

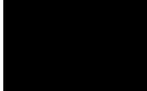











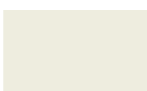







Colours




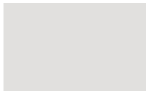

	Light blue NCS S 2040-B20G		Orange red NCS S 1080-Y70R		Traffic black RAL 9017
	Dark green NCS S 5540-G50Y		Orange RAL 2008		Basalt black NCS S 8000-N
	Olive green NCS S 2060-G80Y		Warm grey NCS S5010-Y10R		Basalt grey RAL 7012
	Lime green Sikkens G4.60.70		Yellow grey RAL 7034		Anthracite grey RAL 7016
	Citron yellow RAL 1012		Quartz grey RAL 7039		Grey white RAL 9002
	Signal yellow RAL 1003		Light grey NCS S 4000-N		Traffic white RAL 9016
	Yellow NCS S 0560-Y		Aluminium RAL 9006		

Colours and materials can differ from image, for a true colour perspective, please use a RAL or NSC colour card





Wood colours

	Natural Oak		Red NCS 1080-Y80R		Black
	Natural Pressed bamboo		Yellow NCS S 2040-B20G		Dark grey NCS 9000-N
	Natural Ash		Blue NCS S 2040-B20G		Mid grey NCS 6005-R80B
	White		Dark green NCS S 2040-B20G		White grey NCS 0300-N

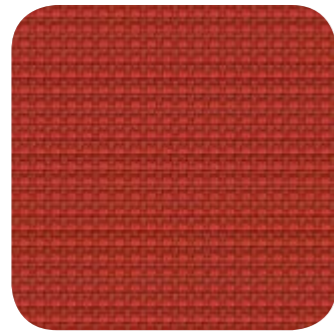
Laminates

	Anthracite Pfleiderer U12290 VV		Oak Pfleiderer R20010 NW		Grey white Pfleiderer R27043 NW
	Opal white Pfleiderer W1003 VV		Ash Pfleiderer R27043 NW		

Metal finishes

	Anodised aluminium		Chrome		Polished aluminium
	Stainless steel				

Camira Urban | category A



Application

Task seating

Composition

100% Recycled Flame Retardant Polyester

Non metallic dyestuffs

Environmental

EU Ecolabel, Oeko-Tex Standard 100

Made from 100% recycled polyester

Width

140cm minimum

Weight

340 g/m² ±5% (480 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

BS 5852 Ignition Source 5

BS 7176 Medium Hazard

DIN 4102 B1

UNI 9175 Classe 1 IM

Abrasion resistance

100,000 Martindale cycles

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

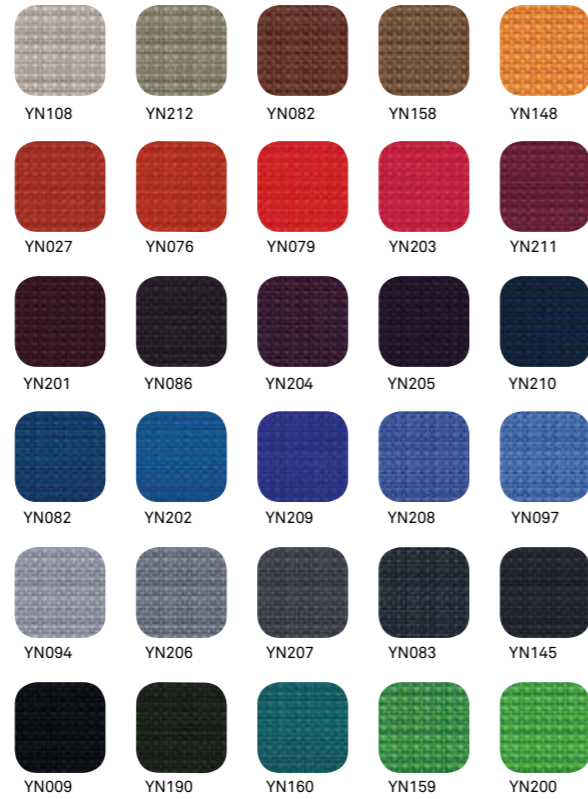
Cleaning

Washable to 60 °C. Vacuum regularly.

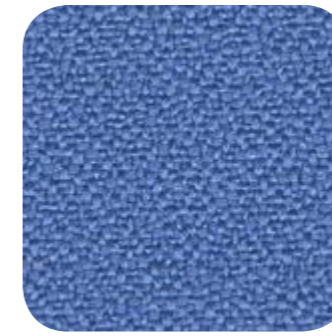
Wipe clean with a damp cloth or shampoo using proprietary upholstery shampoo.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Camira Xtreme | category A



Application

Task seating

Composition

100% Recycled Flame Retardant Polyester

Non metallic dyestuffs

Environmental

EU Ecolabel, Oeko-Tex Standard 100

Made from 100% recycled polyester

Width

140 cm minimum

Weight

310 g/m² ±5% (435 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

BS 5852 Ignition Source 5

BS 7176 Medium Hazard

DIN 4102 B1

NF D 60-013

ÖNORM B 3825 & A 3800-1 (over 58 kg/m³ CMHR foam)

UNI 9175 Classe 1 IM

BS 476 Part 7 Class 1

Abrasion resistance

100,000 Martindale cycles

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Washable to 60 °C. Vacuum regularly.

Wipe clean with a damp cloth or shampoo using proprietary upholstery shampoo.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Gabriel Medley | category A



