



Dr Sabine Timmel R&D of Advansa outlines a case for using polyester fibre instead of foam in furniture cushions.

Leading European polyester fibre producer, Advansa introduced its Quallofil® Fusion fibres a little over two years ago as the latest innovation to its already successful Dacron® filling fibre range for furniture cushions.

The product came about as the result of an intensive two-year research and development programme, built on the company's heritage of DuPont technology.

The properties of the high-tech polyester fibres are combined in the same filling to provide additional comfort and long-term durability for furniture cushions.

The fusion of three dimensional spiral crimp and multi-channel polyester fibres provides performance benefits such as cushions springing back to their original shape and feel for long lasting durability. Cushions filled with Quallofil® Fusion also combine

the comfort of fibrefill with the durability of foam.

Why Use Polyester Fibre in Cushions?

The initial look and feel is exactly what many furniture designers want, but some designers are reluctant to use fibre cushions because of the risk of after sales complaints.

Historically polyester fibre, especially cheap imported fibre, sometimes had flattening and collapsing issues. Instead, designers have been specifying foam to guarantee durability. Thanks to new Quallofil® Fusion, long lasting performance of fibre cushions is now possible. Yes that's right, our revolutionary blend of two high-tech fibre technology resists flattening and collapsing so well that many of the UKs largest furniture retailers have already made the switch and seen after sales complaints fade away to negligible levels, while offering the soft look and feel, only fibre can offer. It's so good that it was awarded the prestigious FIRA Gold product certification, which is a recognised mark of product excellence within the furniture industry.

Certified products have been assessed and audited by industry experts as fit for purpose, meeting or exceeding all the necessary and latest standards. FIRA Gold certification also offers reassurance to customers as the quality of the products is guaranteed through ongoing independent third party audits and re-testing to stringent standards by an independent source.

Why Use Foam in furniture cushions?

The initial look and feel of foam is not necessarily what designers want: it's hard and springy with a 'boxy' look but many feel obliged to specify foam cushions to guarantee durability. And then there are other issues with foam: irregular density. Sales people don't like to talk about this, but it is an open secret in the industry that foam density can vary considerably from one batch to the next. This often means significant differences in the softness or firmness, even down to side-by-side cushions on the same sofa.

THE INDUSTRY STANDARD FOR FILLING TOLERANCES RANGE BETWEEN PLUS AND MINUS 3% AND 5%. HOW CAN 30% BE ACCEPTABLE?



What about quality specifications?

Official foam specifications produced by the foamers allow for massive variations, hardness can vary up to 30% and still be 'within spec/tolerance'. How many other materials do you use to make up a piece of your furniture where that kind of tolerance is acceptable? None. The industry standard for filling tolerances range between plus and minus 3% and 5%. How can 30% be acceptable?

Test it yourself: Just try sitting on each of the foam cushions on a new sofa, one after the other. The cushions look 'boxy' and feel hard and springy, but worse: some are softer, others firmer. The sofa looks and feels uneven. Considering how much they pay for a sofa, consumers deserve better.

The Quallofil® Fusion fillings are commercialised via licensed cushion manufacturers, meeting strict brand specifications. Each cushion carries an individually numbered and traceable sewn-in label that confirms its compliance with Dacron® quality standards. Andrew Hill, MD at Platt & Hill explained: "We have worked together with Advansa in the extensive development and testing of the new Quallofil® Fusion fibre. Our experience has shown an excellent level of comfort, durability and shape retention for fibre filled furniture cushions.

"Initial reaction from our customers has been enthusiastic. This product offers customers the chance to combine the soft comfort of fibrefill with the durability of foam, for lower cushion return rates."

What's more, as part of its wider sustainability policy, the company has invested in sophisticated recycling technology and state-of-the-art industrial processes in order to transform polymer based on post consumer PET into high-tech polyester fibres. David Bayliss, Business Director at Advansa, added: "Environmental consciousness is driving consumers towards more resource-minded products. We are pleased to offer the new Quallofil® Fusion as an option for eco-responsibility that doesn't compromise comfort. A significant portion of the new filling blend is made with a lower carbon footprint technology, measured in an independent LCA study to give an 80% reduction in global warming potential."

To find out more information about Quallofil® Fusion, or to find if you should make the switch to polyester fibre, contact one of the company's experienced licensed cushion manufacturers for a free quotation, or visit the Advansa website.

www.advansa.com