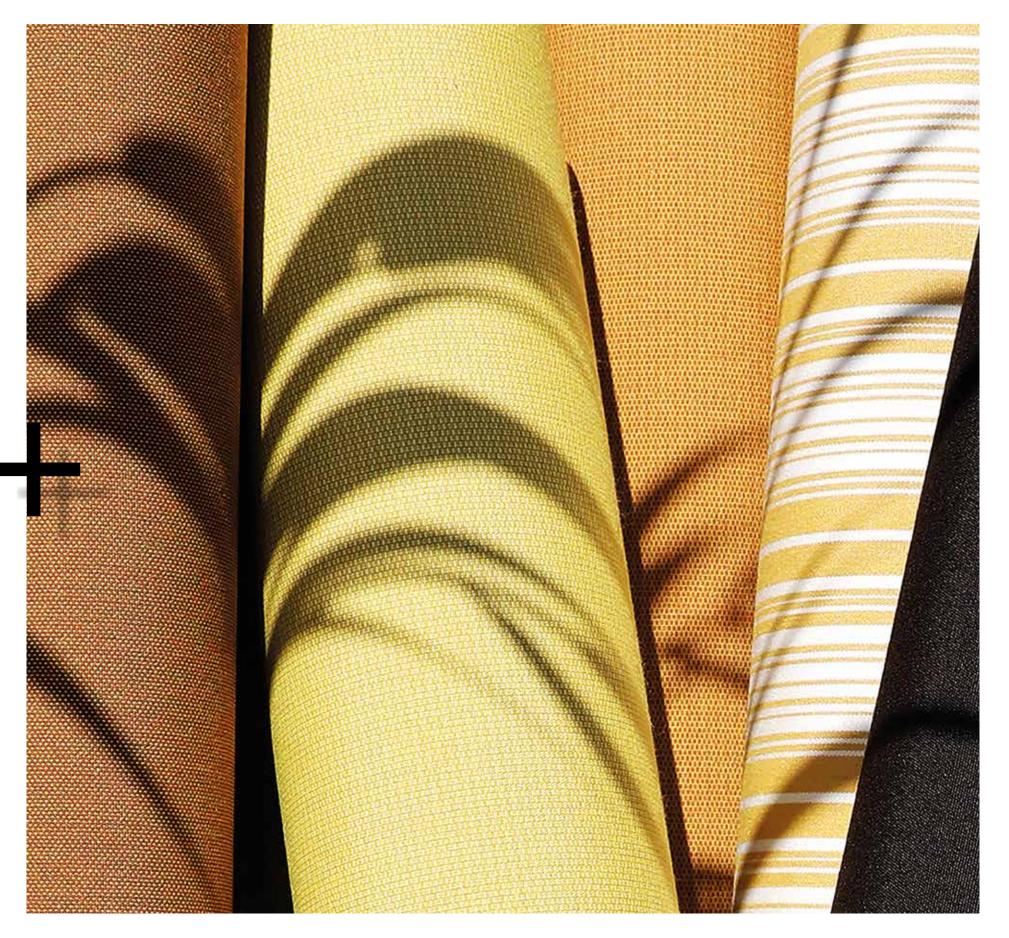


#### **DICKSON SOLAR FABRICS**

2023 COLLECTION

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THE DICKSON SOLAR FABRICS COLLECTION: an overview

EDITORIA A

# A new collection to get "ROOM FOR LIFE"

In 186 years, Dickson-Constant has acquired a unique expertise in the weaving of innovative and long-lasting technical fabrics. European leader in the solar protection fabrics market, we work to ensure our products continuously improve homes and help create more comfortable, spacious living environments that enable customers to get Room for life.

We do not release a new fabric collection every six months – or every year. At Dickson, **we design long-lasting collections** that meet the real-life needs of our customers as part of a sustainable approach to consumption, to keep pace with how we live now and in the future.

