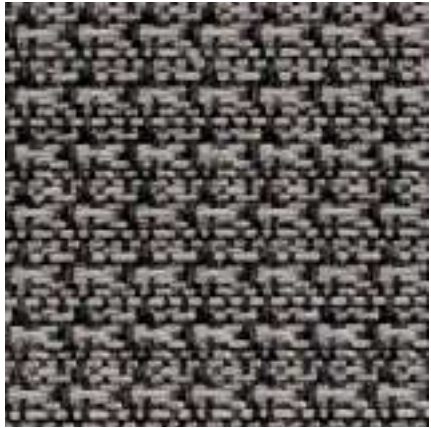
MINT  
ART - B007



BARK  
ART - N014



WHEAT  
ART - G014



TWILIGHT  
ART - G002

\* Reversible: can be flipped to reveal a second color or pattern. Both faces can be used.

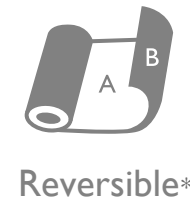
## Tweed

An intricately designed pattern that unveils an array of colours and contrasts, encapsulating a spirit of diversity and uniqueness.

Inspired by twill woven structure, it forms a robust and resilient fabric.

This creation pays homage to the fabric's inbuilt heritage, whilst capsulating its enduring grace and timeless allure.

# Tweed



Reversible\*

[Download images](#)



