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Dickson Constant
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Awning
Collection
2012-2015



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WHETHER YOU'RE LOOKING TO CREATE BOLD CONTRASTS OR TWO-TONED HARMONIES, THE 100 SOLIDS IN THE ORCHESTRA RANGE OFFER INFINITE POSSIBILITIES TO MAKE AWNINGS PLAY A TRULY PIVOTAL ROLE IN OUTDOOR DECORATING AND DESIGN.

Dickson® is now launching the **2012-2015 solar protection collection**, which for the first time ever, **brings together all the technical textile ranges** under a single umbrella.

The big advantage: the awning collection is comprised of 212 references, including 100 all new solids. As a result, DICKSON® offers 188 Orchestra options, 10 Symphony solids and 14 Opera jacquards. And a surprising innovation: the blue jean is making its debut in a totally vibrant collection that'll turn you into a

## COLOR'ADDICKT

Orchestra, the largest range on the market, boasts a unique, differentiating style. Inspired by the latest indoor-outdoor decorating trends, it stands out by its amazing use of colour and 14 dazzling new solids. Using pink, purple or green, colour can be played up to the hilt or used to spice up ultra graphic stripes.

In addition, thanks to the **Symphony**, range's 10 exquisite references, including 5 new shades, the Dickson® awning collection now offers 100 fabulous solids.

DICKSON® hence clearly affirms its position as a stylish awning fabric designer through these 100 gorgeous solids, 18 irresistible stripes (some classic, others trendy) and 9 new jacquards with fascinating optical effects, all of which belong to one amazing "awning" collection made up of three incomparable ranges : Orchestra, Symphony and Opera.



# Blue Jean

revolutionizes outdoor  
decorating codes.

From table clothes to sheets and upholstery, denim is making its way into the decorating world. At the forefront of the latest trends, Dickson® now invites denim to step outside, making the most of its diversity.

Powerful blues, fun stitching, the stone-washed look, jean awnings combine originality with city-slicker style. A timeless colour, blue jean fabric creates a soothing atmosphere that's both chic and easy to live with day in and day out. Bold or faded, raw or refined, denim combines modernity with authenticity for a 100% blue addict appeal.



100% SOLUTION-DYED ACRYLIC - 10 YEAR WARRANTY - STANDARD WIDTH = 120CM  
WEIGHT = FROM 290G/SQ.M. TO 360G/SQ.M. DEPENDING ON THE QUALITY  
RECOMMENDED PRICE = BETWEEN €22 AND €48 PER LINEAR METRE INCLUDING TAX.



THE FASHION STAR  
IS COMING OUT  
OF THE CLOSET,  
TO TAKE ITS PLACE  
IN THE SUN!



# 100 solids

A diverse palette that lets you indulge all your wildest dreams.

From chocolate to fuchsia, Dickson's array of 100 solids provides aesthetic allure along with material effects to ensure optimal solar protection.

## ORCHESTRA: 90 solids, including 14 new shades

Feeding into the electric trend with ultra violet. Cosy ambiance with cherry red. Pop art dynamics with pretty in pink...

Orchestra's kaleidoscope has been enriched with high-energy hues to be used for a total look or exciting accents.



## SYMPHONY: 10 solids, including 5 fabulous creations

Thicker and heavier than Orchestra, Symphony fabric looks and feels almost like real cotton. Chestnut brown, mustard yellow, pine tree green, navy blue, gooseberry red.

Symphony has just added 5 new "Sati" references with highly structured, Ottoman Empire effects.



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DID YOU KNOW?

Colour plays an important role in solar protection.

Colour choice directly affects heat and light penetration. Pale colours let through more heat but offer incomparable light. Dark colours keep things cooler but blocks out more of the sunshine. Colours also offer optimum UV protection.

Dark shades provide total UVA and UVB protection, whereas paler shades provide protection similar to that of an SPF 50 skin cream.