We're proud to present **the new Dickson Solar Fabrics collection.** It is based on four key pillars:

Designer fabrics: SMART+ DESIGN

Technical fabrics:

SMART+ FABRICS

Sustainable fabrics: SMART+ PLANET

A people-centric approach:

SMART+ PEOPLE



The result is an extremely SMART collection:

A collection designed to achieve one aim: to help people get more from life.

To get more from life, you need more than a fabric. Dickson transforms the way we use our spaces, allowing us to spend more time outdoors with more freedom to choose what we do and when we do it.

Welcome to our Dickson Solar Fabrics collection: new, smart, and much more besides.

Eugène Deleplanque Chairman and CEO -6

### Dickson-Constant, tradition, design and innovation since 1836



Almost two centuries of history, grounded in the present, turned towards the future.

Leader in French-made textiles, Dickson-Constant is recognized for its unbeatable combination of technical expertise, innovation, performance and environmental action and its passion for home improvement. Because of the lifestyle changes brought about by Covid and especially global warming, for which awnings provide a natural and straightforward way to protect homes from the heat, our expertise remains just as relevant today as ever.

Dickson-Constant already enjoyed the textile expertise, an attention to detail and a meticulous approach to technical weaving required to make uncoated sailcloth in Dunkirk in the 1840s. Dickson-Constant continues to produce its textiles in northern France, in Wasquehal and Hordain, and exports them across Europe and the rest of the world, supplying four key markets: solar protection, indoor and outdoor furnishings, marine and woven flooring.

Since it was founded, Dickson-Constant has been driven by a quest for innovation and technical quality in order to provide customers with long-lasting products.

This is why **reliability and performance remain our key drivers.** These values are closely aligned with the expertise of our employees – the lifeblood of Dickson-Constant: warpers, weavers, inspectors and our highly committed teams who are passionate about their work.



For Dickson-Constant, the art of weaving is as vibrant as ever. It weaves tradition, design and innovation into an infinite fabric of possibilities for home decoration with a contemporary design.

Building on these qualities, Dickson-Constant continues to develop innovative fabrics to improve the home.

- Sustainable fabrics designed to last, supported by its Greenovation environmental program.
- Designer fabries in tune with the times and the latest architectural and decorating trends.
- Increasingly high-performance fabrics, colourfast and made from solution-dyed acrylic fibres for maximum protection from UV rays, heat, glare and everyday weather.
- Fabrics designed to provide consumers with high-performance and long-lasting decorative solutions to create cozy spaces in their homes.



# OUR FABRICS FIT INTO ANY KIND OF SOLAR SHADING SYSTEMS

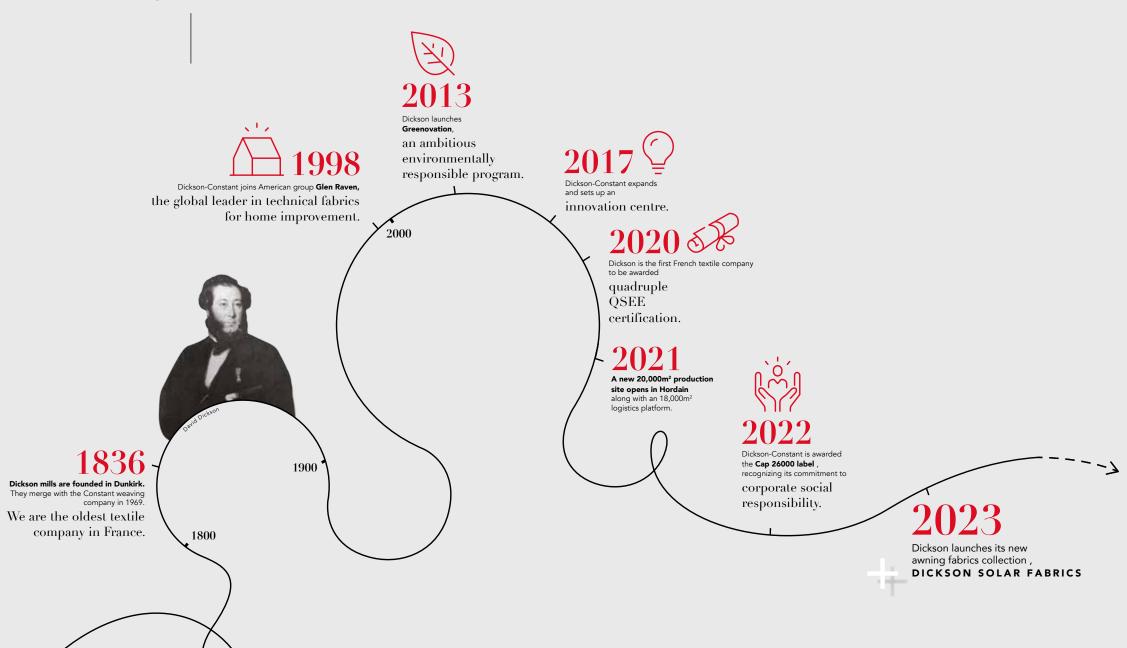
Solar protection remains central to Dickson-Constant's expertise. The company supplies high-performance and innovative fabrics for a wide range of uses:

