2008: OUTDOOR REVOLUTION
FOR AWNING FABRICS.

AWNINGS FOR SUN PROTECTION, PATIO SHADES AND TENTS... THE NEW ORCHESTRA BY DICKSON
COLLECTION REFLECTS THE NOMADE, NO LIMIT SPIRIT.

WITH A TOTAL OF 197 DESIGNS, THIS IS THE LARGEST RANGE OF OUTDOOR AWNINGS CURRENTLY
AVAILABLE ON THE MARKET. THE USE OF MATERIALS IS INNOVATIVE AND THE SELECTION OF STRIPES
AND COLOURS IS SECOND TO NONE. AUTHENTIC, CLASSIC CHIC OR DESIGNER, ORCHESTRA ALLOWS
YOUR IMAGINATION TO RUN WILD.

USING AN ULTRA-RESISTANT HIGH TECH MATERIAL, ORCHESTRA 2008 PROVIDES UNRIVALLED
PERFORMANCE, INCORPORATING UV PROTECTION, LIGHT FILTER AND NATURAL AIR CONDITIONING...

REPRESENTING SUPERIOR FRENCH QUALITY IN 100 COUNTRIES, ORCHESTRA 2008 HAS BECOME
SYMBOLIC OF THE EXPERTISE OF DICKSON, THE LEADING SUPPLIER OF OUTDOOR-INDOOR FABRICS
IN THE WORLD.

PRESS CONTACT: +33(0)1 43 38 63 15
Alexandra Breyne +33(0)6 30 81 90 17 - abreyne@motcomtedouble.fr
Céline Tondi +33(0)6 16 74 40 75 - ctondi@motcomtedouble.fr
NEW INSPIRED FABRICS FOR OUTDOOR DECORATION

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NEW INSPIRED FABRICS
FOR OUTDOOR DECORATION

NATURAL LINEN AND HESSIAN-EFFECT FABRICS

The new Orchestra collection is revolutionising the entire range of awning fabrics by integrating hessian or linen-effect fibres. The result of this is that the major designs in the collection suggest effects in the weaving that tie in with the authenticity of the natural materials. This innovative offering enables the main interior decoration materials to be recreated outdoors, whilst reaping the benefits provided by performance, quality and the strength of the solution-dyed acrylic.

23 NEW COLOURS IN THE SOLID COLOUR RANGE

23 new colours have been added to the Orchestra solids chart to give a complete range of 78 colours. Worthy of note are the fashionable colours Mineral (8900), Peacock (8901), Beaver (0805), Taupe (7559), Mint (7557), Cocoa (8776), Heather (8779) and the more classical Reseda (6023), Lilac (6692) or Lemon (7703). This wide colour range enables the colour of the awning to be coordinated with that of the outdoor furniture and facade and even allows for an extension of or indeed the contrast with the interior decor. From the sober tone of the indigos, browns, greys and blacks to the vitality of the greens, pinks, oranges, blues… Orchestra colours can be chosen as in a mural colour chart.

A SAMPLE GROUP OF 119 STRIPES,
FROM THE MOST CLASSICAL TO THE MOST DESIGNER

The Orchestra 2008 collection offers new stripe patterns and integrates the basic fashion for dark colours, greys or taupes alternated with beige tints. Extra-wide or slender, contrasting or blended, urban or mixed, timeless and yet still modern, the London, Biscarrosse, Sienna, Bonifacio, Hardelot or Cagliari stripe designs are only part of the reinvention of authenticity. 39 new designs enhance the offer of 119 striped designs, the widest range available in the market to date.
AN ON-LINE GUIDE TO CREATING YOUR OWN MADE-TO-MEASURE AWNING

On the site www.storistesinfos.com, Dickson provides an interface for the made-to-measure creation of awnings to private individuals, decorators or architects: the Designer System by Dickson.

In just a few clicks, the visitor can make up their awning design, using colours and/or stripes from the new Orchestra collection, to suit the style and light ambiance they desire, and the required area of shaded surface on the terrace. They can then print them out, e-mail them to a friend, plus access a tailored quote, maintenance advice and a directory of approved awning makers and distributors.
NEW INSPIRED FABRICS FOR OUTDOOR DECORATION

ISABELLE RODIER, THE ARTISTIC DIRECTOR AT THE HEART OF THE ORCHESTRA 2008 COLLECTION

The design office is one of the strategic centres of Dickson-Constant. It regularly invites Isabelle Rodier to design its new collections. A textile designer and colourist, Isabelle Rodier is co-founder of Robert le Héros design agency. Since 1999, she has been developing her role as artistic director and also works as a colourist on major architectural projects.