Application
Contract and soft seating

Composition
100% polyester

Environmental
Oeko-Tex, 100% free of heavy metals

Width
140cm

Weight
510 g/lm
16.45 oz/lin.yd

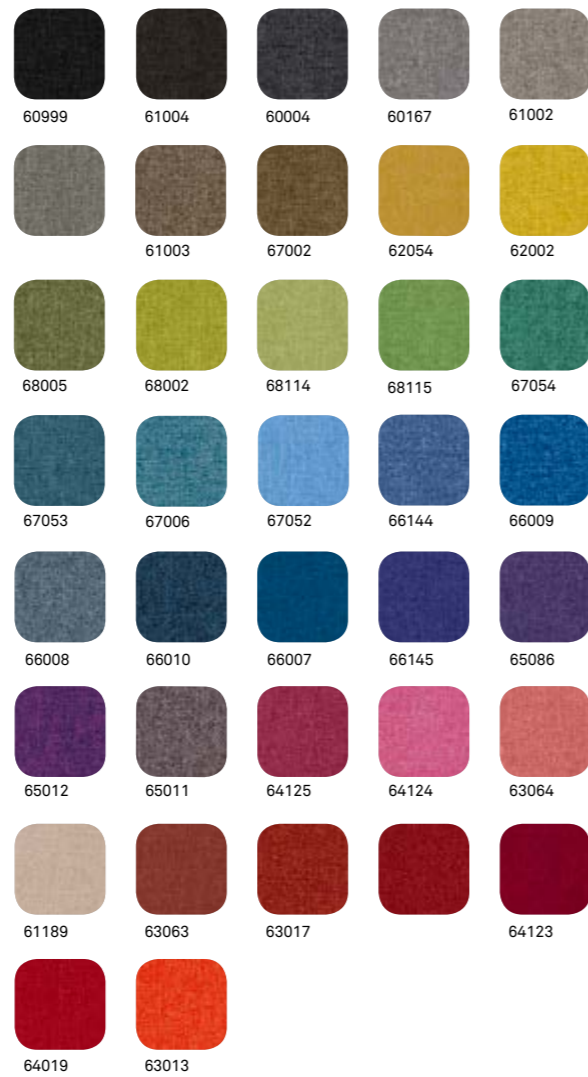
Flame resistance
BS EN 1021 1&2 Cigarette and Match
BS EN 1021-1 Cigarette
BS 5852 Part 1 0,1 Cigarette & match
BS 476 Part 7, class 2
Class Uno UNI 9175 Class 1 | EMME
Class Uno UNI 9174 - UNI 8457
ÖNORM B 3825-B2-3800-Q1 UK
CA TB 117-2013
ASTM E 84

Abrasion resistance
75,000 Martindale cycles

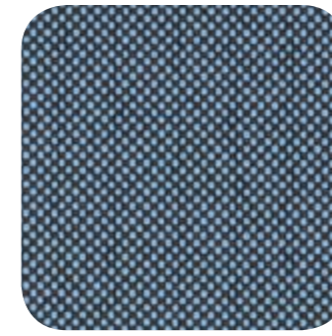
Fastness to Rubbing
4-5/4-5 scale 1-5, max. 5 -
EN ISO 105x12 (wet/dry)

Cleaning
Wash and dry cleaning P(W).

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Gabriel Go Check | category A



Application
Contract

Composition
100% Trevira cs

Environmental
Oeko-Tex, EU Ecolabel
Cradle to Cradle Bronze,
100% free of heavy metals

Width
140cm

Weight
435 g/lm
14.03 oz/lin.yd

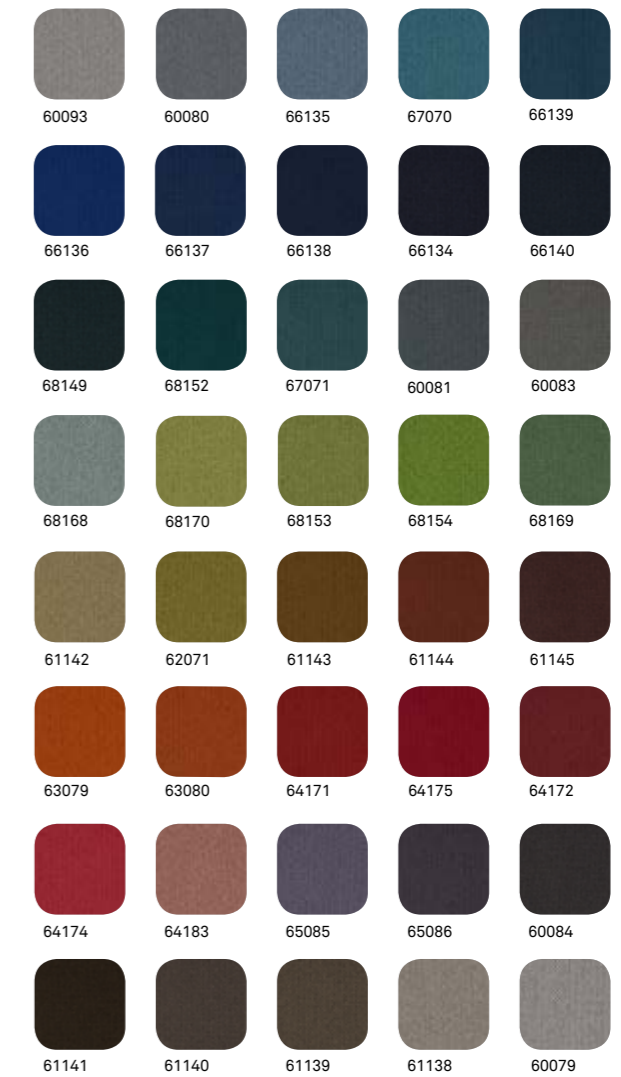
Flame resistance
BS EN 1021 1&2 Cigarette and Match
BS EN 1021-1 Cigarette
BS 5852 Part 1 0,1 Cigarette & match
BS 5852 Crib 5
BS 7176 Medium hazard
DIN 4102 B1
NFP 92-503/504/505 M1
ÖNORM B 3825-B1-3800-Q1 UK
Class Uno UNI 9175 Class 1 | EMME
FAR/JAR 25.853 (a) (i) (ii)
CA TB 117-2013
DIN EN 13501-1 B-s1,d0

Abrasion resistance
80,000 Martindale cycles

Fastness to Rubbing
-5/4-5 scale 1-5, max. 5 -
EN ISO 105x12 (wet/dry)

Cleaning
Wash or dry cleaning P(W).

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Kvadrat Umami | category B



Application

Upholstery

Composition

90% wool and 10% nylon

Width

140cm

Weight

app. 420 g/lin.m

Flame resistance

EN 1021-1/2

BS 5852 part 1

NF D 60 013

UNI 9175 1IM

US Cal. Bull. 117-2013

IMO A.652 (16)

Abrasion resistance

80,000 Martindale cycles

Cleaning

Vacuuming and dry cleaning.

