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< Bus Design & Interiors

# Camira

## Fabric Manufacturer Camira Launches Revolutionary Digital Print Technology

In an exciting development for the transport industry, Camira Print removes design and colour constraints for bus and coach operators.

In a year in which the global company celebrates its 200th anniversary in transport textiles, Camira has signalled its commitment to remaining at the forefront of the industry with the introduction of the innovative Camira Print.

Perfectly complementing the manufacturer's renowned weaving capabilities, the launch expands its offering to encompass digital printing – providing customers with an unparalleled level of flexibility

and freedom when choosing the optimal textile for their bus or coach interior.

### Revolutionary Design Potential

Removing many of the design constraints associated with traditional woven textiles, Camira Print fabrics can be created without restrictions on pattern repeats, scale or colour, as well as significantly reducing lead times and minimum order quantities. With a variety of design options, customers also have the flexibility to choose from a range of readymade prints in standard colours, opt for custom colours or create something entirely new

– working with Camira's in-house design studio to develop a totally bespoke creation.

Ciara Crossan, Transport Creative Manager at Camira, explains, “We’ve really worked hard to provide customers with a design option for every need. With the Camira Print collection, we have brought together a selection of carefully curated palettes and trend-led patterns to provide customers with a readymade range of printed fabrics which can be dispatched within days.

*For those who would really like to push the boundaries in terms of creativity, there is truly no limit to what is possible with Camira Print – they can create immersive*



*advertising campaigns, recreate photographs, go as big as they like in terms of scale, as bold as they like in terms of colour – this technology really does unlimit so much of what is restricted at the moment.”*

## Moquette Fabric, Made from Wool

In an appealing blend of tradition and innovation, each Camira Print creation is applied to a lightweight moquette fabric – the construction on which Camira’s rich heritage is built. With a velour finish, the textile has been created exclusively for digital print and is woven from naturally sustainable wool to deliver saturated colour and comfort.

## High Technical Performance

Meeting the industry’s key technical performance standards, Camira Print textiles achieve the European flammability regulation, ECE Reg 118.03, and the North American flammability regulation FMVSS 302. Indicating high durability, the newly launched textile capability also has an abrasion performance of over 100,000 rubs.

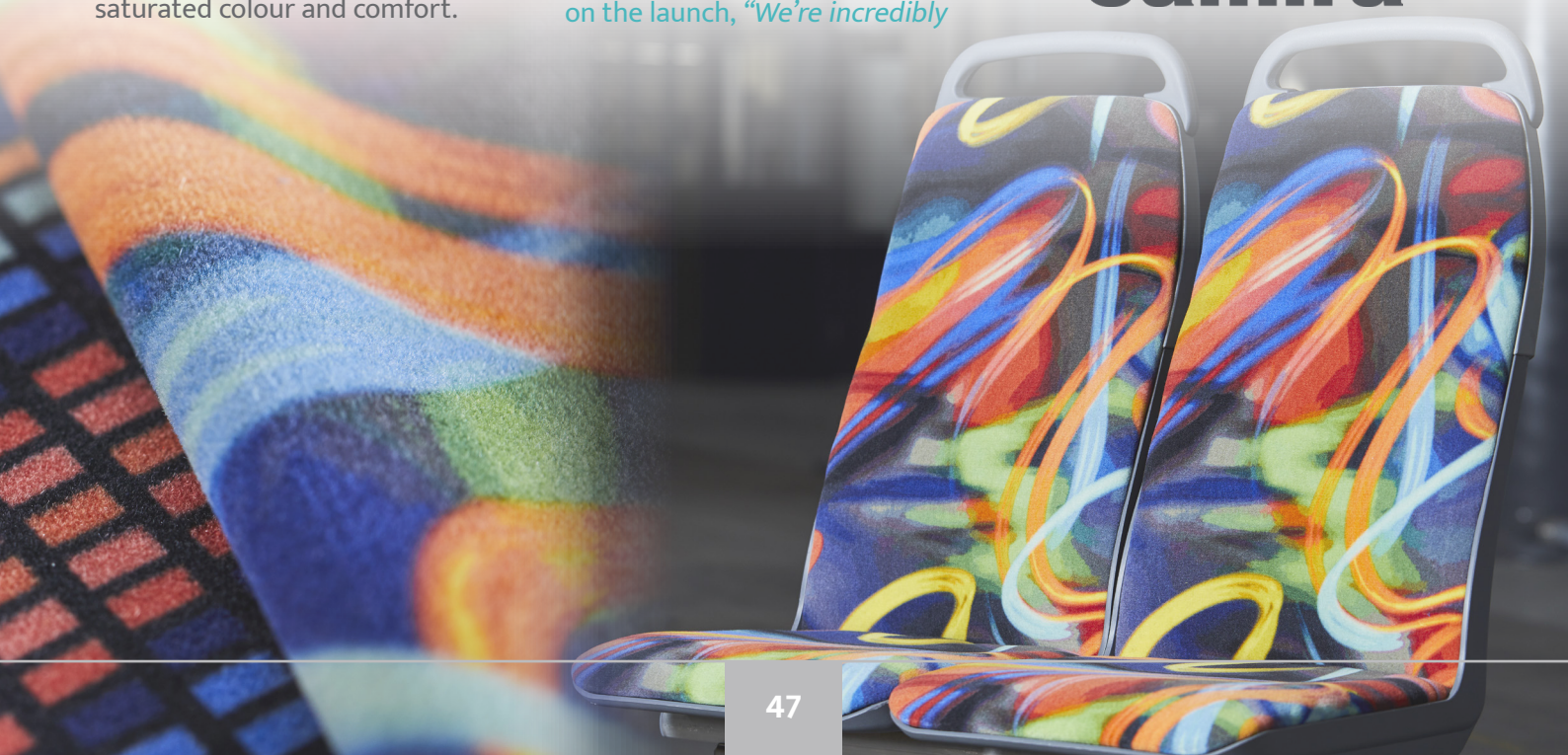
“A light shed moment for the industry.”

Jonathan Thompson, Director of Transport at Camira, comments on the launch, “We’re incredibly

*excited to introduce Camira Print to the transport market; not only is it a first for Camira, but also for the industry. Providing an unmatched level of design, colour and manufacturing freedom, customers can create truly unforgettable fabrics which it has just not been possible to create – until now. Truly a light shed moment for the transport industry, Camira Print will revolutionise the way in which fabrics are designed and made. We can’t wait to see the ways in which our customers use this new technology.”*

Camira Print can be explored online [here](#).

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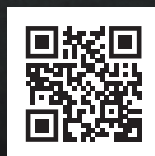


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PRINT



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TRANSPORT  
TEXTILES  
EST 1822