- folding-arm awning
- outdoor velum
- drop-arm awning
- umbrella
- shade sail
- Dutch canopies
- covers and tensile structures for pergolas
- indoor/outdoor vertical roll-down awnings, screens and more

Learn more at www.dickson-constant.com

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## **Key dates**



\_\_ 10 11 \_\_

# SMART Design

## a collection designed to get "ROOM FOR LIFE"



Dickson Solar Fabrics is a unique, sophisticated collection for people who enjoy contemporary living. None of this would have been possible without the hard work of Paula the designer of this new collection.

When we design a new collection we analyze sales, consumer habits and sociological trends to better understand how users experience their outdoor spaces. The inspiration for the collection draws on architecture, decoration, materials, colours and rhythms.

#### **TRENDS**

In Post-Covid era: our homes play a central role.

Through "cocooning" and "outdoor living" concepts, consumers put a premium on nature, wellbeing and home comforts. But they also want to reconnect with the world, their family and friends. Outdoor spaces, which we associate with fun and relaxation, are now places we use every day to get our fill of fresh air.

They reconnect families with nature, leisure, a sense of togetherness and freedom.



#### How do outdoor spaces look today?

The relationship we have with our homes and outdoor spaces has changed how we use and furnish them.

The home is now a multifunctional space for working, entertaining and relaxing, and a unique place for sharing and living life to the full, and this includes outdoor areas.

Terraces, balconies and gardens are cozy, safe spaces where we go to recharge our batteries. Outside spaces help restore our sense of wellbeing.

Connected to the outdoors and open to nature, terraces form a bridge between us and our gardens. These green, peaceful, vibrant spaces are tranquil cocoons where we can take time for ourselves.

Decorated to our taste, these exterior spaces bring indoor design outdoors. They also reflect our personalities.



Top left: Tangerine INF U767. Bottom left: Littoral Or ORC D550. Opposite: Goyave Tweed ORC U801  $\_$  12





## Dickson awning fabric: in harmony with its environment

As our relationship with the outdoors changes, Dickson must offer consumers solutions that measure up to their expectations.

For Dickson, awning fabrics should exist in perfect harmony with their environment.

They create a dialogue with architecture, materials and the outdoor environment.

They can be coordinated with interior designs to produce an effect of complete harmony, extending living spaces onto terraces and into gardens.

They work with daylight to reveal colours to their best advantage.

## The terrace: a second living room

Immaculately decorated, the terrace is now an extension of our living rooms, and consumers expect a great deal from it. They take pleasure in creating a tastefully decorated space with specially adapted furniture, carefully chosen plants, and personal design touches. What could be better than to sit in the shade of an awning fabric, in a warm atmosphere, after a long day at work as you enjoy the peace and quiet of your garden?