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Gabriel Interglobe Wool 2 |category B



Application

Contract

Composition

100% wools of New Zealand

Environmental

Oeko-Tex, EU Ecolabel

100% free of heavy metals

Width

140cm

Weight

620 g/lm

20.00 oz/lin.yd

Flame resistance

BS 7176 Medium hazard

BS 5852 Crib 5

IMO MSC 307(88) Annex 1 part 8

MED Certificate IMO

BS EN 1021 1&2 Cigarette and Match

BS 5852 Part 1 0,1 Cigarette & match

CA TB 117-2013

Abrasion resistance

50,000 Martindale cycles

Fastness to Rubbing

4/4 Scale 1-5, max. 5 -

EN ISO 105x12 (wet/dry)

Cleaning

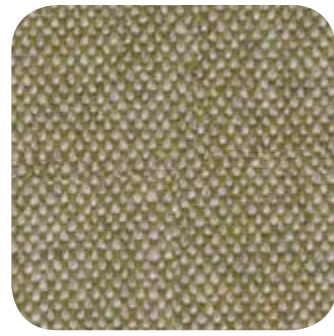
Dry cleaning P(S).

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Camira Mainline flax | category B



Application

Task seating, soft seating and curtain

Composition

70% Virgin Wool and 30% Flax

Environmental

Certified to the EU Ecolabel
Rapidly renewable and compostable
Made from wool and bast fibre

Width

140cm

Weight

435 g/m² ±5% (610 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

BS 5852 Ignition Source 5

BS 7176 Medium Hazard

NF D 60-013

ÖNORM B 3825 & A 3800-1

(58kg/m³ CMHR Foam)

UNI 9175 Classe 1 IM

BS 5867-2: Type B Curtains & Drapes

Abrasion resistance

50,000 Martindale cycles

Fastness to Rubbing

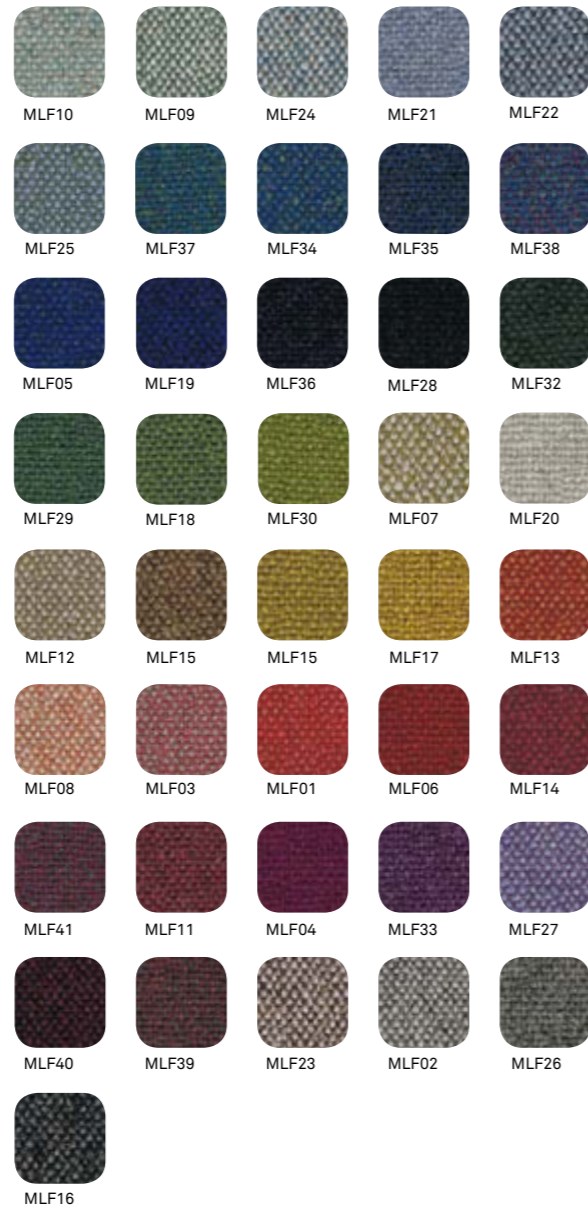
Wet: 3, Dry: 4 (ISO 105 - X12)

Cleaning

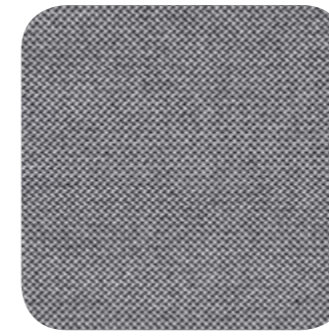
Vacuum regularly. Professionally dry clean or wipe clean with a damp cloth.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Kvadrat Revive 1 | category B



Application

Upholstery

Composition

100% recycled polyester FR

Environmental

Recycled resource from PET bottles

Width

App. 140 cm

Weight

App. 430/lin.m

Flame resistance

EN 1021-1/2

DIN 4102 B1

Önorm B1/Q1

UNI 9175 1IM

US Cal. Tech. Bull. 117

IMO A.652 (16)

Abrasion resistance

60,000 Martindale cycles

Cleaning

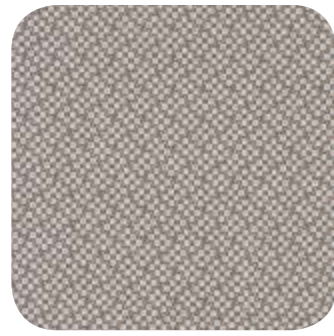
Vacuuming and dry cleaning.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Kvadrat Revive 2 | category B



Application

Upholstery

Composition

100% recycled polyester FR

Environmental

Recycled resource from PET bottles

Width

App. 140 cm

Weight

App. 420/lin.m

Flame resistance

EN 1021-1/2

DIN 4102 B1

Önorm B1/Q1

UNI 9175 1IM

US Cal. Tech. Bull. 117

IMO A.652 (16)

Abrasion resistance

60,000 Martindale cycles

Cleaning

Vacuuming and dry cleaning.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Gabriel Step melange | category B



Application

Contract

Composition

100% Trevira cs

Environmental

Oeko-Tex, EU Ecolabel

100% free of heavy metals

Width

140cm

Weight

470 g/lm

15.16 oz/lin.yd

Flame resistance

IMO MSC 307(88) Annex 1 part 8

MED Certificate IMO

DIN 4102 B1

NFP 92-503/504/505 M1

BS EN 1021 1&2 Cigarette and Match

BS 5852 Part 1 0,1 Cigarette & match

BS 5852 Crib 5

ÖNORM B 3825-B1-3800-Q1 UK

FAR/JAR 25.853 (a) (i) (ii)

BS 7176 Medium hazard

AM 18 - NF D 60-013-(only for fabric)

CA TB 117-2013

Class Uno UNI 9175 Class 1 I EMME

DIN EN 13501-1 B-s1,d0

Abrasion resistance

100,000 Martindale cycles

Fastness to Rubbing

4-5/4-5 scale 1-5, max. 5 -

EN ISO 105x12 (wet/dry)

Cleaning

Wash or dry cleaning P(W).