# Orchestra

BROOKLYN AND MANOSQUE STRIPES  
EXPAND THE HORIZONS

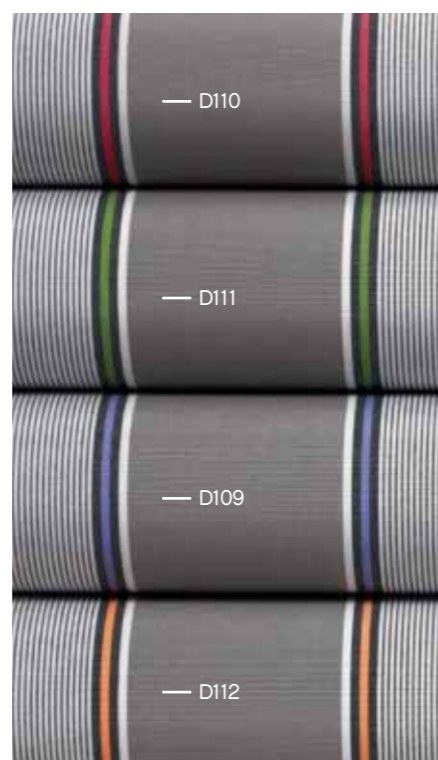
Stripes take on a new twist, have fun with colours and flood both small and large areas.

With 18 new variations, including Brooklyn and Manosque, the Orchestra range offers an array of 98 stripes, from the most classic to the more cutting-edge design.

## BROOKLYN stripes

A surprising mix of patterned weaves and neon colours, the **Brooklyn series comes in 4 updated urban styles**. Ultra violet, bright pink, chlorophyll green and mandarin orange electrify the grey city streets and skyscrapers.

Breaking away from traditional codes, Brooklyn stripes shake up the linear rhythm, alternating between wide metallic stripes and thin sketched-effect stripes.



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## MANOSQUE stripes

Neo-classicism makes a comeback with the **Manosque stripes' mottled "chine" effects, available in 5 subtle, natural colours**, totally in synch with the times.

The Provençal charm adds a new dimension to stripes in dark green, antique rose, ocean blue, straw yellow and charcoal grey.

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# Orchestra

NAPLES, TRÉVISE & SIENNE  
GIVE ELEGANCE A STARRING ROLE...

Stripes rub shoulders with high fashion, play with men's clothing codes and indulge in subtle style effects.

With these three new references, Naples, Trévisé and Sienne, the Orchestra range offers an alternative to colour that combines modernity and simplicity.

## TRÉVISE stripes

In rich tones of raw wood and worn-in leather... **the Trévisé stripes combine timeless elegance with upbeat modernity.**

An alternating rhythm of sophisticated shades, from beige to brown, give this fabric its own, unique charm **to dress up any kind of façade.**

## SIENNE stripes

**The Sienne stripes' 8 variations, including 1 new nuance, play it straight and understated with a naturally elegant style.** The smart selection of different sized stripes brings to mind a gentleman's wardrobe.

**The latest colour trends**, such as sand and taupe, give this range a very **"French chic"** look.



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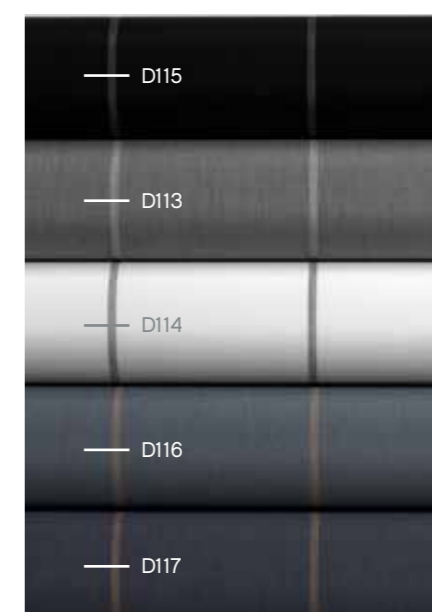


## NAPLES stripes

Discover the **"Al Capone"** ambiance with the whole array of Naples stripes, easily paired with white, grey, black or denim solids. Designed with the precision of a tailor's pattern, the Naples fabric is distinctively minimalist.

Its thin lines of camel, white or grey call to mind the visible stitching on jeans and give awnings a high fashion design.

