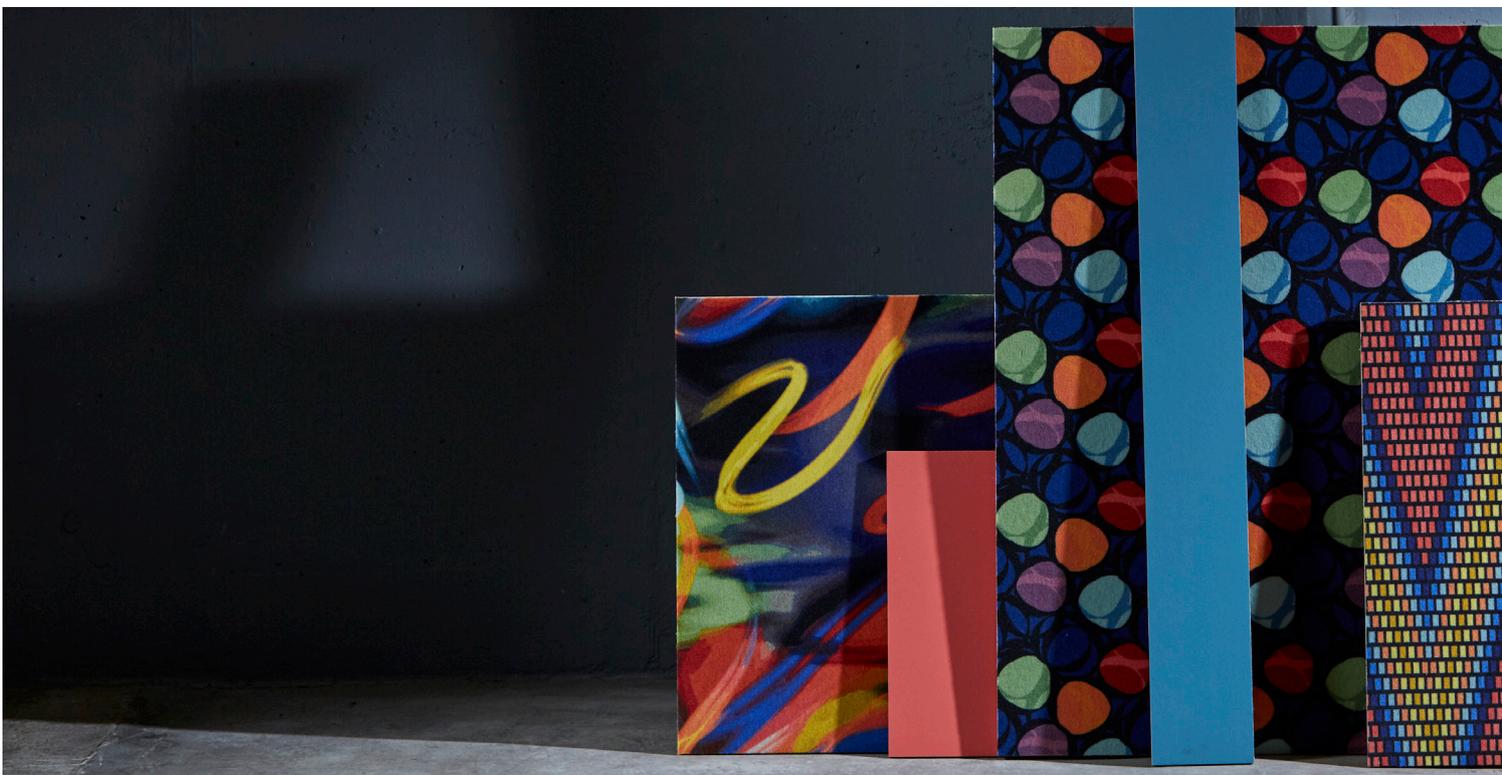


# Camira

## Fabric Manufacturer Camira Launches Revolutionary Digital Print Technology



In a year in which the global company celebrates its 200-year anniversary in transport textiles, Camira has signalled its commitment to remaining at the forefront of the industry with the introduction of the innovative Camira Print.

Perfectly complementing the manufacturer's renowned weaving

capabilities, the launch expands its offering to encompass digital printing – providing customers with an unparalleled level of flexibility and freedom when choosing the optimal textile for their rail interior.

Initially available to the bus & coach market, the textile manufacturer has now introduced the capability to the rail industry and will be showcasing it at this year's InnoTrans.

### Revolutionary Design Potential

Removing many of the design constraints associated with traditional woven textiles, Camira Print fabrics can be created without restrictions on pattern repeats, scale, or colour, as well as significantly reducing lead times and minimum order quantities. With a variety of design options, customers have the flexibility to

create something entirely new – working with Camira’s in-house design studio to develop a totally bespoke creation.

Ciara Crossan, Transport Creative Manager at Camira, explains, *“There is truly no limit to what is possible with Camira Print – customers can create immersive advertising campaigns, recreate photographs, go as big as they like in terms of scale, as bold as they like in terms of colour – this technology really*



*does unlimit so much of what is restricted at the moment.”*

## Moquette Fabric, Made from Wool

In an appealing blend of tradition and innovation, each Camira Print creation is applied to a lightweight moquette fabric – the construction on which Camira’s rich heritage is built. With a velour finish, the textile has been created exclusively

for digital print and is woven from naturally sustainable wool to deliver saturated colour and comfort. Meeting the industry’s key technical performance standards, Camira Print textiles achieve the flammability regulation EN 45545. Indicating high durability, the newly launched textile capability also has an abrasion performance of over 100,000 rubs.

Peter Daly, Director of Transport at Camira, comments on the launch, *“We’re incredibly excited to introduce Camira Print to the rail market; not only is it a first for Camira, but also for the industry. Providing an unmatched level of design, colour and manufacturing freedom, customers can create truly unforgettable fabrics which it has just not been possible to create – until now.*

*Truly a light shed moment for the transport industry, Camira Print will revolutionise the way in which fabrics are designed and made. We can’t wait to see how our customers use this new technology.”*

Alongside Camira Print, Camira will also be showcasing its newly launched high-performance faux leather, Rapido, at InnoTrans 2022. Introduced earlier this year, the product is exclusively available in custom colours – making it the perfect pairing for Camira Print textiles due to the ability to mix and match shades across seat and trim.

To learn more about Camira Print and Rapido, visit Camira at InnoTrans, **Stand 570 Hall 1.1**

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# Rapido

Blending style and performance with a distinctly modern edge, Rapido is a leather-look vinyl with a subtle surface grain and semi-matt finish.

**Scan the QR code to explore.**

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