



New Nature-Inspired Brand AFFINA Launches Organic Towel Line

May 1, 2012, Park Ridge, NJ — Surface LLC announces the launch of its new nature-inspired, eco-friendly AFFINA™ brand of luxury home and hospitality fine linens.

AFFINA is a new paradigm for the home and hospitality industries based on a philosophy of wellness and living in closer affinity with Mother Earth. Patterns, colors, textures and forms from nature, emanating the natural forces and energy that created them. A timeless philosophy rooted in ancient spiritual, philosophical and cultural paradigms.

“AFFINA is Nature’s story. It is about celebrating her beauty and energy,” says Surface president Mary Ellen Putignano. “I believe, our personal environment is important to our well-being. Surrounding oneself with natural elements and an enriched sensory experience helps balance us.”

AFFINA’s premier collection, Seaweaves™, consists of 12 bath towels and 3 beach towels. The towels are crafted from 100% certified organic cotton using sustainable processes. Nature’s energetic patterns sculpted into plush terry velour in a mix of vibrant colors and soft white hues — a tribute to our oceans. AFFINA will be available to the consumer exclusively at www.affinashop.com on May 5th.

AFFINA is available for custom order to the hotel, spa, interior design and architect trades exclusively at www.affinahospitality.com. Designed to enhance the resort, spa and wellness center’s experience, offering them a new way to differentiate through their unique natural setting. AFFINA’s hospitality collection consists of 100% organic undyed cotton spa towels and bespoke bedding. Also available, architectural glass manufactured in the United States by Skyline Design, the premier producer of sustainable architectural glass in North America.

Six years in development, AFFINA plans to extend the brand to include a full line of bedding, spa robes, slippers, bath accessories, rugs, contract fabric, yoga mats and more.

ABOUT SURFACE LLC

Surface is a New Jersey-based, women-owned multi-disciplinary Branding and Design Company and a launching pad for new retail brand concepts. President Mary Ellen Putignano is also the founder and designer of the company’s first brand, AFFINA. An accomplished designer and consultant, Putignano has worked for thirty years in retail branding, product strategy and design for visionary companies, such as Crate and Barrel and Conrans. www.surfacecreative.com

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