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# Opera

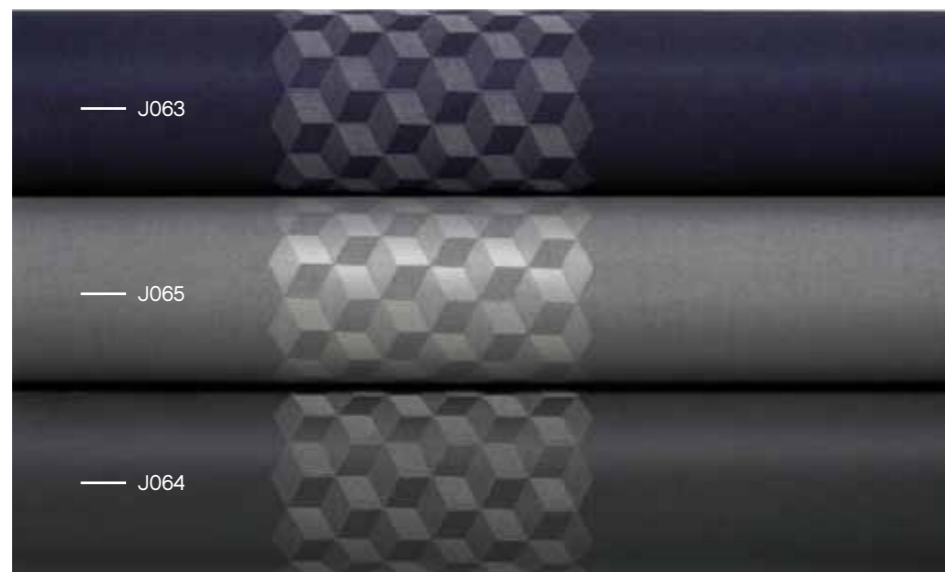
THE CUBE JACQUARD  
ADDS AN EXCITING DYNAMIC TO ANY SPACE

**Motion, lights, and optical illusions open multiple perspectives for outdoor decorating and design.**

With this new jacquard dubbed "Cube", the Opera range gives awnings a cinematic dimension, artfully combining special effects and metallic variations.

## "CUBE" fabric

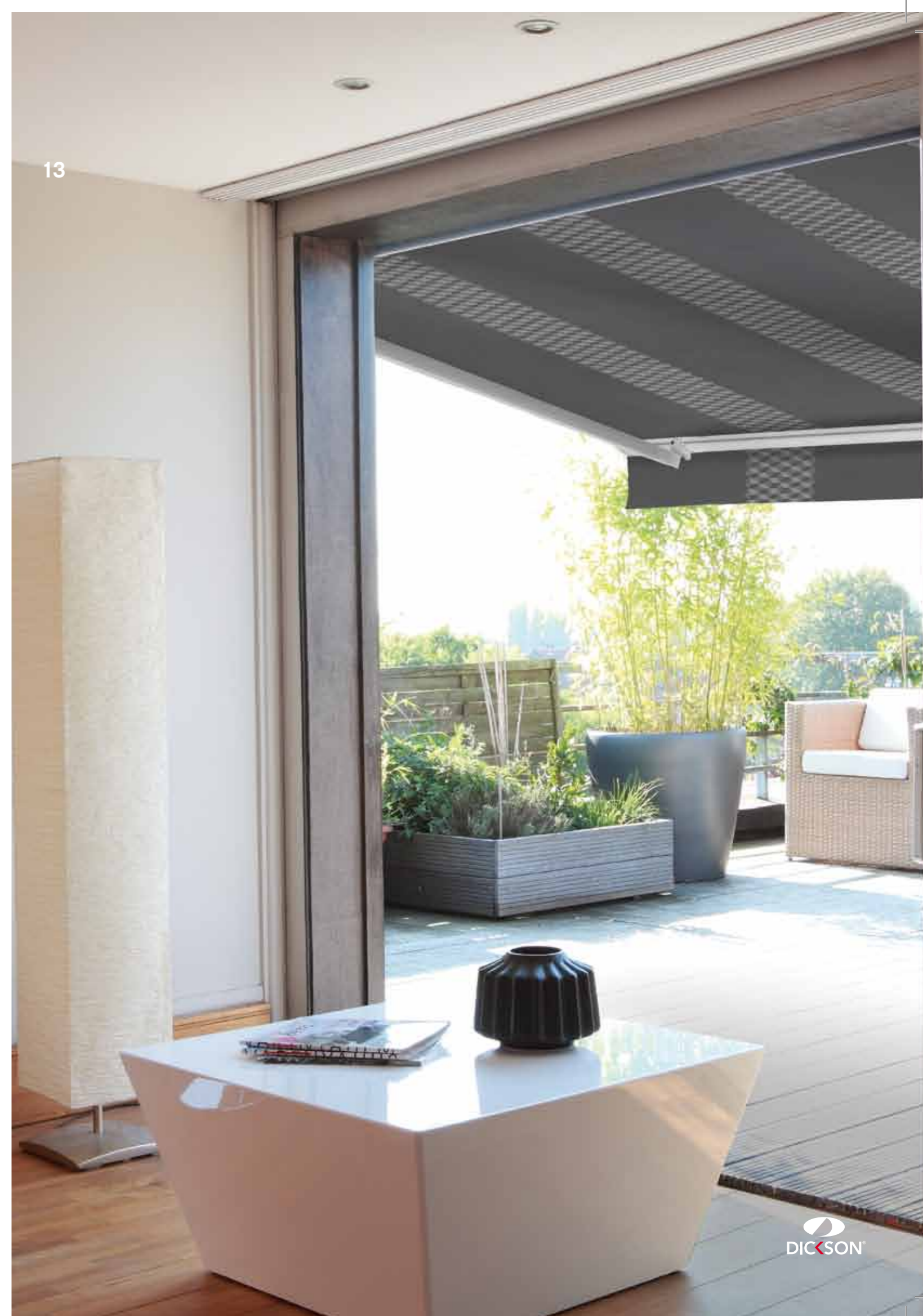
A technical feat beyond compare, the Cube fabric is the result of an exceptional weave that plays with symmetries and dares to introduce **3D illusions**. Metallic grey, mother-of-pearl white, warm denim... the silver screen version of awning fabric teams up brilliantly with any of the Orchestra solids for a box office hit every time.