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Kvadrat Remix 2 | category C



Application
Upholstery

Composition
90% New wool and 10% Nylon

Environmental
EU Ecolabel

Width
138cm

Weight
415 g/lin.m

Flame resistance
EN 1021-1/2
BS 5852 part 1
Önorm B1/Q1
NF D 60 013
UNI 9175 1IM
AS/NZS 1530.3
US Cal. Bull. 117-2013
NFPA 260
IMO FTP Code 2010: Part 8

Abrasion resistance
100,000 Martindale cycles

Cleaning
Vacuuming and dry cleaning.

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Kvadrat Hero | category C



Application
Upholstery

Composition
96% new wool and 4% nylon

Environmental
EU Ecolabel

Width
App. 140cm

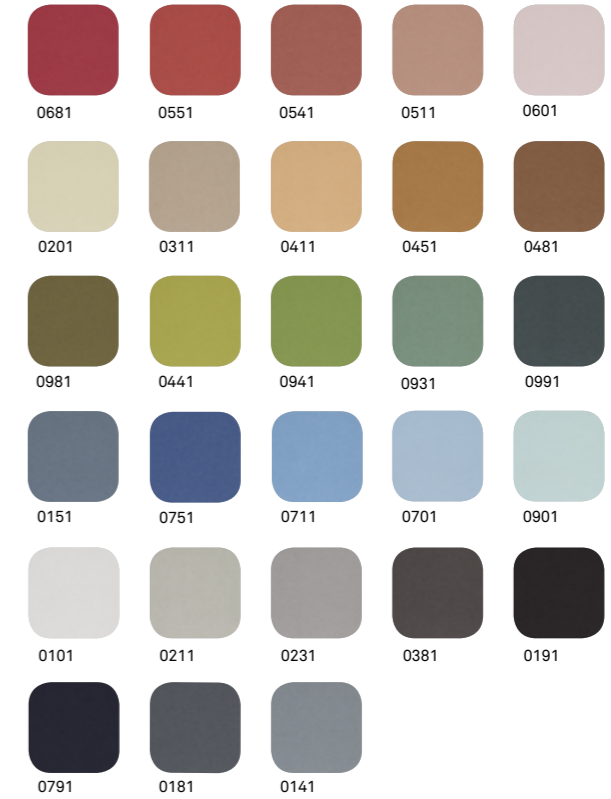
Weight
App. 580/lin.m

Flame resistance
AS/NZS 3837 class 2
BS 5852 Crib 5 with treatment
BS 5852 part 1
DIN 4102 B2
EN 1021-1/2
IMO FTP Code 2010: Part 8
NF D 60 013
NFPA 260
SN 198 898 5.3 with treatment
UNI 9175 1IM
US Cal. Bull. 117-2013

Abrasion resistance
45,000 Martindale cycles

Cleaning
Vacuuming and dry cleaning.
Avoid using steam.

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Camira Synergy | category C



Application
Task seating, soft seating
and curtain

Composition

95% Virgin Wool and 5% Polyamide

Environmental

EU Ecolabel

Width

140 cm minimum

Weight

400 g/m² ±5% (560 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

NF D 60-013

ÖNORM B 3825 & A 3800-1

(58 kg/m³ CMHR Foam)

UNI 9175 Classe 1 IM

EN 13501 Adhered Class D, s1, d0

EN 13501 Un-adhered Class E, s2, d0

Abrasion resistance

100,000 Martindale cycles

Fastness to Rubbing

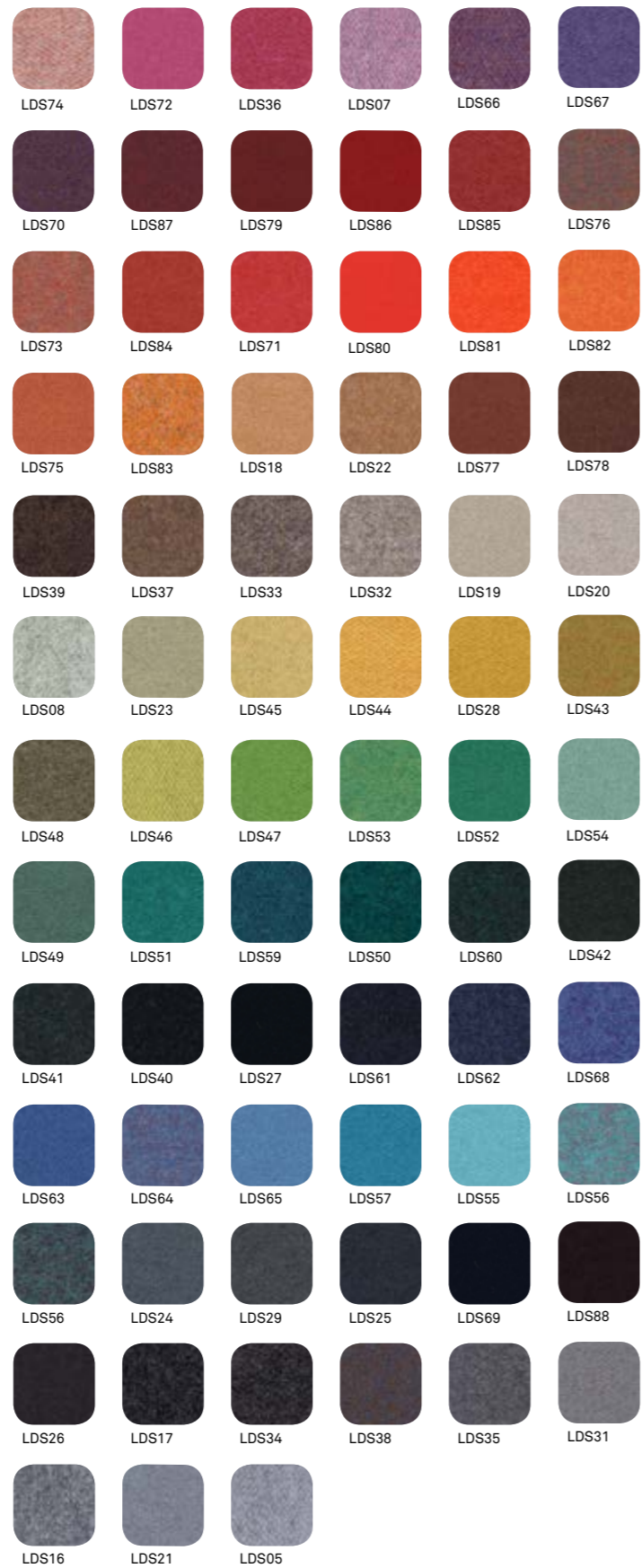
Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

