



Earth**Safe**Signage

a division of DWA Trade Show & Exposition Services



# NatureWoven™ Chorus

## Hessian Jute Fiber Fabric

- 100% Natural Product
- Compostable
- Natural Look and Feel
- Sustainable Raw Materials
- Indoor/Outdoor Usage
- High Tensile Strength



NatureWoven™ Chorus is a digitally-printable natural jute hessian backed with natural latex. The raw materials in this substrate are natural and biodegradable.

**Production** Jute is grown as a cash crop by family farms in developing countries. During the 3 month growing season, one hectare of jute plants absorbs approximately 15 tonnes of CO<sub>2</sub> and releases 11 tonnes of oxygen.\*

One tonne of dry jute fibre absorbs as much 7.5 tonnes of CO<sub>2</sub> whereas producing one tonne of polyethylene or polypropylene emits up to 3 tonnes of CO<sub>2</sub> per tonne of material produced.\*

A study by the Food & Agriculture Organization of the United Nations estimated that production of one tonne of jute fibre requires only 10% of the energy used for the production of one tonne of synthetic fibres.\*

According to the UN, some 4 million farmers earn their living from jute cultivation and support 20 million dependants. Additionally, hundreds of thousands of people work in jute manufacturing.

\*Source: International Year of Natural Fibres ([www.naturalfibres2009.org](http://www.naturalfibres2009.org))

## Special Design Considerations when using NW Chorus

Because of the special texture and color of the NW Chorus, the following suggestions may be helpful in producing a great-looking Chorus banner.

- 1** Make your colors 20% bolder & brighter than if you were printing on bright white
- 2** Do not use small intricate background designs, let the natural Chorus texture do that for you!
- 3** Use minimal text & graphics, do not use small text or logos
- 4** Use high contrast images, these look the best on this material