INFO +
Orchestra fabrics are distributed via a network of 80 manufacturers-distributors in Europe. By choosing an approved manufacturer, the client is choosing a technical advisor trained in the specifics of the product. Customer Information: +33 (0)3 20 45 59 17
**ORCHESTRA 2008**
62 NEW REFERENCES

197 REFERENCES, OF WHICH 78 SOLID COLOURS
AND 119 STRIPES

View the entire Orchestra collection at [www.dickson-constant.com](http://www.dickson-constant.com)

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**23 SOLID COLOURS**

- 0805 BEAVER
- 0867 TANGERINE
- 6023 RESEDA
- 6025 NUT
- 6386 DUBONNET TWEED
- 6387 HEMLOCK TWEED
- 6557 SALMON
- 6692 LILAC
- 7302 CHARCOAL TWEED
- 7557 MINT
- 7559 MOLE
- 7703 LEMON
- 8776 COCOA
- 8777 SAFFRAN
- 8778 THISTLE
- 8779 HEATHER
- 8790 MEDITERRANEAN TWEED
- 8901 PEACOCK
- 8902 BEIGE
- 8903 SKY
- 8904 LINEN
- 8905 FIR
- 8906 MINERAL

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**12 CLASSIC STRIPES**

- 8554 BURGUNDY
- 8555 FOREST
- 8556 MARINE
- 8557 RED
- 8908 THISTLE
- 8920 SAFFRAN
- 8921 HEATHER
- 8922 SLATE
- 8927 HEMP
- 8928 GREY
- 8929 BRUSSELS
- 8930 PARG
100% Sunacryl solution-dyed acrylic

295 g/m² - width 120 cm

Special Cleanguard® water repellent and anti-dirt awning treatment

Colourfastness of 7 to 8.8 under UV and the effects of weather

5-year guarantee - euros 21.53 inc. VAT/sales tax per non made-up linear metre

Available from all awning specialists and, in particular, Dickson-approved awning manufacturers and distributors
A HIGH-PERFORMANCE SOLUTION TO ENHANCE THE SURROUNDINGS

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SOLAR PROTECTION: BETWEEN 90 AND 100% OF UV FILTERED*

As high-quality textile materials, the fabrics in the Orchestra collection are tested then classified according to their UPF (Ultraviolet Protection Factor) index, which depends on the level of solar protection. The UV rate transmitted varies slightly depending on the colour of the fabric, and never exceeds 10%. According to skin type and the level of protection desired, the customer can choose their Orchestra fabric according to three UPF indices:

- **UPF 12+ GOOD PROTECTION = 90% OF UV FILTERED**
- **UPF 30+ HIGH PROTECTION = 95% OF UV FILTERED**
- **UPF 50+ TOTAL PROTECTION = 100% OF UV FILTERED**

VISUAL PROTECTION: MORE THAN 70% OF THE SUNLIGHT RETAINED*

An awning fabric naturally subdues the sunlight, but Orchestra canvasses have the distinctive feature of retaining more than 70% of the direct light, thus offering protection against incidences of dazzle or visual discomfort. The lighter fabrics will filter the rays of the sun by bringing light and "a second day" into the inside of the house, whilst the dark fabrics offer effective protection against the intensity of the sunlight when the sun is shining extremely brightly.
A HIGH-PERFORMANCE SOLUTION TO ENHANCE THE SURROUNDINGS

THERMAL COMFORT: AT LEAST 70% OF THE HEAT FROM THE SUN BLOCKED*

On a terrace, the heat felt is generated by the direct rays of the sun but also by the reflection of the environment (paving, façade elements, …). The Orchestra fabrics are characterised by a solar factor, a reference index that quantifies the total amount of heat transmitted to the space situated under the canvas. The lower the solar factor, the greater the reduction in the total amount of heat given out by the solar flow (at least 70% of the heat from the sun blocked). The awning fabric thus acts as a real natural air-conditioner.

MARC FONTOYNONT, DIRECTOR OF THE LABORATOIRE DES SCIENCES DE L’HABITAT, HAS THE FOLLOWING ADVICE:

“Exterior awning fabrics create open air comfort zones and enable the sophisticated control of the atmosphere: through one’s choice of fabric, it is possible to determine the degree to which the sun’s rays are filtered, adjust the temperature of the canvas, measure its light, and colour the space situated below. These things can be predicted from the features of the canvas determined in the laboratory. Using these parameters, choices become possible not only in terms of our colour preferences, but also in terms of our expectations of well-being depending on the context of their installation”.

INFO +

Improving people’s surroundings offers high potential for innovation to the textile industry: By the year 2020, “intelligent textiles” will represent 80% of all textiles and will be finding many applications in buildings, the sector that most consumes energy in a country’s economy: in France, 42.5% of total energy consumed is accounted for by this sector alone. According to the Grenelle working group assigned to this subject, building renovation could make it possible to cut by three quarters emissions of greenhouse gases by the year 2050 (Source: ADEME).