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Left: Sides: Flanelle Chiné INF U104 - Top: Silver SWK TOP M652. Above: Maté Piqué ORC U805.

15 \_\_

#### **TRENDS**

## Three worlds, three trendy and inspired mood boards...

a common thread running throughout the design of our new collection.

Three worlds into which our new colour schemes blend naturally.



#### Inner world

The need for safety in an uncertain world.

The world of interiors is a world of cocoons
- an environment where comfort, soft
materials and deep, soothing colours reign
supreme. Textures and colours are matched
to create contrasts that are easy on the eye
and moods that cultivate the right climate for
peaceful meditation.

SERENITY
IDEAL
FUSION
RITUAL





#### Atlas

#### A window on the world.

Raw like a journey. Refreshing like a quest for the self. The Atlas is a desire to live in harmony with the world and nature.

It captures the essence of stone, wood and cork with its deep, warm colours, and tender, natural greens. The murmur of water and the rustle of lush green leaves: The Atlas is an invitation to explore the world without ever leaving home.

EXPLORE RAW SIMPLICITY EARTH





#### Wonderful world

#### An expression of the self.

Eclectic, fun, lively and joyful, The World of Wonders brims with life, light and vitality! An invigorating environment, where patterns, contrasts and harmonious colours celebrate the union of clarity and depth.

With its raw and precious materials, natural and sophisticated, it expresses the essence of

travel, togetherness and dialogue.

EXPRESSIVE PIGMENTS CHARACTER REFINED



## DESIGN INSPIRATIONS

### The new Dickson Solar Fabrics collection: architecture and materials

The latest trend in architecture is to pair materials with new construction techniques to address the challenges of climate change and the environment, while satisfying the desires and expectations of consumers.



With its materials - some warm like wood or raw and worked like brick - and the clean, natural lines of stone, contemporary architecture provides Dickson's teams of designers with a choice palette of colors and inspiring graphic shapes.

The result is a collection enriched by 58 products divided into two esthetics.

#### **TEXTURED SOLIDS**

- LINK: whimsical solids with a geometric texture recalling the delicacy of precious stones.
- Piqués, tweeds and chinés, in bright, sophisticated designs with delicate textures and deep colors alongside more luminous and subtle colors to create a harmonious palette.

#### **CONTEMPORARY STRIPES**

Rejuvenated, fresh, harmonious or minimalist, traditional, restyled or asymmetrical - stripes structure fabrics and add a touch of modernity and depth to vibrant, invigorating fabrics in tune with the times.

Top to bottom: Etain Link ORC U786, Craie Link ORC U810, Fjord Sable ORC D554, Okumé Link ORC U799, Garance Link ORC U803





# one collection, a world of expertise

Hands dexterous with yarn, eyes that examine every inch of fabric, and a shared pursuit of perfect quality: at Dickson-Constant, occupations and trades - a source of unique expertise - are passed down to each generation through exhaustive inhouse training and partnerships formed with organizations and colleges specialized in textiles. Take a closer look at the sort of work people do at Dickson-Constant.



#### TECHNICAL, UNIQUE AND ESSENTIAL KNOW-HOW.

#### Warpers

These operators prepare the warp yarns in accordance with the design, their length and density. The proper functioning of fabric production depends on their detailed and painstaking work.

#### **Weavers**

Weavers are fabric creators. They are responsible for the weave structure and colours of direct warping and produce fabrics by weaving yarn on looms.



#### **Finishers**

These operators are tasked with cleaning fabrics and applying a coating to guarantee the unbeatable performance and resistance of our fabrics.





#### Inspectors

Uncompromising and meticulous, they are responsible for inspecting the end quality of fabrics, spotting the slightest snag to guarantee an impeccable finish.

## A network of demanding and committed partners

Smart + People: the chain does not end at the factory door - it continues with our partner resellers and retailers who share the company's exacting standards. The "Dickson Accredited Awning Suppliers" network consists of more than 162 sales outlets whose consultants enjoy an unparalleled knowledge of our products and provide advice and expert insight into their installation.

