

# Product Update

## January 2025



**camira**

[www.camirafabrics.com](http://www.camirafabrics.com)

# Product Update Information 2025

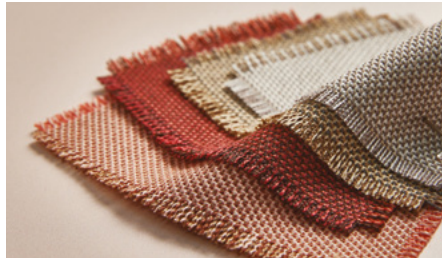
As we start the new year, we wanted to remind you of our recent introductions and upcoming product changes - giving you the chance to check your binder and sample library are up to date.

## What was new in 2024?



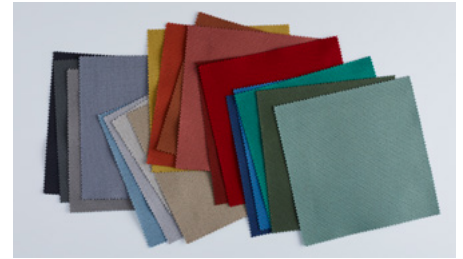
### Blazer recolour (January)

Our classic wool felt - made from premium New Zealand lambswool - was recoloured, expanding the palette to 77 shades with the introduction of 36 new shades.



### Penta (March)

A sophisticated and versatile colour-woven worsted textile for upholstery, panels, curtains, and acoustics available in 33 enticing shades.



### RePlay Zero (April)

A multi-application woven fabric with a modern knitted appearance and smart, two-tone colour detail. This environmentally intelligent fabric is woven entirely from post-consumer recycled plastic bottles and available in 21 shades.



### Patternmaker (May)

Using state-of-the-art digital printing technology four contemporary designs, Crosshatch, Dot Dash, Hula and Speckle, are brought to life on our 100% pure new wool felted fabric.



### X2 recolour (June)

Re-engineered and recoloured into a 33 shade palette, now including 25% textile waste blended with 75% post-consumer recycled polyester from plastic bottles.



### Monochrome Sett (September)

A carefully curated collection of 12 mini patterns, characterised by a stylish monochromatic colour palette which coordinates with Main Line Flax and Main Line Twist.



### Snug (September)

A timeless chunky wool bouclé fabric which is both ruggedly textured yet tenderly soft. Available in five neutral colourways.



### Blazer Lite recolour (September)

This wide width fabric is a lightweight adaptation of Blazer available in 42 versatile colourways. Blazer Lite is ideal for upholstering vertical panels, acoustic applications and curtains and drapery.



### ReSKU 2.0 (October)

The latest innovation to emerge from our advanced textile reprocessing technology, iinouiu, made from recycled wool - generated from our own manufacturing waste - and harvested flax in 24 striking colourways.

## Phase outs 2025



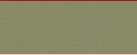





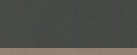




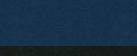


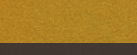

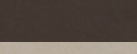






All products will be phased out from 1 January to 31 December 2025.

**Please note:** Once stocks of phase out products are zero, then Minimum Order Quantities (MOQs) will apply per colourway (+ or – 10% over or under). Customers must commit in writing to take all the MOQ once produced. The leadtime will be advised at the time of order.

Product Name	MOQ per colourway
Deca	500 metres
Lucia CS	170 metres
Nexus	600 metres
Regent	When stocks fall to zero we will not be replenishing this product.
Synergy Quilt Chevron	300 metres

Please find below alternative options by colour for these ranges:





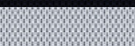





















### Deca

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
DEC10	Bowling		Layer	UAY16	Polish	
DEC15	Catenia		N/A	N/A	N/A	
DEC08	Decadent		N/A	N/A	N/A	
DEC17	Decagram		Layer	UAY11	Surface	
DEC01	Decal		Layer	UAY01	Overlay	
DEC07	Decapod		N/A	N/A	N/A	
DEC13	Decathlon		Layer	UAY15	Horizon	
DEC05	Decimel		Layer	UAY18	Coat	
DEC03	Digit		Layer	UAY02	Canvas	
DEC04	Dime		Layer	UAY06	Plane	
DEC19	Dodeca		Layer	UAY10	Deep Dive	
DEC20	Downing		Layer	UAY08	Uniform	
DEC14	Fortune		Layer	UAY14	Sheen	
DEC06	Juu		Layer	UAY17	Veneer	
DEC02	Nano		Layer	UAY03	Patina	
DEC16	Neon		Layer	UAY12	Luster	
DEC11	Richter		N/A	N/A	N/A	
DEC12	Tenaca		N/A	N/A	N/A	
DEC18	Tenfold		Layer	UAY10	Deep Dive	
DEC09	Tien		N/A	N/A	N/A	

