



Creating Textile Values

IMM 2024: ROHI PRESENTS CENTO - FIRST FABRIC MADE OF ONE HUNDRED PERCENT WOOL

With its latest creation at ORGATEC, rohi demonstrates that sustainability can be at once modern, sophisticated and tactile: CENTO – a fabric made entirely of pure virgin wool.

Named after the Italian word for "one hundred", CENTO combines a first-ever pure wool fabric with rohi's well-known first-class quality. Wool is a natural and fast-growing raw material representing sustainability at its purest. Through CENTO, the wool specialist emphasizes its focus on natural and durable textiles, created according to circular design principles while expanding its portfolio with a recyclable and biodegradable fabric.

IN TOUCH WITH NATURE

As a mono-product, CENTO translates the tactile virtues of nature into a pure fabric experience. In the same way mountains, landscapes and plants display a fascinating interplay of levels and depths, CENTO brings all the beauty of nature back home.

The fabric's refined bouclé character gives the pattern an organic look and a textured touch. The irregular structure of this special woven fabric creates a vibrant feel. Its strong sense of depth gives CENTO an unparalleled cosy feel and an elegant aesthetic.

UNIQUE INTERPLAY OF COLOUR

Nature is a true artist in its use of colour, sometimes loud, sometimes quiet, here bright and iridescent, there soft and muted. Inspired by nature, **CENTO's 23 shades range** from subtle tones to bold, contrasting colours in either two- or three-tone yarn structures. The warp colour options used are black for elegance and white for freshness. The colour intensity, typical of all rohi's yarn-dyed fabrics, **further enhances CENTO's** sense of depth.

TOGETHER FOR MORE SUSTAINABILITY

CENTO is the result of a joint development by rohi and Vitra.

The two companies have brought together their know-how and created a fabric that fulfils a wide range of requirements and utilizes resources more ecologically.




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ROHI'S PREMIUM QUALITY

In line with all rohi wool fabrics, CENTO stands out for Made in Germany premium quality. Moreover, CENTO is also certified with the EU Ecolabel to be especially environmentally friendly. Well-known for the use of the finest virgin wool and for undergoing special finishing techniques, rohi's wool fabrics feature exceptional quality that can be visibly seen and felt. All rohi fabrics possess distinctive characteristics like durability, stain resistance and breathability, making them ideal for both residential and contract sectors.

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