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All fabrics that leave Dickson's workshops are made for performance, everyday comfort, easy maintenance and durability. These qualities have guided the company from the start, earning Dickson an unrivalled reputation in its market for high-performance solar protection fabrics.

COLOURFAST

WATERPROOF

ANTI-STAIN

UV PROTECTION

FASY TO CLEAN

BREATHABLE

ANTI-MOLD

WEAR RESISTANT

#### A fabric that protects from glare, heat and UV rays

Dickson fabrics block up to 95% of glare and heat. They reduce the greenhouse effect under awnings and keep interiors cool. What's more, depending on the colour, they block 90% to 100% of UV rays.

#### A hard-wearing and long-lasting fabric

The solution-dyed acrylic yarn used to make Dickson fabrics offers lasting resistance to external aggression, including rain and UV rays. Even when exposed to full daylight, Icolours retain their intensity and brightness year after year. A coating guarantees the fabric is **fully water**repellent. Water is unable to penetrate the fabric, helping prevent all types of mold.

#### 10-year warranty

Thanks to our fibres, weaving processes and highperformance coatings, Dickson fabrics come with a ten-year warranty. Recognized for their durability, solidity and stability, they are systematically subjected to laboratory inspection to guarantee their impeccable quality.

By choosing a Dickson fabric and following Dickson's maintenance guidelines, you choose sustainable consumption.

Our fabrics very often last longer than ten years. By regularly following our maintenance guidelines, our fabrics will naturally last even longer, helping to protect the planet.

#### An easy-maintenance fabric

Dickson fabrics offer a **high level of protection** from outside aggression - wind, sun, rain, microorganisms, dust and other pollutants. They are easy to maintain.



Opposite: Littoral Or ORC D550, Pollen Link ORC U807, Tangerine ORC U767, Craie Link ORC U810



# Dickson fabric: kind to the planet

#### DICKSON'S MISSION: ENHANCING EVERYDAY COMFORT, INDOORS AND OUTDOORS

#### Helping protect the planet

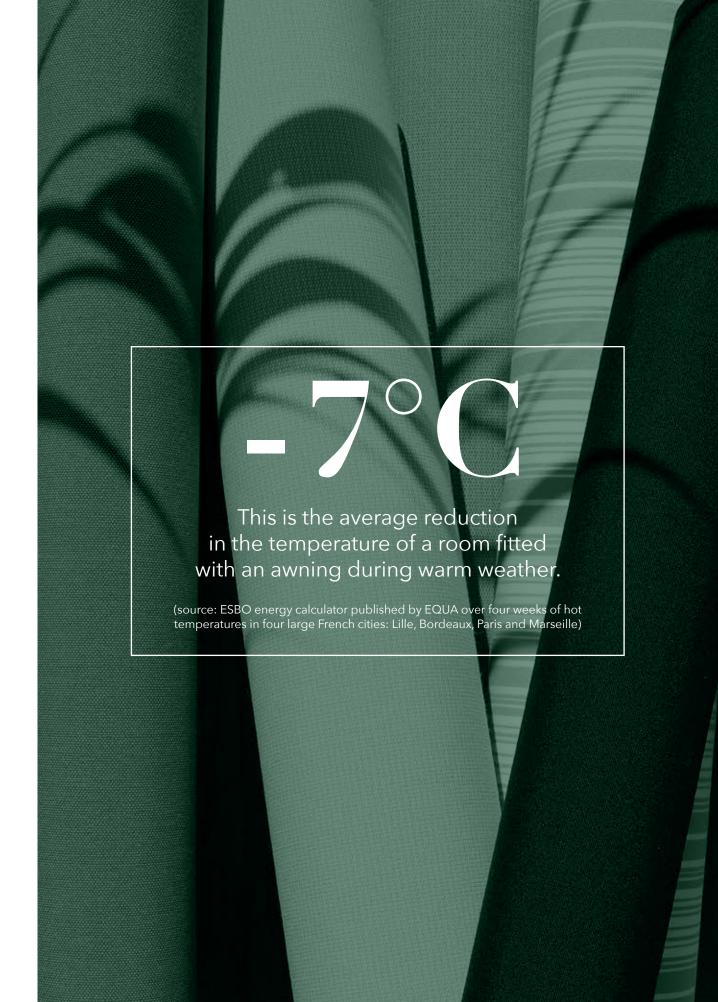
Awning fabrics are a highly effective solution to control light and temperatures indoors. They enhance the **comfort and energy efficiency of our homes.** This simple non-polluting technical solution naturally reduces the need for airconditioning. Effective and long-lasting, Dickson fabrics come with a 10-year warranty and help reduce temperatures inside homes to limit the use of air-conditioning.