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# Opera

THE PAVOT, GALET AND SOHO JACQUARDS  
UNITE THE POWERS OF CREATIVITY AND IMAGINATION

Oversized patterns and broad bands of colour characterise the 14 references in the Opera range.

In addition to the exciting Cube option, Opera boats 3 additional jacquards with remarkable personalities reminiscent of poppy seeds, pebbles and soho... that let nature play a starring role.

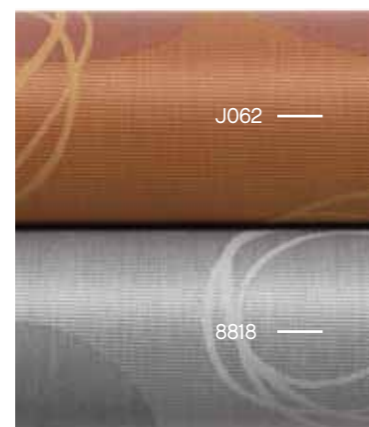
## PAVOT version

Mandarin orange, raspberry pink, blueberry purple and apple green... the Pavot jacquard indulges the sassiest sweet tooth with a mixture of 4 fabulously flashy colours that feel like soft, cosy cotton.



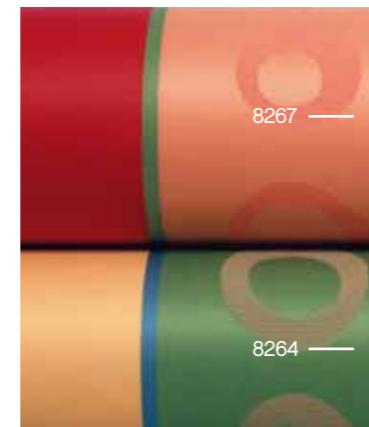
## GALET version

A new shade of stone grey and simplified graphics combine smooth and metallic effects to make the Galet jacquard fit naturally and beautifully into its environment.



