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Wolf-Gordon Introduces Sirona

The First Inherently Antimicrobial Commercial Upholstery Textile



New York, NY – Generated by Wolf-Gordon’s ongoing commitment to high performance and sustainability, Sirona with Protect+ is a groundbreaking new upholstery construction with an inherent antimicrobial solution built into the product’s DNA, inhibiting the growth of microbes in or on the textile. With silver and copper salts embedded, Sirona’s antimicrobial properties do not wear off, wash away or weaken over time. Unlike topical antimicrobial treatments, Sirona’s copper and silver salts do not damage human health and the water ecosystem.



Sirona is a timely and major breakthrough in commercial upholstery that works to address myriad concerns for hygiene, wellness and sustainability.

Marybeth Shaw,
Chief Creative Officer, Marketing & Design

Wolf-Gordon's Sirona upholstery textile is the outcome of a collaborative research and development initiative which resulted in an antimicrobial textile achieved through the material's inherent properties rather than through the addition of topical treatments. Working with family-owned textile manufacturer Geo. Sheard Fabrics and Dawn Hettrich Design, Wolf-Gordon sought to employ the naturally occurring antimicrobial properties found in silver and copper salts to offer a sustainable option for protection against microbes in commercial interiors.

The brands partnered with international yarn manufacturer, Coats, to create Sirona's unique construction in which Repreve® yarn, constructed from 86% post-consumer recycled polyester, is blended with the Protect+ technology. Through a process of extrusion, the copper and silver salts in Protect+ are embedded into the post-consumer polyester polymer to create 99% protection against numerous microbes, including staph, pneumonia and e coli.

When Wolf-Gordon approached us to collaborate on a Health and Wellness collection, we took the opportunity to push the boundaries beyond pure aesthetics to develop a product that offers a sustainable option for the anti-microbial requirements of today's environments. We are proud of our collaborative efforts with Wolf-Gordon and Coats to bring the Protect+ textile constructed with Repreve post-consumer recycled polyester to the world of contract interiors.

Perihan Sheard,
Creative Director, Geo.Sheard Fabrics

Sirona boasts numerous aesthetic qualities, paired with its distinct performance properties, making this new offering truly unique to commercial upholstery textiles. Its superb hand and drape, and its soft, nubby boucle texture with a small black accent for added dimensionality create a luxurious feel. Wolf-Gordon Senior Designer Kathrin Hagge developed a soothing color palette of 12 hues inspired by natural dyes with medium tones. The color palette was developed with individual



markets in mind, including options such as blue gray and aqua for healthcare as well as fashion forward palettes for hospitality, corporate, health clubs, spas, and co-op common spaces.

About Wolf-Gordon

Wolf-Gordon is an American design company dedicated to inspiring and enabling the creation of outstanding interiors. Founded in 1967 as a commercial wallcovering resource, the high performing product line now includes upholstery textiles, RAMPART® wall protection, paint, and Wink dry-erase surfaces. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, the Boym Partners, Frank Tjepkema, Mae Engelgeer and Alike van der Kruijs. Wolf-Gordon account executives are based in all major markets in the United States.

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