- Fitted over picture windows, Dickson awnings block the sun's rays and help lower temperatures inside the home by up to 7°C
- They allow natural light through while reducing glare
- They enhance privacy and protect from prying eyes

Ci-dessus: Côtés: Flanelle Chiné INF U104 - Toit: Silver SWK TOP M652 Ci-contre: Céleste Link ORC U795



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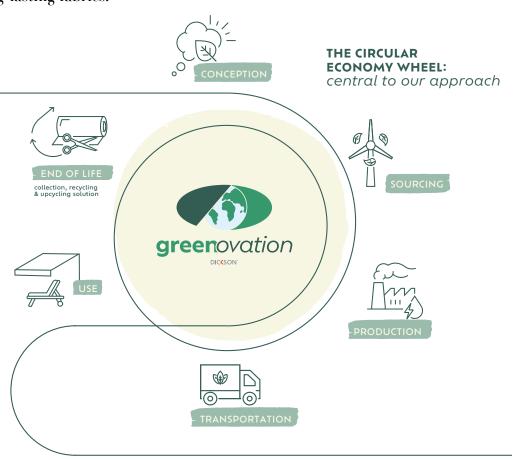


# Dickson, committed to eco-responsibility

At Dickson, we take the environment extremely seriously. Dickson is firmly committed to a global eco-responsible policy, supported by its Greenovation program, which takes into account the entire lifecycle of its fabrics. From sourcing raw materials to managing the end of the service life of its products, Dickson is committed to producing environmentally friendly and long-lasting fabrics.

#### **Eco-designed fabrics**

From the drawing board onwards, our fabrics are designed to be long-lasting and kind to the planet. We make technical decisions that allow us to create highly resistant fabrics with a long service life that optimize everyday comfort. ORCHESTRA fabrics are certified compliant with Oeko-Tex Standard 100 (Product Class 2). This certification system for harmful substances in textiles confirms they are harmless to the environment and human health.



#### Selected raw materials

The main raw material used in Dickson fabrics is solution-dyed acrylic, in which the colour penetrates to the heart of the fibre, making it highly resistant to outdoor weather conditions. This choice allows Dickson to dispense with the fabric-dyeing stage, resulting in a less polluting industrial process that considerably reduces the amount of water, energy and chemical products used.

#### Production sites committed to a continuous improvement approach

Dickson's production sites are committed to a continuous improvement approach compliant with ISO 9001, ISO 14001, ISO 45001 and ISO 50001 for water, energy, the environment and more generally all issues related to quality, safety, the environment and energy. Dickson is the first French textile company to be awarded quadruple QSEE certification. The company was also accorded the CAP 26000 label in 2022 in recognition of its commitment to corporate social responsibility.

#### Target zero landfill waste

98,9 % of waste produced by Dickson's plants is recycled or recovered.



