

# Maglia™

New Colours

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## DISCOVER THE NEW MAGLIA™ COLOUR RANGE

Last year we introduced to the market the new era in textile looking coated fabrics. We launched **Maglia™**, and immediately we got excellent feedback from the sector. Its design imitating an **Oxford pattern**, giving the appearance of a cosy fabric but with the high performance offered by Spradling® Coated Fabrics, were the perfect formula that quickly positioned Maglia™ among our best selling coated fabrics.

However, over time we realised that something was missing; the colour pallet required to be updated. We started looking for the most recent **worldwide colour trends**, and then we worked on creating a new inspiration source that fitted with the requirements that we were listening from you since Maglia™'s launch. Inspired in nature, we have immersed ourselves through a colour experience that today is coming to complete the previous Maglia™ colour range.

We have created an exclusive landing page to invite you to live this new colour experience. Visiting [maglia.spradling.eu](https://maglia.spradling.eu), you can explore Maglia™'s new colourways and order its samples. As usual, we have sampling resources available in **swatch book** format, **A-4 samples**, and **colour cards**. So, all this material will be available only a click away!

Don't forget that Maglia™ is safeguarded with Permablok<sup>3®</sup>, one of Spradling®'s protective finish. We are proud to say that we are the first company in the sector that has certified its protection finish against **coronavirus** with **ISO 18184** and **ISO 21702**. With Permablok<sup>3®</sup>, we ensure the reduction of the virus by more than 90% within one hour of contact. Simultaneously, we have certified Permablok<sup>3®</sup>'s bacteriostatic properties with the **ISO 22196**.

We also want to introduce another grand premiere together with the new Maglia™ colourways; our new and refreshed brand! Probably you have already had the chance to see our rebranding in digital communications, but now, with Maglia™, these brand changes leap onto our new colour cards.

We really hope that you like and enjoy all our novelties!



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