## Lucia CS

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
LC165	Adobo		Lucia	YB165	Adobo	
LC108	Aruba		Lucia	YB093	Aruba	
LC081	Blizzard		Lucia	YB108	Blizzard	
LC026	Costa		Lucia	YB100	Costa	
LC421	Depok		N/A	N/A	N/A	
LC009	Havana		Lucia	YB009	Havana	
LC415	Kota		Lucia	YB088	Solano	
LC424	Makili		Lucia	YB089	Scuba	
LC422	Medan		Lucia	YB157	Marianna	
LC175	Negril		Lucia	YB106	Calypso	
LC079	Panama		Lucia	YB105	Belize	
LC182	Revive		Lucia	YB019	Paseo	
LC433	Roques		Lucia	YB004	Martinique	
LC173	Rum		Lucia	YB086	Rum	
LC094	Slip		Lucia	YB094	Slip	
LC419	Tenom		Lucia	YB156	Madura	
LC434	Varadero		Lucia	YB093	Aruba	

## Nexus

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
UNY04	Berry		Sprint	PS016	Plunge	
UNY13	Black		Sprint	PS004	Chase	
UNY12	Chalk		N/A	N/A	N/A	
UNY08	Denim		Sprint	PS040	Competitor	
UNY11	Graphite		Sprint	PS030	Speed	
UNY05	Kiwi		Sprint	PS026	Energy	
UNY02	Limestone		Sprint	PS001	Hurdle	
UNY15	Oceanic		Sprint	PS038	Heat	
UNY03	Pacific		Sprint	PS033	Line	
UNY10	Petrol		Sprint	PS041	Champion	
UNY01	Pewter		Sprint	PS029	Block	
UNY16	Russian		Sprint	PS010	Start	
UNY07	Storm		Sprint	PS028	Silver	

## Synergy Quilt Chevron

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour		
QSV62	Alike		Channel or Hourglass	QSC62 or QSH62	Alike		
QSV35	Chemistry		Channel or Hourglass	QSC35 or QSH35	Chemistry		
QSV59	Group		Channel or Hourglass	QSC59 or QSH59	Group		
QSV17	Mix		Channel or Hourglass	QSC17 or QSH17	Mix		
QSV84	Mutual		Channel or Hourglass	QSC84 or QSH84	Mutual		
QSV08	Serendipity		Channel or Hourglass	QSC08 or QSH08	Serendipity		
QSV55	Support		Channel or Hourglass	QSC55 or QSH55	Support		
QSV69	Sync		Channel or Hourglass	QSC69 or QSH69	Sync		

## New stocking policy - fabrics affected

The following ranges are not being phased out, but have a new stocking policy, meaning a MOQ will apply once stocks are zero.

Product name	MOQ per colourway
Advantage Home	120 metres
Chateau	244 metres
Kork (Available in North America and APAC)	50 metres


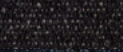






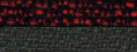
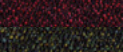










Hi-tech has a change to stocking policy and will now only be **sold in full rolls of 40 metres.**

## Recap of phase outs in 2024

Here is a recap of the ranges or shades that were placed in phase out for 2024, all are discontinued on 31 December 2024, with the exception of Blazer Lite which is 31 March 2025.

Some residual stocks are still available in these ranges – please enquire with your Area Business Manager.

### Colour removals within 24/7+ (reduced from 12 to 2 colours).

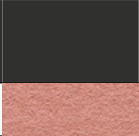
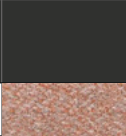






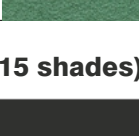
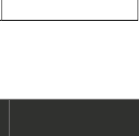

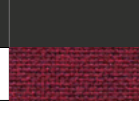

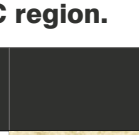
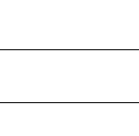


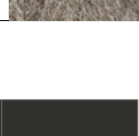
Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
WK025	Century		24/7 Flax	FYR20	Linearity	
WK003	Day		24/7 Flax	FYR05	Olympiad	
WK020	Decade		24/7 Flax	FYR17	Shift	
WK001	Hour		24/7 Flax	FYR03	Equinox	
WK008	Minute		24/7 Flax	FYR15	Annual	
WK021	Nadir		24/7 Flax	FYR12	Stint	
WK023	Pendulum		24/7 Flax	FYR04	Chronology	
WK013	Perpetual		24/7 Flax	FYR02	Vernal	
WK018	Solstice		24/7 Flax	FYR18	Eternity	
WK002	Zenith		24/7 Flax	FYR06	Indiction	