## SOHO version

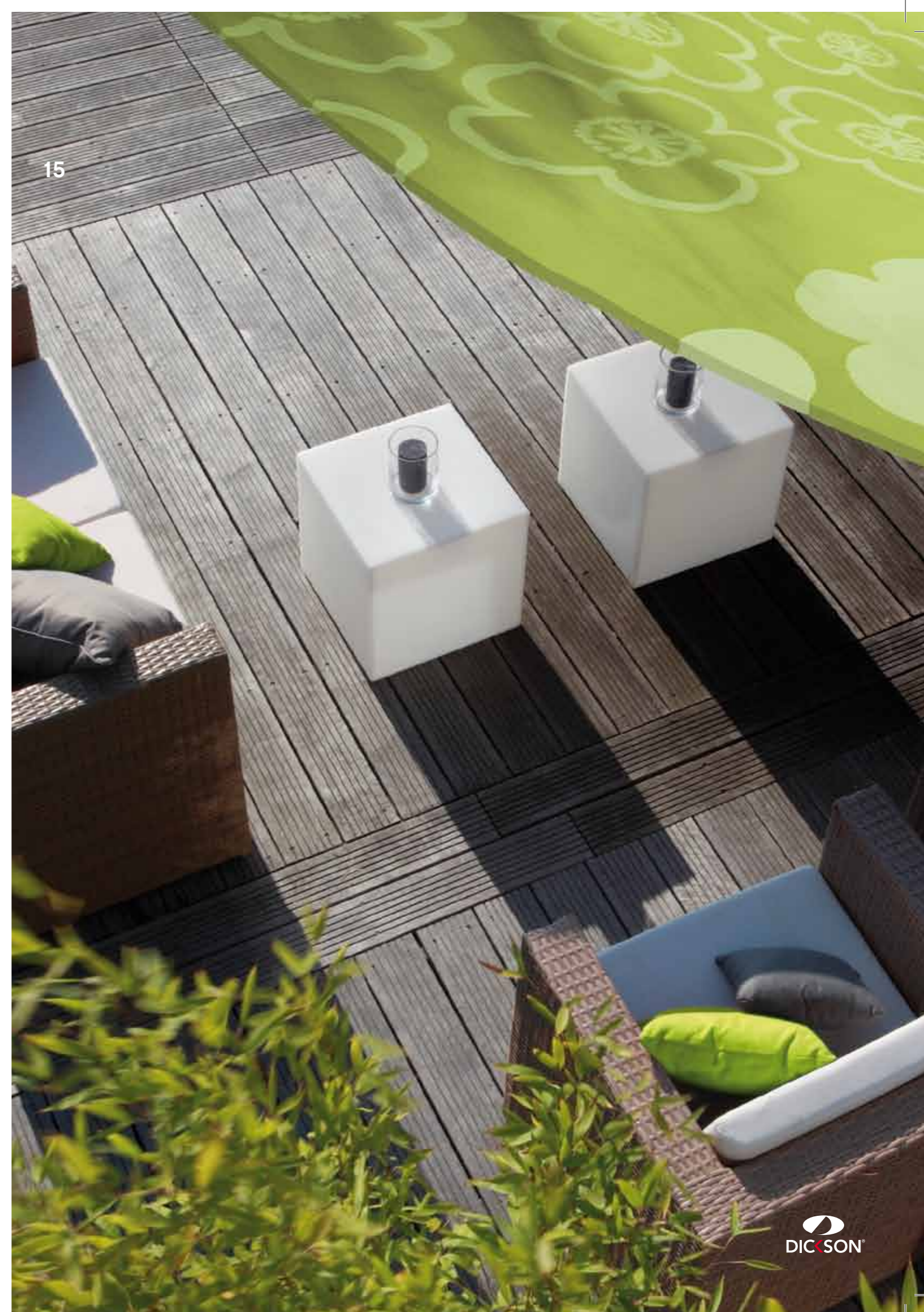
The Soho jacquard lets lines run totally out of control for a fun-filled design. Sun-kissed with colours from Provence, these awning fabrics invite the lazy days of summer to take over your terrace.