ASHY  
TWD - G013



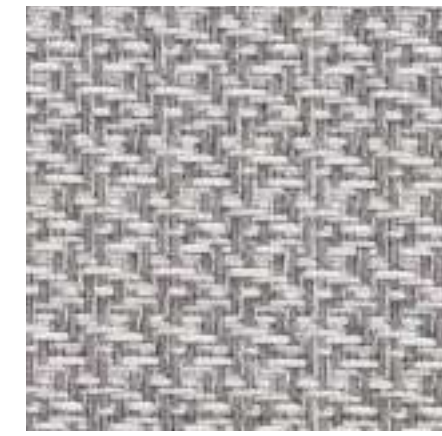
SNOWY  
TWD - B013



OAT  
TWD - B014



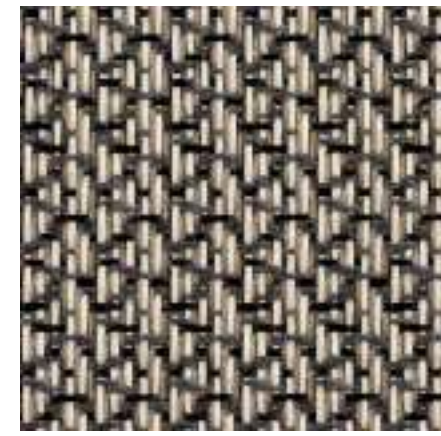
BUFF  
TWD - G006



FOGGY  
TWD - B016



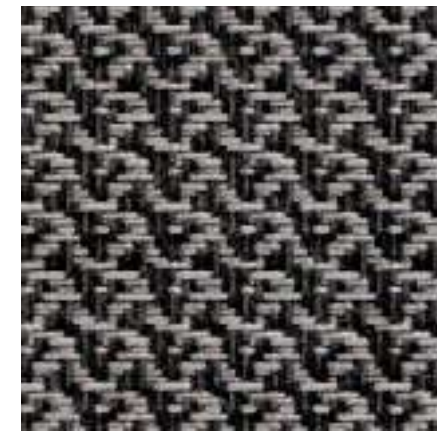
OTTER  
TWD - B003



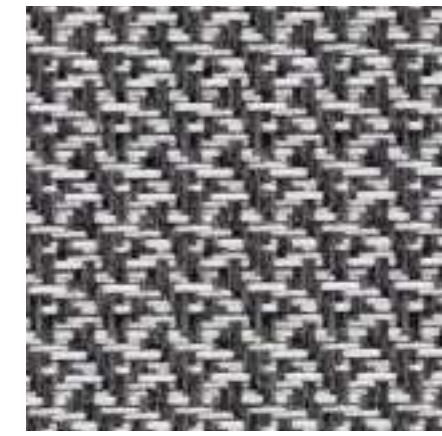
MANGROVE  
TWD - N004



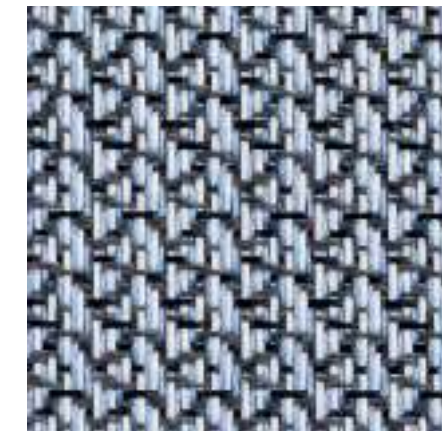
CEDAR  
TWD - G003



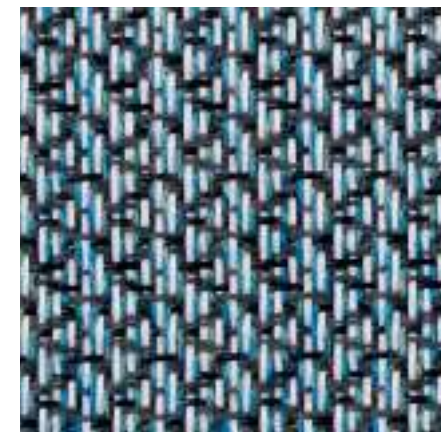
DARKEST  
TWD - G002



ZEBRA  
TWD - B001



CAPRI  
TWD - N010



JANUBIO  
TWD - N008

\* Reversible: can be flipped to reveal a second color or pattern. Both faces can be used.

# Product applied



# Technical data sheet

## COMPOSITION

Weight: <b>Artisan</b>	415 g/m <sup>2</sup>
<b>Tweed</b>	420 g/m <sup>2</sup>
<b>Checker</b>	420 g/m <sup>2</sup>
Width:	150 cm
Roll size**:	+/- 30 m
Openness factor: <b>Artisan</b>	3,0%
<b>Tweed</b>	2,5%
<b>Checker</b>	2,5%
Surface Composition:	71% PVC-Coated Polyester + 29% Solution Dyed Acrylic

## FINISHES & TREATMENTS

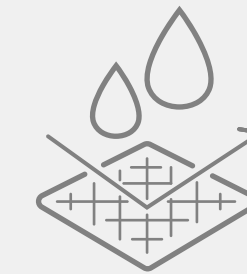
Spray Test:	EN ISO 4920: ≥ 70
Colour fastness to domestic or commercial laundering 30°C:	EN ISO 105-C06: 5
Colour fastness to sea water:	EN ISO 105-E02:2013(Grey scale): ≥ 4/5
Colour fastness to chlorinated water:	EN ISO 105-E03:2010(Grey scale): ≥ 3/5
Colour fastness to rubbing (wet/dry):	EN ISO 105-X12 (Grey scale): 5
UV Resistance:	ISO 105 B04 ≥ 7/8   ISO 105 B02 ≥ 7/8 (Blue wool scale)
Abrasion:	≥ 100.000 cycles (Martindale)
Pilling: <b>Artisan</b>	EN ISO 12945-2 7.000 cycles 4-5 (A)
<b>Tweed</b>	EN ISO 12945-2 7.000 cycles 4 (B)
<b>Checker</b>	EN ISO 12945-2 7.000 cycles 4 (B)
Determination of dimensional change in washing and drying:	EN ISO 5077 +/- 0,5%
Thermal Limits:	EN 1876-1 -30°C/ +80°C
Mould Resistance:	AATCC 30-III:2017 0: No growth ISO 846:2019 Method B: No growth

FLAME RETARDANCY\*\*\* EN 1021 Part 1+2 | DIN 4102 B2 | NFPA 260 | CALTB 117-2013 | IMO 2010 FTP Part 8

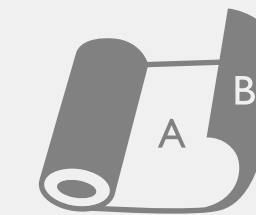
APPLICATION TYPE\*\*\*\* Upholstery | Sling

WARRANTY 5 Years. Terms and Conditions apply.

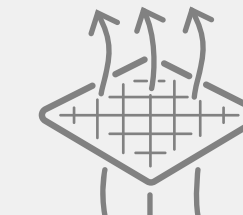
## Features and benefits



WATER REPELLENT



REVERSIBLE



BREATHABLE



QUICK DRY



THERMAL STABILITY



STAYS COOL



WASHABLE\*\*\*\*



LIGHT WEIGHT

\*\*Typical roll length. Length may vary depending on the availability of standard roll size.

\*\*\*This term and any corresponding data refer to the typical performance in the specific tests indicated and should not be construed to imply the behaviour of this material under actual fire conditions.