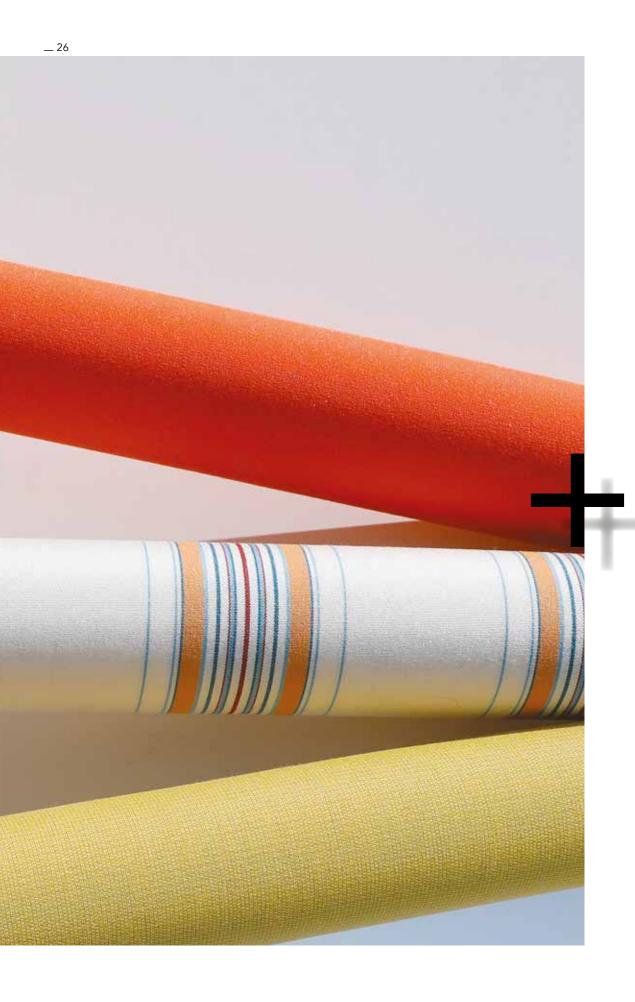
#### **Optimized transportation**

Dickson sources most of its raw materials from **Europe** and manufactures its fabrics in northern France. This helps to safeguard expertise and jobs in Europe. Thanks to its storage depots in Sweden, Italy, Germany and Spain, Dickson also offers a local service for minimal impact on logistic flows.

#### End of life? A second lease of life!

Dickson is also committed to the circular economy and takes part in recycling and upcycling programs to give fabrics a new lease of life by transforming them into tote bags, clutch bags, and more. The creative potential to **recover**, **reuse** and recycle fabrics is infinite.

