



Allison Pocewicz
Fabric Images
630.755.7361
allison.pocewicz@fabricimages.com
www.fabricimages.com

For Immediate Release

Fabric Images, Inc.® Announces New Business Divisions, New Website & Brand Refresh

Woodridge, IL – April 21, 2021: Fabric Images, Inc.®, an award-winning manufacturer of printed and non-printed tension fabric architecture, acoustical products and material solutions, is unveiling new business divisions—or studios, a new website (www.fabricimages.com) and a brand refresh. This introduction supports the evolution of the Fabric Images brand and the expansion and growth into new markets.

New Studios: The addition of specific studios under Fabric Images results from a growing business model in three major markets. Since its inception almost 30 years ago, Fabric Images has been a leader in the design and manufacture of tension fabric architecture for use in tradeshows and live events. Over the course of its evolution, business grew to serve additional industries as well. In January of this year, Fabric Images introduced Fi Interiors™, a new studio that services the architecture and design community. The organization into studios allows Fabric Images to service each market with specialized custom fabric architecture and material solutions, and tailored new product offerings and services.



- [Fi Interiors™](#) services the architecture and design community with custom and turnkey acoustical products and solutions, as well as fabric architecture.
- [Fi Retail™](#) serves the retail market with custom fabric architecture, large format printed graphics and decor solutions.
- [Fi Live Events™](#) services the tradeshow and events industry with custom fabric architecture, large format printed graphics and material solutions.

9033 Murphy Road
Woodridge, IL 60517

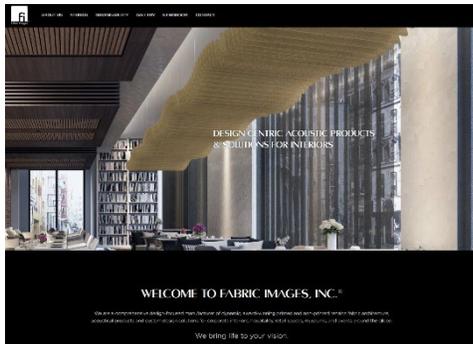
(847) 488 9877

fabricimages.com

Bringing Life to Your Vision.



This targeted approach leverages the increased capacity, capability, superb processes and award-winning customer service that has been gained through a merge with Orbus Exhibit & Display Group® in 2020.



New Website: Supporting the studios, Fabric Images introduces a new, comprehensive website, which delivers an improved user experience, design and functionality and essential information on the products and services offered. Prime real estate is dedicated to each of the three studios, enabling visitors' easy access to valuable information that clearly emphasizes how Fabric Images brings life to your vision.

www.fabricimages.com

Brand Refresh: Additionally, Fabric Images introduces a brand refresh with new studio brand logos, a clean and sophisticated color pallet and nature-inspired curvatures that reflect the style and architectural quality representative of the beautiful structures Fabric Images is renowned for producing.

"We will continue to evolve to service our customers with the ingenuity and passion for design Fabric Images is known for, said Marco Alvarez, Vice President of Fabric Images. "With the introduction of the three studios we will offer innovation across markets in a way that will bridge trends and launch products and solutions that promote safe and social spaces. Our new website and refreshed brand identity support our projected growth and align with our vision of bringing life to our customers vision."

About Fabric Images

For nearly 30 years, Fabric Images, Inc.® has been an award-winning, design-focused manufacturer of printed and non-printed tensioned fabric architecture and material solutions for corporate interiors, hospitality, retail spaces, museums, and events around the globe. Our focus is providing products, custom solutions, and services that that will enrich brand quality and the expressive identity of a space. We thrive on innovation, collaboration, creativity and the pleasure that comes from bringing life to our customer's vision.

Fabric Images, Inc. is a division of [Orbus Exhibit & Display Group®](http://www.orbus.com) – a privately owned group of companies that specialize in the manufacture and trade only supply of portable, fabric and modular sign, exhibit and display products, architectural wayfinding signage and superior graphics. Companies and brands within the group include [The Exhibitors' Handbook®](http://www.theexhibitors.com), [The Promo Handbook™](http://www.thepromo.com), [Nimlok®](http://www.nimlok.com), [Fabric Images®](http://www.fabricimages.com) and [SignPro Systems®](http://www.signpro.com).

For more information, visit www.fabricimages.com

9033 Murphy Road
Woodridge, IL 60517

(847) 488 9877

fabricimages.com

Bringing Life to Your Vision.