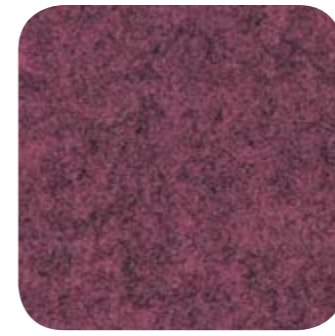
Vacuum regularly. Professionally dry clean
or wipe clean with a damp cloth.

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Camira Blazer | category C



Application
Task seating, soft seating
and curtain

Composition

100% Virgin Wool

Non metallic dyestuffs

Environmental

Rapidly renewable and compostable

Width

140 cm minimum

Weight

460 g/m² ±5% (645 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

NF D 60-013

ÖNORM B 3825 & A 3800-1

(58kg/m³ CMHR Foam)

UNI 9175 Classe 1 IM

BS 476 Part 7 Class 1

EN 13501-1 Adhered Class D, s1, d0

Abrasion resistance

50,000 Martindale cycles

Fastness to Rubbing

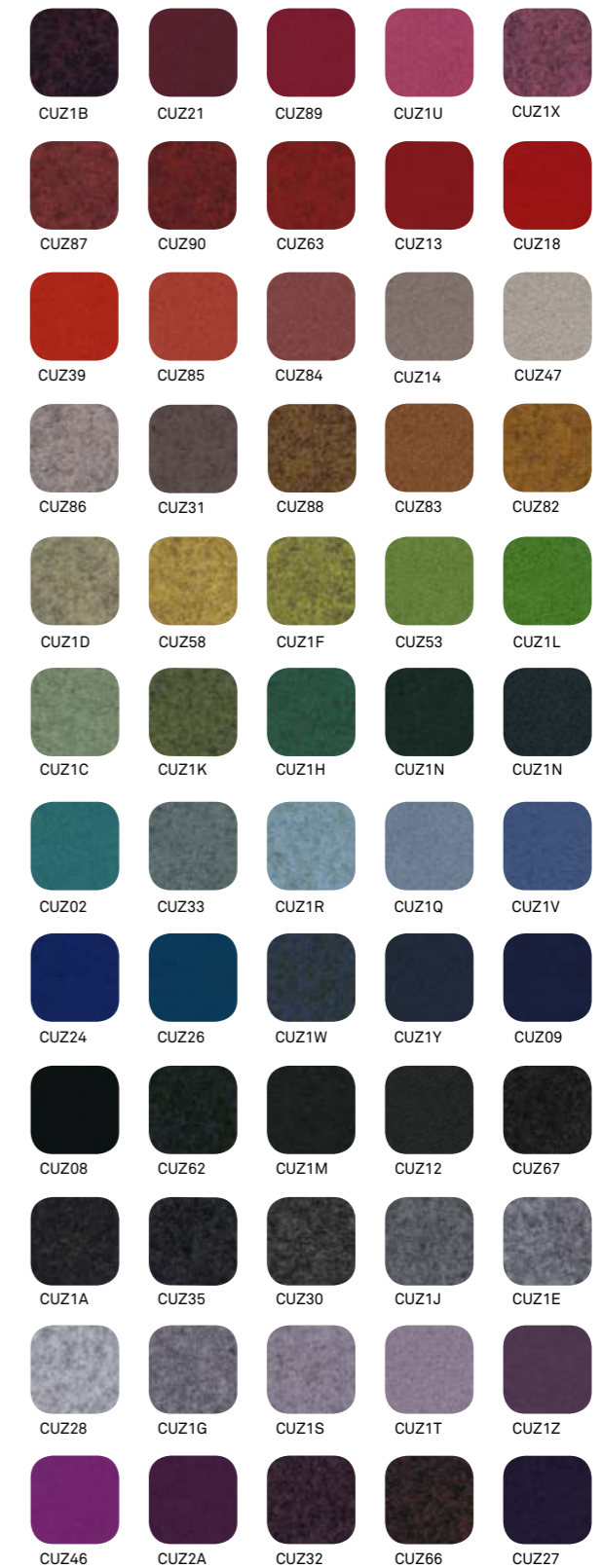
Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Vacuum regularly. Professionally dry clean
or wipe clean with a damp cloth.

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Serge Ferrari Stamskin Top | category C



Application

Task seating

Composition

Underlayer Polyamid- jersey

Environmental

Recyclable

Width

140cm

Weight

780 g/m²

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

SN 198898 – VKF/AEAI

BS 5852 crib 5

DIN 4102 B1

UNI 9175 Classe 1 IM

Abrasion resistance

120,000 Martindale cycles

Cleaning

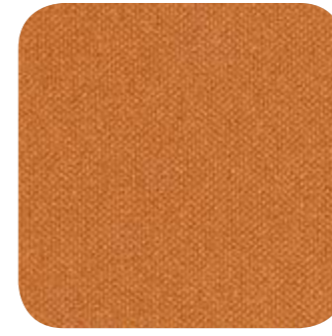
Visit the Sergio Ferrari website for a detailed explanation.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Vyva fabrics Sylverguard | category C