* Source: Lumière & Confort research, conducted by Dickson-Constant, with the Centre Scientifique et Technique de la Construction (Belgium) and Dr. Marc Fontoynont, head of the Laboratoire des Sciences de l’Habitat. The 197 Orchestra designs were rated according to their level of solar and visual protection, thermal comfort and coloration of light, thus offering the consumer a precision purchasing guide unique in the awning fabric market.

GUIDED TOUR IN SIX KEY STAGES.
THE QUALITY LABEL
"MADE IN FRANCE"

STAGE 1 - THE DESIGN OFFICE

Designed over four years, the new Orchestra collection required one year of work for Isabelle Rodier and the in-house designers, involving research of the latest fashions (styles and colours), colouring work, initial tests and the technical setting of the machines.

THE NEW ORCHESTRA COLLECTION IS BASED ON AN IDENTICAL Core RANGE FOR EVERY COUNTRY AND GEOGRAPHICALLY ADAPTS 20 TO 30% OF ITS DESIGNS.

STAGE 2 - THE PREPARATION FOR WEAVING

The raw material used for weaving the Orchestra fabric is the new high-strength Sunacryl yarn, a solution-dyed acrylic yarn. This is prepared in two stages; firstly the preparation of the warp yarns, then the preparation of the combs to connect the warp yarns to the looms.

THE AMOUNT OF DICKSON-CONSTANT YARN USED MONTHLY CORRESPONDS TO A DISTANCE EQUIVALENT TO 190 TIMES THE DIAMETER OF THE EARTH.

STAGE 3 - THE WEAVING

The new Orchestra collection is woven on the most modern looms on the market, in constant hygrometric and temperature conditions in order to avoid breaking the yarns as much as possible.

THE SPEED OF THE LOOMS USED FOR THE ORCHESTRA COLLECTION IS TEN TIMES GREATER THAN THAT OF THE MACHINES USED IN THE SEVENTIES.
THE QUALITY LABEL "MADE IN FRANCE"

STAGE 4 - THE TECHNICAL TREATMENT

Once they have been woven, the future Orchestra fabrics are washed and dried before undergoing an advanced technical treatment for optimum strength. The new Orchestra collection has the benefit of the Cleanguard® treatment, using a base of fluorine nano-molecules, which give the awning canvas an unrivalled resistance to stains, greasy substances and water.

THE FINISHED ORCHESTRA CANVAS IS TREATED IN A BATH THEN IS COMPRESSED BETWEEN TWO CYLINDERS SO THAT THE TREATMENT PENETRATES TO THE CORE OF THE CANVAS.

STAGE 5 - QUALITY CONTROLS

At the end of the chain, the technical characteristics of the fabrics are systematically verified in the laboratory. Every square centimetre is checked at the same time by a computerized camera and by an expert human eye. The slightest fault is then indicated and recorded. The fabrics are then cut in 60 m rolls before being wrapped and stored.

WEIGHT, WATER PRESSURE, TEARS, STIFFNESS, WATERPROOFNESS, ACCELERATED ARTIFICIAL AGEING... ORCHESTRA CANVAS IS SUBJECTED TO A SERIES OF QUALITY CONTROLS PRIOR TO OBTAINING THE DICKSON QUALITY LABEL AND THE FIVE-YEAR GUARANTEE.

STAGE 6 - LOGISTICS

The Dickson-Constant storage unit is spread across two warehouses of 10,000 m². The entire stock of Orchestra canvas is computerized. Every order placed before noon can be delivered within 24 hours.

ORCHESTRA FABRICS ARE DISTRIBUTED VIA NETWORKS OF DICKSON-APPROVED MANUFACTURERS IN MORE THAN 100 COUNTRIES. 70% OF DISTRIBUTION IS INTERNATIONAL.
THE QUALITY LABEL "MADE IN FRANCE"

ACCELERATED MACHINE-TESTING OF CANVASSES

The advanced Atlas CI 5000 is truly an “accelerated machine”, which enables Dickson-Constant to test the strength of its canvasses and to measure it against competing fabrics. Dickson-Constant is the first textile company to be equipped with such a machine in Europe. It offers opportunities for multiple parameterisation (length of exposure, intensity and frequency of rainfall, level of sunshine, level of humidity…) and allows for the accelerated exposure of 100 canvas samples to external conditions.