**Note:** Night WK012 and Forever WK017 remain – they are promoted alongside 24/7 Flax on the 24/7 swatch card.

### Advantage (reduced from 28 to 21 shades).

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
AD116	Beetroot		Main Line Flax	MLF48	Chigwell	
AD111	Cinnamon		Main Line Flax	MLF03	Barbican	
AD093	Damson		Main Line Flax	MLF40	Northfields	
AD122	Kingfisher		Main Line Flax	MLF24	Bayswater	
AD127	Raspberry		n/a	n/a	n/a	
AD017	Sea Blue		Main Line Flax	MLF21	Waterloo	
AD098	Tawny		Main Line Flax	MLF43	Alperton	

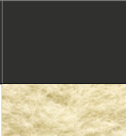
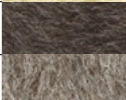
**Blazer (expanded palette to 77 skus, phased out 9 shades).**

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
CUZ2R	Stanford		Synergy	LDS74	Affinity	
CUZ3D	Barlborough		Synergy	LDS75	Contribution	
CUZ1T	Sheffield		Synergy	LDS05	Venture	
CUZ3E	Scottsdale		n/a	n/a	n/a	
CUZ1M	Glasgow		Synergy	LDS42	Intertwine	
CUZ2S	Barnard		Synergy	LDS66	Fellowship	
CUZ3C	Marymount		Synergy	LDS65	Huddle	
CUZ2X	Penola		Synergy	LDS46	Gather	
CUZ2Y	Tyndale		n/a	n/a	n/a	

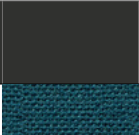

**Citadel (reduced from 16 to 15 shades).**

Colour Code	Colour	
FL826	Hold	










**Dolly (all 3 shades) - this product is only available in North America and the APAC region.**









Colour Code	Colour	
EWE01	Shropshire	
EWE02	Jacobs	
EWE03	Herdwick	

**Main Line Plus (reduced from 23 to 17 shades).**











Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
IF141	Aquamarine		Main Line Flax	MLF37	Stanmore	
IF112	Cressida		Main Line Flax	MLF35	Brompton	
IF116	Crimson		Main Line Flax	MLF14	Parson	
IF250	Prudence		Main Line Flax	MLF48	Chigwell	
IF101	Ruby		Main Line Flax	MLF46	Blackwall	
IF019	Wine		Main Line Flax	MLF40	Northfield	

**Manila (all 18 shades).**


Colour Code	Colour	
MNL07	Bask	
MNL03	Bran	
MNL01	Cambric	
MNL09	Cerulean	
MNL16	Char	
MNL17	Grapefruit	
MNL06	Heavens	
MNL12	Leafy	
MNL19	Liquorice	

Colour Code	Colour	
MNL05	Mist	
MNL14	Mulled	
MNL04	Ore	
MNL11	Rosette	
MNL15	Satsuma	
MNL13	Seaway	
MNL02	Semolina	
MNL08	Stalk	
MNL10	Tamarind	

**Phoenix (reduced from 21 to 16 shades).**

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
YP108	Apple		Xtreme	YS096	Apple	
YP097	Bluebell		Xtreme	YS097	Bluebell	
YP076	Lobster		Xtreme	YS076	Lobster	
YP107	Sandstorm		Xtreme	YS071	Sandstorm	
YP084	Tarot		Xtreme	YS084	Tarot	

**X2 (expanded the palette to 33 skus, but phased out 1 shade).**

Colour Code	Colour	
AK010	Metric	

**Blazer Lite (expanded palette to 42 skus, phased out 7 shades).**

Colour Code	Colour		Alternative Range	Alternative Colour Code	Alternative Colour	
LTH49	Angel		Blazer Lite	LTH1D	Delight	
LTH50	Hope		Blazer Lite	LTH55	Happy	
LTH47	Love		Blazer Lite	LTH1E	Cheerful	
LTH66	Pamper		Blazer Lite	LTH68	Faith	
LTH65	Pastel		Blazer Lite	LTH1E	Cheerful	
LTH57	Verity		Blazer Lite	LTH53	Tender	
LTH59	Worship		Blazer Lite	LTH1A	Compassion	

The following ranges were not phased out, but have a new stocking policy, meaning a MOQ will apply once stocks are zero.

Product name	MOQ per colourway
Intervene Plain	300 metres
Manhattan	300 metres