

QUICK
GUIDE

THINGS YOU AND YOUR END USER SHOULD KNOW!

LINEN FABRICS

Everything you need to know about Linen fabrics.

THE BASICS

A LIVING BREATHING FABRIC

For a Sales Representative it is imperative to sell linen with the end user having a full understanding of that Linen fabric is made from living, breathing fibres. It is heavily influenced by the natural elements of it's surroundings.

Linen curtains are light and breathable.

The fabric has an open, woven structure and allows air to pass through allowing the space to breathe. Pure linen fabrics also have temperature-regulating properties.



PROS

- Natural origin fibres
- Highly versatile designs
- Naturally insect repellent and UV resistant

CONS

- Delicate or can crease easily
- Fade in sunlight, and overtime this can create patchy and uneven curtains
- Natural Elements can cause linen to shorten or lengthen in the drop

As linen is a natural fibre and can be volatile when it comes to the natural elements of its surroundings from sunlight, heating, cooling, window glass treatment etc. The average movement percentage for linen is 3% therefore when you have a make size drop of 3500mm you could have the curtain one day lengthen to a drop of 3605mm or shorten to a drop of 3395mm.

There are some great fabrics out on the market that are "Linen Blends" meaning their composition is made of Linen and other fibres such as polyester, cotton etc. Be mindful that yes there is fewer linen fibres in the fabric but there is still the potential of the curtain being affected by the natural elements. Be sure to check the percentage as the less linen, the less potential movement.

INTERESTED IN OUR LINEN RANGE?

If you are interested, speak to our sales representative today on 1300 113 261!

Email: info@macwf.com.au