Application

Upholstery

Composition

Vinyl/Urethane Topcoat met Hi-Loft² backing

Width

137cm

Weight

685 g/m²

Flame resistance

EN 1021-1/2

IMO FTP Code 2010 MSC.307: Part 8

BS5852 part 1

UNI 23.727-90 1R/M2

NF P 92-503/M2

DIN 4102 B2

UNI 9175/UNI 9175/Fa1 1IM

ÖNORM B 3825,

Gruppe 1-Schwerbrennbares Verhalten

ÖNORM A 3800 Teil 1,

Qualmbildungsklasse Q1

FMVSS 302/FAR 25.853

Abrasion resistance

30,000 Martindale cycles

Cleaning

Damp cloth with soap water, do not use abrasive cleaner.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Kvadrat Divina 3 | category D



Application

Upholstery

Composition

100% new wool

Environmental

EU Ecolabel

Width

150cm

Weight

Approx. 840 g/lin.m

Flame resistance

AS/NZS 1530.3

BS 5852 Crib 5

BS 5852 part 1

DIN 4102 B2

EN 1021-1/2

IMO FTP Code 2010:Part 8 NF D 60 013

Abrasion resistance

45,000 Martindale cycles

Cleaning

Vacuuming and dry cleaning.

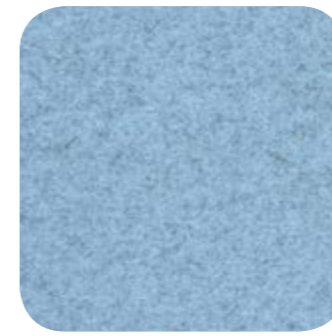
Avoid using steam.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.

0106	0224	0171	0173	0154
0691	0393	0356	0346	0334
0246	0236	0426	0462	0444
0526	0536	0542	0562	0552
0584	0623	0626	0636	0652
0671	0662	0666	0696	0376
0191	0793	0791	0686	0756
0692	0684	0782	0676	0742
0712	0836	0826	0893	0181
0384	0886	0876	0922	0956
0846	0856	0966	0944	0984
0936				

Kvadrat Divina melange 2 | category D



Application

Upholstery

Composition

100% new wool

Environmental

EU Ecolabel

Width

150cm

Weight

Approx. 820 g/lin.m

Flame resistance

AS/NZS 1530.3

BS 5852 Crib 5

BS 5852 part 1

DIN 4102 B2

EN 1021-1/2

IMO FTP Code 2010:Part 8

NF D 60 013

NFPA 260

Önorm B1/Q1

SN 198 898 5.3 with treatment

UNI 9175 1IM

US Cal. Tech. Bull. 117 AS.NZS 1530.3

Abrasion resistance

45,000 Martindale cycles

Cleaning

Vacuuming and dry cleaning.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.

0120	0220	0260	0280	0180
0731	0721	0821	0771	0871
0971	0471	0920	0931	0421
0521	0571	0531	0581	0671
0620	0631	0681	0170	

Kvadrat Hallingdal 65 | category D



Application
Upholstery

Composition
70% new wool and 30% viscose

Environmental
EU Ecolabel

Width
130cm

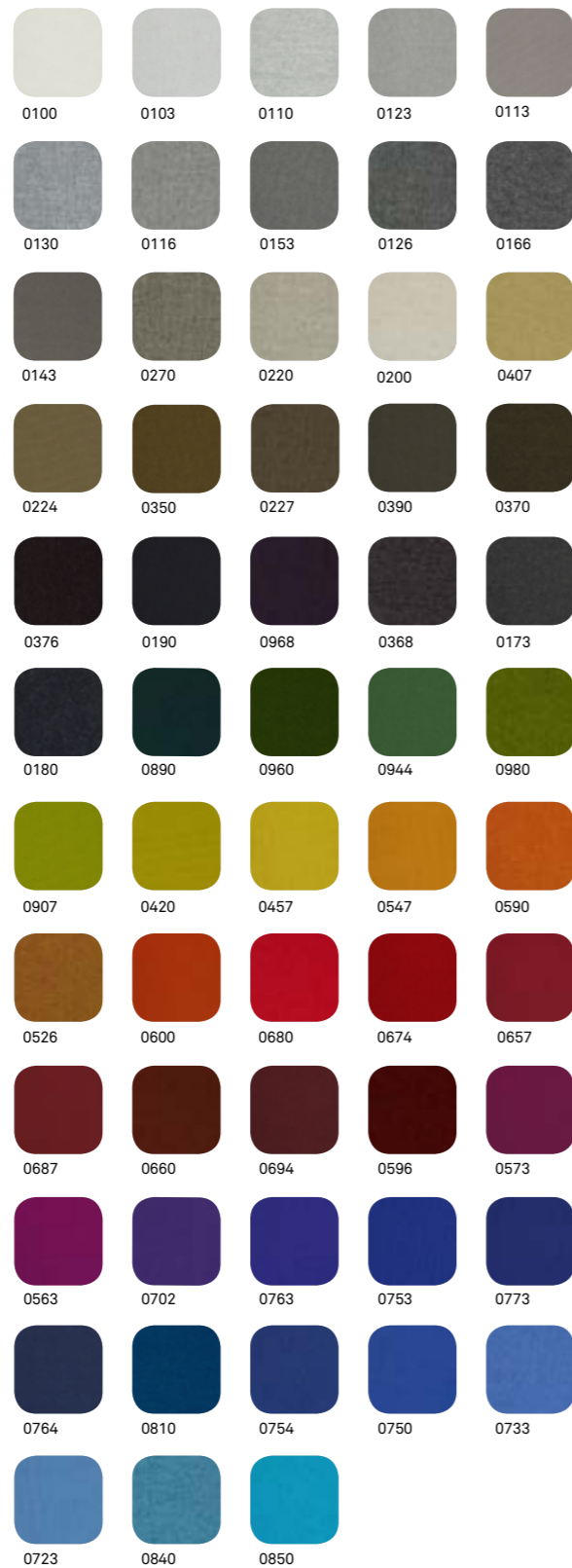
Weight
Approx. 795 g/lin.m

Flame resistance
EN 1021-1/2
BS 5852 Crib 5
BS5852 part 1
DIN 4102 B2
Önorm B1/Q1
NF D 60 013
NFPA 260
SN 198 898 5.3 with treatment
UNI 9175 1IM
US Cal. Bull. 117 – 2013
IMO FTP Code 2010: Part 8

Abrasion resistance
100,000 Martindale cycles

Cleaning
Vacuuming and dry cleaning.