\*\*\*\*The performance in sling applications relies on the proper furniture manufacturing process and its structure design.

\*\*\*\*\*Please read Cleaning Instructions.

## Sales resources

### Care & Maintenance

English | Spanish | French | Italian | Polish | German

### Limited Warranty

English | Spanish | French | Italian | Polish | German

### Kizuna Collection website

English | Spanish | French | Italian | Polish | German

### Kizuna Collection Press release

English | Spanish | French | Italian | Polish | German





## Main marketing message

### English

Blending their expertise, quality, and design **Spradling®** and **Citel®** introduce the Kizuna Collection: new innovative fabrics that embody the true essence of cooperation and togetherness.

Inspired by the Wabi-Sabi concept, this collection celebrates the beauty of imperfection and impermanence, embracing the beauty of the natural world and appreciating the irregularities and asymmetry found in nature.

### Spanish

**Spradling®** y **Citel®** combinan su experiencia, calidad y diseño para presentar la colección Kizuna: nuevos tejidos innovadores que encarnan la genuina esencia de la unión y la cooperación.

Esta colección, inspirada en el concepto Wabi-Sabi, celebra la belleza de la imperfección y la impermanencia, abrazando la belleza del mundo natural y apreciando las irregularidades y la asimetría que se encuentran en la naturaleza.

### Italian

Grazie a un riuscito connubio di know-how, qualità e design, **Spradling®** e **Citel®** hanno riunito le forze per presentare la collezione Kizuna Collection: nuovi tessuti innovativi che incarnano l'essenza più autentica di concetti quali collaborazione e condivisione.

Spirandosi all'estetica Wabi-Sabi del Sol Levante, la collezione celebra la bellezza dell'imperfezione e della transitorietà e abbraccia la magnificenza della Natura tramite l'apprezzamento delle irregolarità e delle imperfezioni in essa presenti.

## Main marketing message

### German

**Spradling**® und **Citel**® kombinieren Erfahrung, Qualität und Design für die Kizuna Kollektion: neue innovative Stoffe, die die wahre Essenz von Zusammenarbeit und Miteinander verkörpern.

Inspiriert vom ästhetischen Konzept Wabi-Sabi feiert diese Kollektion die schönen Züge der Unvollkommenheit und Vergänglichkeit und würdigt die Schönheit der natürlichen Welt sowie die Unregelmäßigkeiten und Asymmetrien der Natur.

### Polish

Łącząc swoją wiedzę, jakość i wzornictwo, **Spradling**® i **Citel**® przedstawiają kolekcję Kizuna: nową, innowacyjną tkaninę, która jest ucieleśnieniem prawdziwej kwintesencji współpracy i wspólnoty.

Ta inspirowana filozofią wabi-sabi kolekcja odnajduje piękno w niedoskonałości i nietrwałości, oddaje cześć urodzie świata przyrody oraz docenia nieregularne i asymetryczne formy natury.

### French

Alliant leur expertise, leur qualité et leur design, **Spradling**® et **Citel**® présentent la collection Kizuna : de nouveaux tissus innovants illustrant l'essence même de la coopération et de l'union.

Inspirée par le concept esthétique Wabi-Sabi, cette collection célèbre la splendeur de l'imperfection et de l'éphémère, embrassant ainsi la beauté du monde tout en appréciant les irrégularités et l'asymétrie que l'on trouve dans la nature.

## Marketing materials | Tag, Hashtags, Images & Video

### TAG

@spradlingeurope



### HASHTAGS

**Mandatory hashtags** | #Kizuna #KizunaCollection #KizunaFabrics  
#KizunaSpradling #Spradling #SpradlingEurope #CoatedFabrics

**Optionals hashtags** | #Design #OutdoorFabric #MarineUpholstery  
#MarineFabrics #MarineDesign #ExteriorDesign #DesignTrends  
#FurnitureDesign #Tessutirivestiti #Kunstleder #Tissusenduits  
#Tkaninypowlekane

### DOWNLOAD MAIN FILM

English | Spanish | French | Italian | Polish | German

### DOWNLOAD IMAGES

Plain fabric images  
Fabric shots  
Moodboards  
Product applied  
Product promotion

### SOCIAL MEDIA PACKAGE

Instagram reels  
Teaser LinkedIn | Facebook

### ANY DOUBTS?

Contact us at  
[marketing.europe@spradling.group](mailto:marketing.europe@spradling.group)

# Kizuna Collection

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CRAFTED BY Citel®