INFO +

The technical know-how of Dickson-Constant is the result of the union, in 1969, of La Maison Dickson, located in Dunkirk since 1836 and the Constant establishments situated in Lille since 1913. This grouping has enabled the company to become skilled in weaving, spinning and making canvas covers. Today, Dickson-Constant is the premier manufacturer of awning fabrics in Europe.
THE INNOVATIVE STRENGTH OF DICKSON-CONSTANT

Innovation is what drives Dickson-Constant in its development: this is evident in that 40% of its turnover comes from products created less than three years ago. Today, the company is concentrating its research on two major axes: pushing back the limits of customisation and developing new, high-performance materials for applications beyond awning canvasses. A precursor of the fundamental indoor-outdoor trend, Dickson's policy of innovation involves calling on the expertise of all its departments. The company is constantly seeking to develop and diversify.
THE INNOVATIVE STRENGTH OF DICKSON-CONSTANT

NEW TECHNOLOGICAL CHALLENGES: TOWARDS A CANVAS THAT IS EXCEPTIONAL AND ECOLOGICAL

According to Eugène Deleplanque, Chairman and Managing Director of Dickson-Constant, “textiles offer a fantastic creative playground. But the challenge must be taken up. Today, printed, made-to-measure textiles, the à la carte choice of fabric widths, exterior awning canvasses personalised by a dedicated web platform... tomorrow, fabrics closely linked to renewable energies”. The appointment to the R&D team in 2007 of an engineer qualified in this matter is proof of this desire. Other routes are being studied, such as non-flammable, self-cleaning and “anti-mosquito” fabrics.

"GLENOVATION", INNOVATION AT THE HEART OF "NEW GENERATION" MANAGEMENT

Dickson innovation is given physical form by a team of eight engineers, and 50 within the Glen Raven group. But its dynamism in this respect reaches beyond the frontiers of merely R&D. Proof of this is provided by the creation within Glen Raven of the “New Frontiers” department, which has as its aim to create a culture of innovation throughout the company. This desire led to the launch of the “GlenOvation” programme, in February 2005, which rewards good ideas both in France and the USA. Product innovations, the exploration of new markets, search for new technologies... The objective is to maintain the company’s lead in textile innovation and conquer new market segments.
THE INNOVATIVE STRENGTH OF DICKSON-CONSTANT

AN INDOOR-OUTDOOR DYNAMIC OF DIVERSIFICATION

In just two years, over 200 ideas have been suggested, through “idea boxes” located in all the company’s departments. Six have won awards, and five have been implemented as part of the company’s strategy of diversification. Examples: an awning canvas used to make interior curtains that are resistant to discolouration caused by the sun; an ultra-resistant barbecue cover; and, most recently Floor It®, a new type of floor covering that allies the best of PVC with natural fibre flooring covering design (coconut, sisal, seagrass).

With FLOOR IT®, DICKSON – the outdoor specialist – comes into the house

All the practical qualities of a PVC floor, allied with a covering design in natural fibres: Floor It® is the latest innovation from Dickson, unveiled at the Batimat exhibition, in November 2007 in Paris. Woven using PES/PVC fabrics, then fixed on a thick, foam underlay, Floor It® is really easy to maintain, provides optimum UV resistance and boasts previously unheard of acoustic qualities for a PVC floor. Set to go on sale in 2009, the Floor It® range will contain twenty designs in the launch phase. It is designed both for home owners, for mid- to upscale dwellings, and professionals (hotels, catering, retail stores).

INFO +

Dickson-Constant, a key player in the Up Tex competitiveness cluster. International leader in technical textiles, with a wide range of fabrics designed for indoor-outdoor furnishing and industry (boating, automotive, aerospace...), Dickson-Constant is heavily involved in the Up Tex competitiveness cluster. This world-class cluster brings together 75% of French textile engineers and the leading scientific community in the Nord-Pas de Calais region. The aim: to favour the emergence of innovative projects and the conquest of new international markets.
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KEY REFERENCES

DICKSON-CONSTANT - KEY DATES:

1836
Creation of the spinning company Dickson in Dunkirk, the oldest textile company in France

1969
Merging of the spinning company Dickson and the weaving company Constant

1998
Dickson-Constant joins the American group Glen Raven, number 1 in the world in outdoor textiles

2000
Dickson-Constant obtains certification ISO 9002

2003
Dickson-Constant obtains certification ISO 9001

DICKSON-CONSTANT - KEY FIGURES:

N°1 in the world market for solution-dyed acrylic awning fabrics

600 employees worldwide / 4,000 people affiliated to the Glen Raven group

Offices in 100 countries and 5 continents

70% of turnover achieved internationally

A network of 435 manufacturers-distributors in France, 70 in Italy and 300 in the Benelux countries

ABOUT NORD-PAS DE CALAIS (source CRCI)
Leading textile region in France, 2nd largest technical textile region behind Rhône-Alpes, representing 150 companies and 9,000 jobs

ABOUT THE TECHNICAL TEXTILE MARKET (source UP TEK)
5 to 7% per year growth rate in the technical textile market in the Western world

The outdoor decoration market (source FEA)

€1.72 million in 2006 (growth of 2.2% compared to 2005)

3.5 million awnings sold/year, of which 85% in Europe (growth in 2006: +6%)

12% of French households own an awning in 2006