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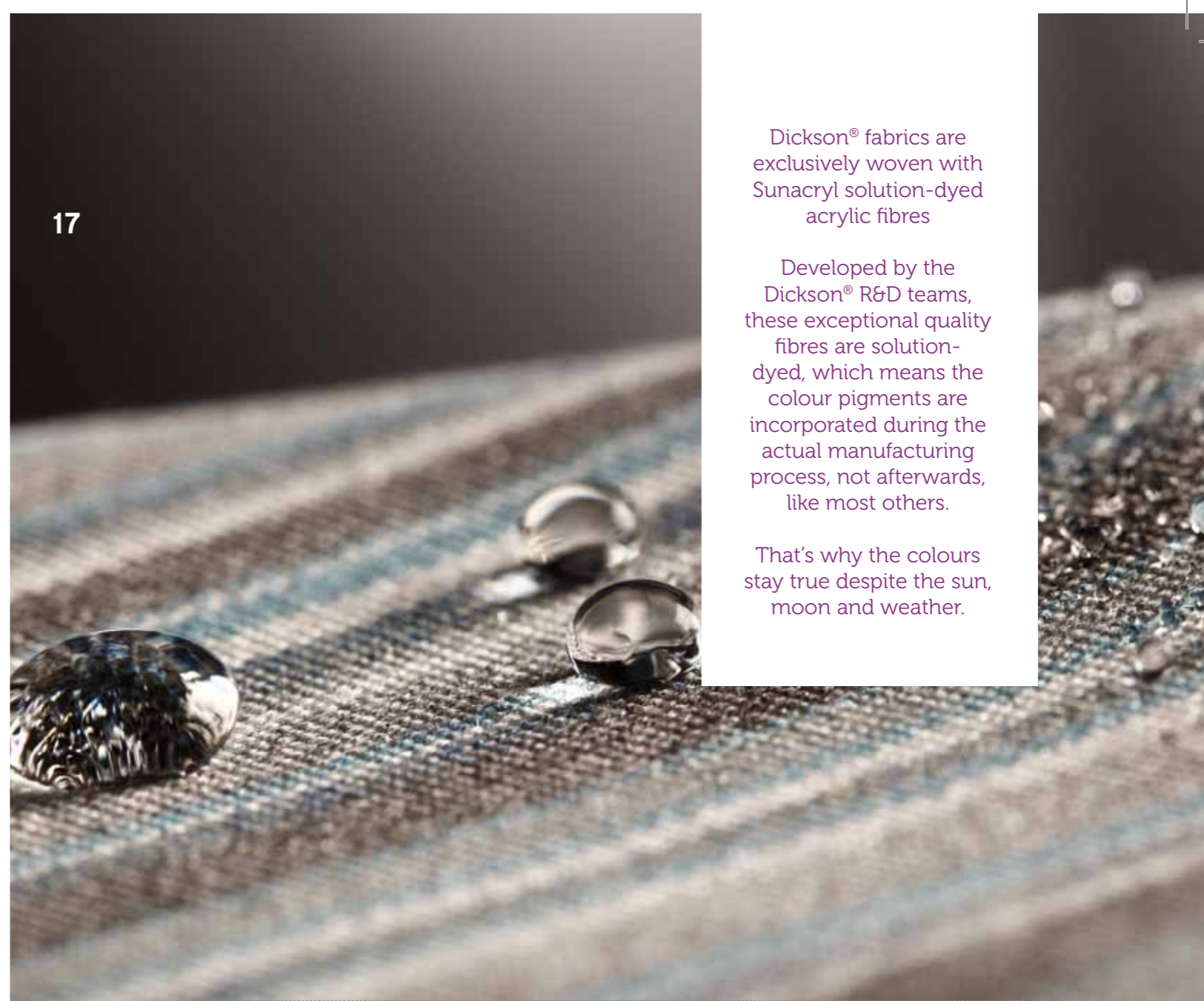


# The new generation Orchestra<sup>®</sup> fabrics

DICKSON<sup>®</sup> is now offering a new generation fabric with incomparable properties and performance levels to revolutionize the Outdoor decorating market. Its technical characteristics have been improved to meet the changing market demands and meet consumer expectations in terms of durability and solar protection.

Greater water-resistance (Schmerber 370 mm instead of 350 mm), better protection (tighter weave: 0.11% open instead of 0.36%) and more stable, the new generation Orchestra fabric is even more high performance than ever before.

The constant quest for new materials and high-tech performance have earned Dickson<sup>®</sup> fabrics quite a reputation and their manufacturing process is what makes all the difference in the world.



Dickson<sup>®</sup> fabrics are exclusively woven with Sunacryl solution-dyed acrylic fibres

Developed by the Dickson<sup>®</sup> R&D teams, these exceptional quality fibres are solution-dyed, which means the colour pigments are incorporated during the actual manufacturing process, not afterwards, like most others.

That's why the colours stay true despite the sun, moon and weather.



### The CleanGard treatment,

made with fluoride nano-molecules, shields the fabric from stains and dirt by causing water to bead up and roll off, taking all the mess along with it.



