

For Immediate Release

Pink Powered by Moss
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Pink Powered by Moss wins IFAI 2011 International Achievement Award

(Roseville, MN – Oct. 26, 2011) **Pink Powered by Moss, New York, NY**, was recognized with the 2011 International Achievement Award (IAA) for design excellence in specialty fabrics applications. The ceremony took place at the IFAI Expo Americas 2011 at the Baltimore Convention Center in Baltimore, Md. on October 25.

Pink Powered by Moss received an **Outstanding Achievement Award** for its **Powerstation** project. The project was recognized in the competition's **Interior Display** category.

The annual IFAI Expo Americas is the largest specialty fabrics trade show in the Americas, and for more than six decades, IAA has recognized excellence in design and innovation, highlighting truly spectacular work in the specialty fabrics industry.

Entrants were encouraged to submit projects and compete in 35 categories in this 64th competition. In all, IFAI received 385 entries from 16 countries. Entries were judged by industry experts, editors, architects, educators and design professionals, who were selected for their knowledge in a particular field of study or product area. Winners were selected based on complexity, design, workmanship, uniqueness and function.

IFAI encourages specialty fabric projects of all sizes and type. The goal of IAA is to promote awareness of the specialty fabrics used in thousands of products and applications. All entries receive prominent recognition at IFAI Expo Americas. Entrants receive additional publicity through coverage in IFAI magazines, as well as press releases distributed to media professionals.

The International Achievement Awards competition is sponsored by IFAI, a not-for-profit trade association whose 2,000 member companies represent the international specialty fabrics marketplace.

Photos and detailed project descriptions of the winners are available at ifaipublications.com/iaa/.