

alta™ residential

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Home is home, and everything else is not-home*

Fabrics contribute to the warmth and comfort that differentiate a home from any other space. They deserve protection from the hazards of real life.

Alta™ Residential is an award-winning textile technology developed by Applied Textiles. Alta provides unmatched stain repellency for virtually any textile you select for your sofas, chairs, ottomans, drapery or woven accents. With Alta, textiles remain soft, beautiful and permanently protected for the life of the fabric.

Safeguard your fabric and furniture investments with Alta Residential and let life in.

*Klinkenborg, Verlyn. "The Definition of Home." Smithsonian Magazine May 2012.

features & benefits

Alta is a **water-based** technology that imparts permanent repellency to virtually any kind of fabric without impacting its softness or breathability.

- ✔ Forms molecular bond to fibers and will **not** migrate or “off-gas.”
- ✔ High repellency to liquid and oil based stains and spills.
- ✔ Exceptional cleanability, reducing the need for chemical cleaning agents.
- ✔ Non-allergenic and safe to be next to the skin; core technology similar to “performance fabric” used for leading apparel and sportswear.
- ✔ Odorless and completely imperceptible to the eye and hand.
- ✔ Free from any solvents or VOCs (volatile organic compounds), PFOS, PFOA, formaldehyde, heavy metals or phthalates.
- ✔ Passes EPA and Cal Prop 65 environmental standards (California, United States).

A dynamic splash of clear water with many small droplets, creating a circular shape around the text.

cleaning & care guidelines

Fabrics treated with Alta™ are exceptionally easy to clean and maintain.

1. Liquid spills: Don't wait!

Blot liquid quickly and gently with a clean, dry, absorbent cloth. If liquid remains, continue with gentle blotting. Gently remove any soil or debris from the surface.

No rinsing needed.

2. If any residual spot remains: Flush liberally with warm water and blot with a clean, dry, absorbent cloth. Change blotting cloth surface frequently, until spot is gone. (Avoid brushing which can spread the stain!) Repeat process until spot has been removed. Finish with final warm water rinse and blot.

3. For difficult or stubborn stains: Mix 2-3 drops of any mild laundry detergent with 1 cup of water and apply to soiled area. Gently work solution into the area, wait several seconds and blot the spot with a clean, dry, absorbent cloth. Repeat until spot has been completely removed. Rinse thoroughly with warm water and blot to remove any soap residue. (Be thorough here: soap not rinsed away in the fabric can cause a recurring stain!)

The background of the entire page is a light, pale blue color. It is decorated with several realistic water droplets of various sizes. Some droplets are in sharp focus, showing their rounded shape and the way light reflects off their surfaces. Other droplets are blurred, creating a sense of depth. The droplets are scattered across the page, with a larger one in the center-left and several smaller ones around it and towards the top and bottom edges.

applied: textiles

Applied Textiles has spent the last quarter century making fabric better, with innovative water-based technologies developed and backed by an independent certified testing lab. Our customers include Disney, McDonald's and Marriott. Alta Residential eliminates temporary, "spray on" fabric protectors and transforms home fabrics to performance fabrics, with incredible repellency, enhanced durability, and the ability to tackle all that real life brings to the home environment.

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