



For immediate release

swatchbook partners with Bru Textile to revolutionize fabric distribution in the home goods industry

Bru Textile selects swatchbook's tools and platform to streamline processes from fabric production to customers with an all digital solution

Irvine, CA, and Kontich, BE, July 15, 2020 - swatchbook, inc., the designers and makers of largest cloud-based platform for highest quality digital materials announced today that it has partnered with Bru Textile, one of the world's largest distributors of fabrics for the home furnishing, architecture and interior design industry to revolutionize the exploration, visualization and sourcing of fabrics by providing all digital access to Bru Textiles massive material offerings through swatchbook industry-proven platform and offerings



“Teaming up with Swatchbook who are as passionate about the digital visualization of fabrics as we are is an exciting new phase in the digital distribution and reach of our fabrics, says Jason Neiman, Founder and CEO of Bru Textile. “As the world is being transformed by technology and other changes, this platform brings a welcome change to our industry.”

For the past 3 years, Bru has been investing in and building an organization that allows the company to merge physical and digital fabrics to create a “digital twin” of all of their fabrics. Utilizing state of the art digitization technologies combined with a team of digital experts. Bru.digital - the digital branch of Bru Textiles - has digitized close to 10,000 materials to date.

Taking digital materials to the next level, Bru textile recently introduced twinbru.com, an online platform that offers modeling and rendering services using their digitized materials. Through this service Bru is uniquely positioned to offer digital services backed by years of experience in the fabric industry.

Partnership with swatchbook

To further leverage the creation of the digital twins of the fabrics, Bru has been looking at new and innovative ways of distributing materials to their clients. With the growing demand of “sustainability”, lead time and cost reduction, as well as a competitive marketplace that demands more efficiency.

The current pandemic was less of a call to action rather than a prove point that the way people can access fabrics needs to change. Bru turned to swatchbook who has been pioneering the exploration and visualization of digital materials in highest quality since 2016.

As part of this partnership, Bru will use the swatchbook platform to distribute their collections of materials to their customers all over the world. The goal is to reduce the need for physical samples, reduce lead times to market, and implement an overall much more sustainable process.

“Bru and swatchbook’s visions are very much aligned when it comes to digital materials and processes,” says Yazan Malkosh, founder and CEO of swatchbook. “It is rare to find a distributor of fabrics who is as digitally advanced as Bru is. Working with a partner like Bru will allow us to enhance the user experience of swatchbook even more, and revolutionize the world of fabrics for home goods and interior architecture.”

Capabilities

Bru and swatchbook are planning to roll out their offerings to the Bru’s customers later this summer. People invited to the platform will be able to browse the various fabric collections that have been shared with them on both IOS and desktop and in the following ways:

- High-res photographic images of fabrics in drape and roll display
- Patented 1:1 display on mobile
- Fabrics mapped to multiple 3D objects displayed in an interactive viewer
- Display of objects with fabrics in AR on mobile
- Explore new designs through patent-pending “capture to manufacture” application
- Up-to-date information on all fabric details

- Sample ordering directly through the app
- Download fabrics for exploration and visualization in their own 2D and 3D application

All fabrics will be available in the enterprise swatchbook marketplace for all existing swatchbook subscribers.

Learn more

To learn more about swatchbook's offerings and latest capabilities please visit www.swatchbook.us. To learn more about Bru's fabrics and digital service offerings, please visit www.brutex.com as well as www.twinbru.com.

About swatchbook, inc

swatchbook is a design & software company that develops applications that make you smile. Founded in 2017, the company focuses on the development of cloud, desktop & mobile software applications that help integrate the creative community within an organization into the product development process.

swatchbook is located in sunny Irvine, CA. Its founders share a deep passion for good design & workflow, as well as a deep understanding of the challenges in the digital product development process & the future needs of companies in many industries.

About Bru

Founded in 1995 by Gary and Jason Neiman, Bru is a leading global supplier of interior furnishing fabrics used for sofas and curtains. Bru is selling in over 100 countries to the world's leading fabric brands, furniture manufacturers and hospitality/health care sector.

Bru.digital was founded in 2017. Bru.Digital is an international team of software programmers, computer graphic artists, material specialists, designers, and stylists. Located in Belgium and the Ukraine, the team combines years of experience in software development and computer graphics with an unparalleled knowledge of fabrics. To learn more, visit brutex.com.

Press contacts:

swatchbook, inc:

Thomas Teger

thomas@swatchbook.us

Bru Textiles:

Kerry Barendse

kerry.barendse@brutex.com