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Kvadrat Steelcut 2 | category D



Application
Upholstery

Composition
90% wool and 10% nylon

Environmental
EU Ecolabel

Width
150cm

Weight
Approx. 825 g/lin.m

Flame resistance
EN 1021-1/2
BS 5852 part 1
DIN 4102 B2
Önorm B1/Q1
NF D 60 013
UNI 9175 1IM
US Cal. Tech. Bull. 117 NFPA 260
AS/NZS 3837
IMO FTP Code 2010: Part 8

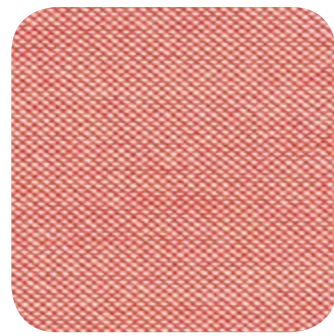
Abrasion resistance
80,000 Martindale cycles

Cleaning
Vacuuming and dry cleaning.

Colours
Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Kvadrat Steelcut trio 3 | category D



Application

Upholstery

Composition

90% wool and 10% nylon

Environmental

EU Ecolabel

Width

140cm

Weight

Approx. 770 g/lin.m

Flame resistance

EN 1021-1/2

BS 5852 part 1

DIN 4102 B2

Önorm B1/Q1

NF D 60 013

UNI 9175 1IM

US Cal. Bull. 117, – 2013

NFPA 260

AS/NZS 3837

IMO FTP Code 2010: Part 8

Abrasion resistance

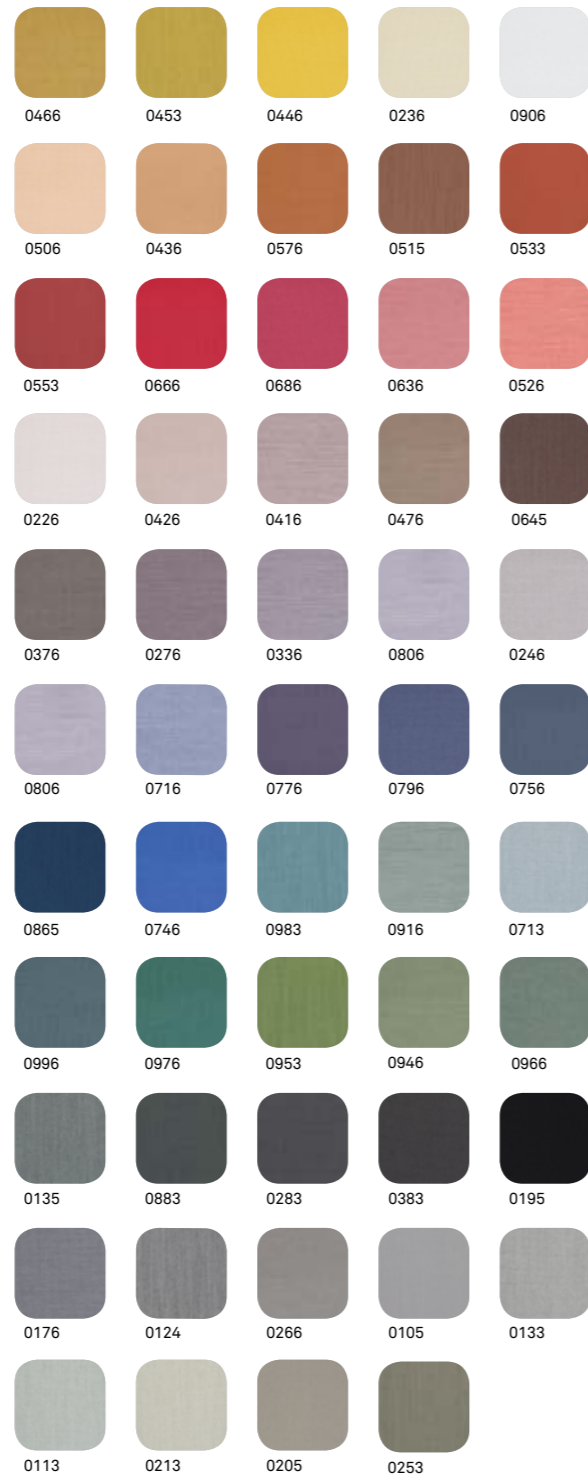
100,000 Martindale cycles

Cleaning

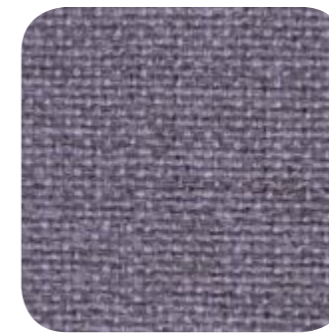
Vacuuming and dry cleaning.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Camira Cara | category P0



Application

Panel

Composition

100% Polypropylene

Environmental

EU Ecolabel

Width

170 cm minimum

Weight

220 g/m² ±5% (375 g/lin.m ±5%)

Flame resistance

EN 1021-1 (cigarette)

BS 476 Part 7 Class 1

EN 13501-1 Adhered Class B, s2 ,d0

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Vacuum regularly. Wipe clean with

a damp cloth or shampoo using

proprietary upholstery shampoo.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.



Gabriel Soul | category P1



Application

Panel

Composition

100% wool

Environmental

Oeko-Tex

100% free of heavy metals

Width

170cm

Weight

330 g/lm

10.64 oz/lin.yd

Flame resistance

BS 476 Part 7 Class 1

ÖNORM B 3825-B1-3800-Q1 UK

Fastness to Rubbing

4/4-5 scale 1-5, max. 5 -

EN ISO 105x12 (wet/dry)

Cleaning

Regular vacuum cleaning.

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Camira Racer | category P1



Application

Panel

Composition

100% Polyester,

Non metallic dyestuffs

Width

170 cm minimum

Weight

300 g/m² ±5% (510 g/lin.m ±5%)

Flame resistance

BS 476 Part 7 Class 1

EN 13501-1 Adhered Class B, s2, d0

EN 13501-1 Un-adhered Class B, s1, d0

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Vacuum regularly. Wipe clean with
a damp cloth or shampoo using
proprietary upholstery shampoo.

Colours

Colours can differ from image,
for a true colour perspective
and up to date colour card,
please visit the brand website.