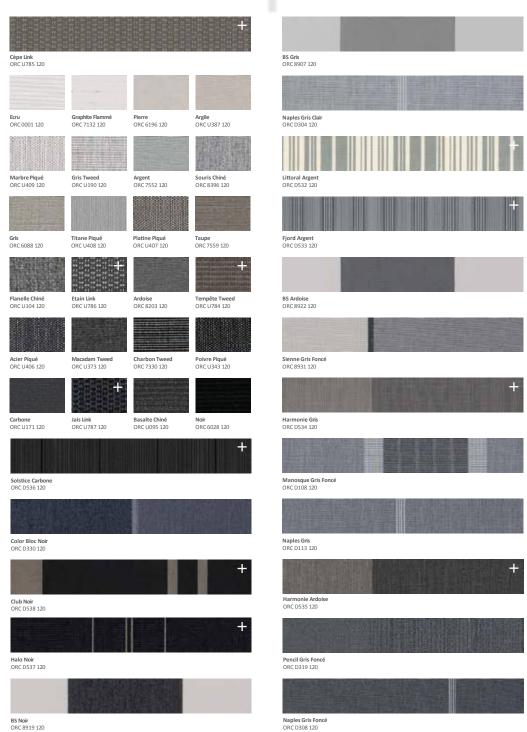
Above: Archipel Or ORC D552



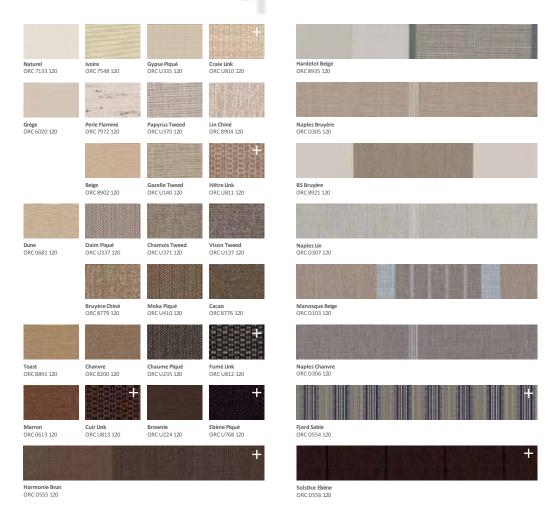
# The Dickson Solar Fabrics collection: an overview

These are the 173 products in the Dickson Solar Fabrics collection, grouped into four main color families.

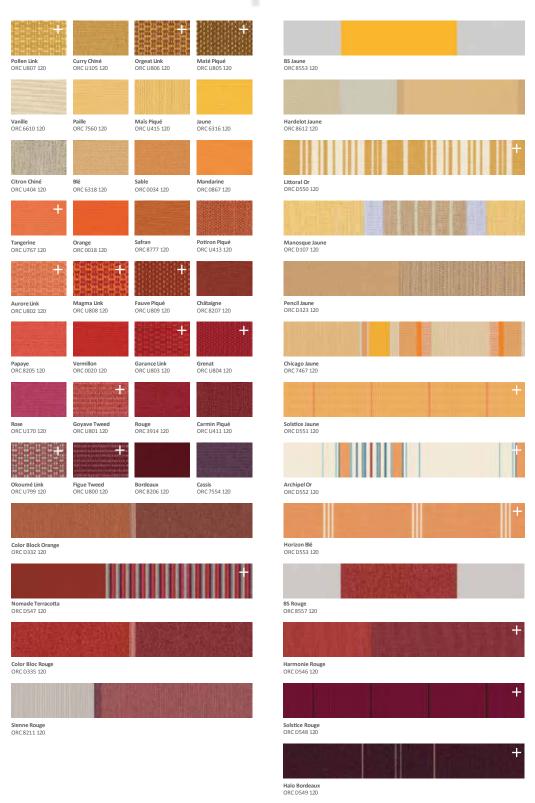
# SMART Stone



# SMART Natural



# SMART Solar

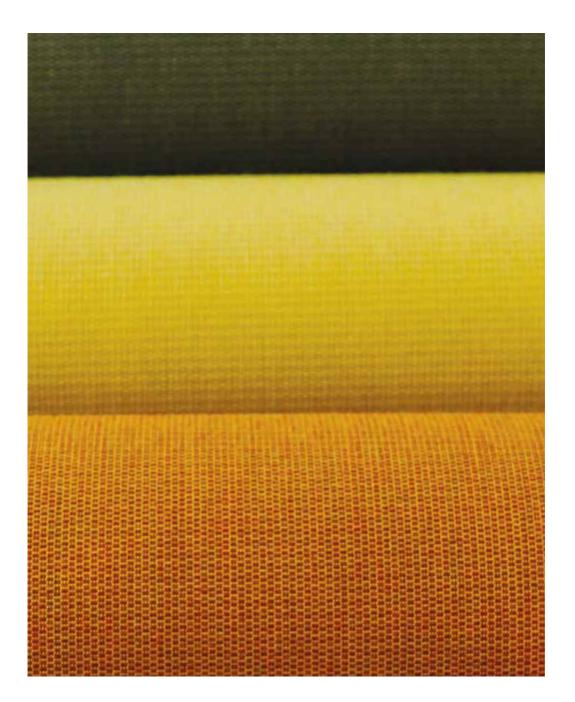


# SMART Polar





Graphic design: .becoming





## Take a journey to the heart of a SMART partnership. www.dickson-constant.com

#### **Press contacts .becoming :**