### The eco-friendly Oeko Tex label

awarded by a leading Austrian Institute proves the Dickson<sup>®</sup> fabrics are non toxic. They are officially guaranteed not hazardous to people's health, skin or to the environment.



### Recommended by the Skin Cancer Foundation,

most of our fabrics provide maximum protection against UV rays (SPF 50+ = 100% UV rays are blocked).



# DICKSON<sup>®</sup> DESIGNER

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## An avant-garde multi-dimensional experience

Known for its innovative textiles, Dickson<sup>®</sup>, the world's #1 awning fabric manufacturer, has now applied its creativity to the digital world and has developed the 1st 3D multi-media awning simulator. This ingenious tool enables you to see an ultra realistic picture of how your awning will look once it's fully installed and shows you exactly where the shade will fall in just 3 minutes flat!

This 360° - 3 screen - web / iPhone<sup>®</sup> / iPad<sup>®</sup> interface - is designed to promote solar protection solutions while generating customer traffic at the 150 official Dickson dealerships.



**SIMULATE**  
the iPhone<sup>®</sup> application,  
The exclusive benchmark  
for virtual outdoor awnings.

Available at the Apple Store, free of charge, for professionals as well as individuals, the Dickson<sup>®</sup> Designer application is positioned as a 3D configurator based on Objective-C technology and pre-calculated 3D that enables people get an ultra realistic view of their awning project... in just 3 minutes flat!

**STUDY**  
the website  
[www.storistesinfos.fr](http://www.storistesinfos.fr)  
Building a bridge between  
individuals and professionals.



In a few quick clicks, any Internet user can access guide books, the directory of official awning resellers, the right contact people, price quotes, an interactive catalogue and more!

All the simulations created with the iPhone<sup>®</sup> application are shared on the website and directly sent to the Dickson<sup>®</sup> awning partners.

The goal: enable users to receive personalised price quotes and professional advice from a local reseller. If no local reseller is available in the immediate vicinity, a web partner will step up to the plate, so the customer will always get an answer, in 100% of the cases.

**DESIGN**  
the iPad<sup>®</sup> application,  
A powerful sales tool for  
official Dickson resellers.



This interface is reserved for professionals, and it's revolutionising the customer relationship, making it more dynamic and more interesting thanks to the ultra-realistic 3D simulations.

The Dickson<sup>®</sup> Designer is revolutionising solar protection with its totally trend-setting multi-media approach, whereby each interface plays a distinct role: simulate, study and design.





# The Dickson<sup>®</sup> group

The Dickson-Constant<sup>®</sup> technical expertise is the happy outcome of the 1969 merger between Dickson<sup>®</sup>, located in Dunkirk since 1836, and Constant, located in Lille since 1913.

In 1998, Dickson-Constant<sup>®</sup> joined the American group, Glen Raven<sup>®</sup>. The alliance between these two outdoor technical textile leaders enabled Dickson<sup>®</sup> to make a real name for itself, establishing its brand as THE reference for top-quality outdoor fabrics.

**250,000** REELS OF YARN  
HANDLED MONTHLY

DISTRIBUTED  
IN MORE THAN  
**110**  
COUNTRIES

**11,000**  
SQUARE METRES  
OF LOGISTICS SPACE

**27,500**  
SQUARE METRES OF  
MANUFACTURING SPACE

**110**  
LOOMS

**25,000,000**  
M<sup>2</sup> MANUFACTURED ANNUALLY

**3,500 EMPLOYEES**  
WORK FOR THE GLEN RAVEN<sup>®</sup> GROUP  
(600 EMPLOYEES WORK DIRECTLY FOR DICKSON<sup>®</sup>)

**75%**  
EXPORT SALES

## 14 SUBSIDIARIES WORLDWIDE

SPAIN, ITALY, GERMANY, SWEDEN, UK, BELGIUM, NETHERLANDS, POLAND,  
GREECE, SOUTH AFRICA, AUSTRALIA, CHINA, USA, ARGENTINA, ETC.

**100,000** SQUARE METRES OF FABRIC  
MANUFACTURED DAILY





DISCOVER THE ENTIRE  
DICKSON® COLLECTION AT

[www.dickson-constant.com](http://www.dickson-constant.com)