Gabriel Twist Melange | category P1



Application

Panel

Composition

100% Trevira cs

Environmental

Oeko-Tex, EU Ecolabel

100% free of heavy metals

Width

170cm

Weight

370 g/lm

11.93 oz/lin.yd

Flame resistance

ASTM E 84

DIN 4102 B1

NFP 92-503/504/505 M1

BS 476 Part 7, class 1

Class Uno UNI 9175 Class 1 | EMME

Class Uno UNI 9177 - Class 1 | EMME

Class Uno UNI 9174 - UNI 8457

DIN EN 13501-1 B-s1,d0

Fastness to Rubbing

4-5/4-5 scale 1-5, max. 5 -

EN ISO 105x12 (wet/dry)

Cleaning

Wiping down with water.

Colours

Colours can differ from image,

for a true colour perspective

and up to date colour card,

please visit the brand website.



Camira Blazer light | category P2



Application

Panel

Composition

100% Virgin Wool

Non metallic dyestuffs

Environmental

Rapidly renewable and compostable

Width

170 cm minimum

Weight

355 g/m² ±5% (605 g/lin.m ±5%)

Flame resistance

BS 476 Part 7 Class 1

BS 476 Part 6 Class 0

EN 13501-1 Adhered Class C, s1, d0

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Vacuum regularly. Professionally dry clean

or wipe clean with a damp cloth.

Colours

Colours can differ from image,

for a true colour perspective

and up to date colour card,

please visit the brand website.



Kvadrat Floyd screen | category P2



Application

Panel

Composition

45% new wool, 50% polyester and 5% nylon

Width

App. 170 cm (app. 67 inches)

Weight

App. 370 g/lin.m

Flame resistance

BS 476 part 7 + 6 when glued

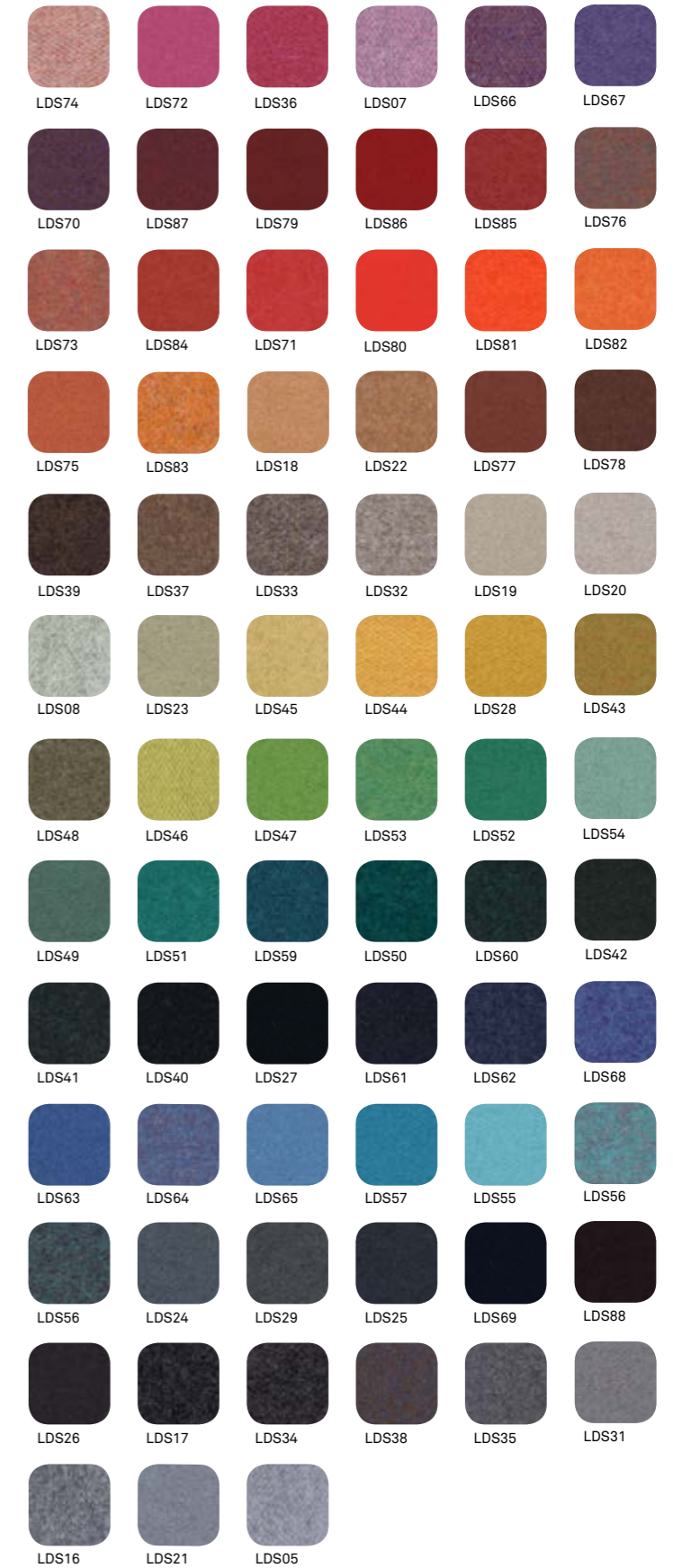
Cleaning

Vacuuming and dry cleaning.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.

Camira Synergy 170W | category P2



Application

Panel

Composition

95% Virgin Wool and 5% Polyamide

Environmental

EU Ecolabel

Width

140 cm minimum

Weight

400 g/m² ±5% (560 g/lin.m ±5%)

Flame resistance

EN 1021 - 1 (cigarette)

EN 1021 - 2 (match)

BS 7176 Low Hazard

NF D 60-013

ÖNORM B 3825 & A 3800-1

(58 kg/m³ CMHR Foam)

UNI 9175 Classe 1 IM

EN 13501 Adhered Class D, s1, d0

EN 13501 Un-adhered Class E, s2, d0

Abrasion resistance

100,000 Martindale cycles

Fastness to Rubbing

Wet: 4, Dry: 4 (ISO 105 - X12)

Cleaning

Vacuum regularly. Professionally dry clean or wipe clean with a damp cloth.

Colours

Colours can differ from image, for a true colour perspective and up to date colour card, please visit the brand website.