



Latest Table Trends Hit Chicago Soon



As the nation's largest restaurant show approaches, exhibitors must carefully consider their customers' changing perspective on table linen purchases. What people want is different from what they can afford, especially with the current economic downturn. With purse strings tightened, designers and restaurateurs are forced to be conscious of the life cycle and versatility of their dining room décor, including table linen.

Jennifer Striepling of Chicago design firm **JPS Design & Project Management** says that her clients are making smaller scale, high impact changes that patrons will notice. The trend is neutral and minimalist, with clients gravitating toward synthetic and cotton/polyester blended linen in versatile colors so it is durable and flexible for future renovations.

While spun polyester is long-lasting and available in a variety of color options, there are some definite advantages to selecting blended, cotton/polyester table linen for an upscale dining room. A blend with more cotton than polyester will have the look and feel of cotton, without sacrificing the longevity and laundering ease of polyester.

In the upcoming National Restaurant Association Show exhibitors are sure to showcase new color and design options in blended linen in order to meet the increasing demands of hotels and restaurants. Hilden America is proud to offer several designs and colors of 60/40 Cotton Rich table linen available in-stock.

Exquisite Irish Linen



Woven of natural flax plant fibers, linen is a centuries-old natural fabric. Today linen is a status symbol for high-end hotels and restaurants, reserved for the finest tablecloths, napkins, towels, and bed sheets. So how does it compare to typical cotton products?

Linen is a long-lasting, absorbent, and lightweight fabric. Like cotton it can be washed at high temperatures and is adversely affected by the same harsh chemicals. It requires more maintenance in ironing since it cannot be tumble dried. More durable than cotton, and becomes softer and whiter the more it is washed. Linen can be dyed like cotton, but is traditionally found in white and off-white tones. It is also more expensive, and therefore commonly blended with cotton.

Irish linen is traditionally made from yarn, fabric, and finished product made in Ireland, but has evolved to include product where the skill, craftsmanship, and technology are Irish. Hilden America offers table and bed products in 100% linen or cotton/linen blends.

Stylish Versatility



Neutral table linen for your dining room doesn't have to be boring! The new neutrals include beautiful, neutral tones and woven textures.

Add some texture with a Partridge Eye Border design. The subtle contrast as shown above in a half tone ivory draws out the difference between the center and the pique border.

For a natural look, opt for custom-woven patterns of leaves, branches, and lines. These woven, white-on-white designs add texture while remaining subtle.

Expanding Options in Blended Linen



HILDEN organic

Call today for information on our 100% cotton and 60/40 Cotton Rich table linen!

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