

Cloth beats paper. Here's proof.



U.S. consumers who said they preferred
cloth napkins reported paying

64% MORE FOR AN
ENTRÉE

than those who preferred
paper napkins.



82%

of U.S. consumers
associate tables

SET WITH CLOTH
with a better restaurant
appearance and ambiance.

88%

of U.S. consumers associate
tables set with cloth

with better service.



84% of U.S. consumers
associate tables
set with cloth with being
**ENVIRONMENTALLY
FRIENDLY.**



The average U.S. consumer
uses **3 PAPER
NAPKINS**
per meal compared to
**1 CLOTH
NAPKIN.**

75%
of U.S. consumers
associate tables
SET WITH CLOTH
with better
FOOD QUALITY.



Consumer Napkin Preference Study, Jackson Marketing Group, 2012

Easier on THE ENVIRONMENT



When you replace your paper
napkins with Signature Plus® by
Milliken, you're not just making
your table look great. You're
helping create a more beautiful

world. Using cloth napkins helps to reduce paper
waste, which is why they're recommended by the EPA
for paper napkins. Because of its outstanding soil
resistance properties, Signature Plus also requires less
energy and fewer chemicals to process.
So do your part to keep the Earth green.

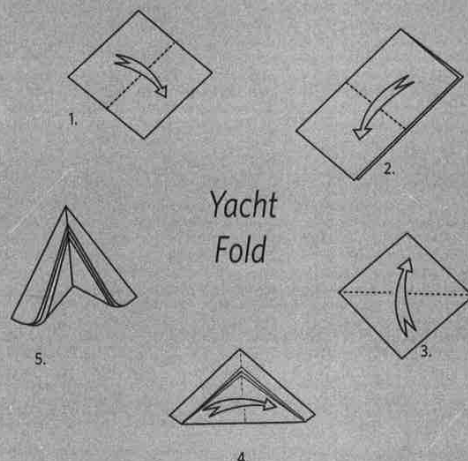


Easier to create IMAGINATIVE FOLDS



About the only way you can fold
a paper napkin is in half. But
with Signature Plus® linens you
can treat your guests to beautiful
table settings. Thanks to patented

SofTouch® technology, our linen has a soft, natural feel.
It delivers worry-free elegance to your restaurant.
With beautiful colors and easy to fold fabric, you can
create a beautiful table. Below, you'll find step-by-step
instructions on an easy to make fold.



See easy to follow videos of napkin folding
at millikentablelinen.com/customersupport.



Easier on THE EYES



Foodies frequently remind us
that you eat with your eyes first.
That's why the best chefs spend
so much time creating dishes
that look as good as they taste.

The same principle applies to the dining room. In fact,
93 percent of diners notice whether a restaurant uses
cloth linens, and 73 percent of restaurant patrons
say they prefer cloth. With a wide range of colors to
choose from, there's soft, luxurious Signature Plus®
to suit every décor. So set your tables with Signature
Plus to create an elegant dining experience.

NAPKIN SIZES :

20x20
36x36
45x45
54x54
54x72
54x90
64x64
72x72
81x81
90x90
120x54
120x72
144x72
144x90
120'' round
90'' round

Style 8396 Econo Spun Napkin (100% spun polyester)

Style 8375 Cotton Satin Band Napkin
(100% cotton with satin band insert)

Traditional Style Linen 8300 (100% spun polyester)

Satin Band Tablecloths (100% cotton with satin band insert)

Specialty bistro napkin 8315 offered in burgundy stripe,
blue stripe, black stripe (100% spun polyester)

COLOUR CHART

Choose from these colours for VISA 2+1 & Encore

 Dark Burgundy 1004	 Dusty Rose 1059	 T. Rose 1200	 Raspberry 1203
 Salmon 1421	 Pale Mauve 1447	 Pink 1461	 Deep Coral 1494
 Red 1555	 Light Pink 1625	 Blush 1676	 Maroon 1752
 Cast Red 1884	 Blue United 2313	 Wedgewood 2375	 Navy 2499
 Royal Blue 2511	 Kelly Green 3235	 Forest Green 3345	 Christmas Green 3419
 Turquoise 3526	 Dark Green 3535	 Seafoam Green 3558	 Teal 3835
 Ocean Teal 3953	 Blue Coral 3956	 Lemon Yellow 4382	 Maize 4647
 Gold 4663	 Soft Peach 5062	 Burnt Orange 5089	 Flesh Tone 5220
 Peach 5262	 Tangerine 5499	 Black 5650	 Pink Salmon 5711
 Rust 5922	 Powder Grey 6473	 Dove Grey 6648	 Medrite Grey 6708
 Chocolate 7134	 Wheat 7223	 Beige 7616	 Bermuda Sand 7684
 Sandalwood 7842	 Pecan 7862	 Allen Turk 8324	 Wild Raspberry 8488
 Purple 8529	 Ford Blue 8707	 Violet 8726	 Aubergine 8809