



From sea  
to land,  
a new  
horizon  
in coated  
fabrics



**MORBERN®**  
**EUROPE**  
durable fabrics by design

# Our Identity

Morbern®'s identity is rooted in a commitment to deliver high-performance coated fabrics while prioritising sustainability.

As a leader in the coated fabrics manufacturing industry, the company integrates environmentally responsible practices into its operations, striving to reduce its environmental impact through innovation and technology.

**We build a better future for our customers, our employees, and the planet.**

**Mark Bloomfield**

CEO, Morbern® Inc. //



**We believe that it is possible to create products that are both sustainable and profitable.**

**Eric Lamontagne**

President, Morbern® Inc. //



**We strive to inspire partners, customers and other suppliers alike to support our movement towards a more responsible future.**

**Carine Equeter**

Vice President, Morbern® Europe BV //



# Coated fabrics expertise made in Canada...

Originally established in 1956 by partners **MOR**is Bloomfield and **BER**nie Stein as a lamination business, the present day version of Morbern – one of the first expanded vinyl manufacturers in the world – started in 1964, in Cornwall, Ontario.

The rest is family history and, in 2024, Morbern celebrated 60 years expertise in coated fabrics and 10 years of sales in Europe.

Today, the privately-owned family company, now in its third generation, continues to put customers and service at the heart of its operations.

## 1956

Morbern is established by Moris Bloomfield and Bernie Stein as a laminating business.



## 1960s

Morbern's new plant under construction in Cornwall, Ontario.

## 1964

Morbern becomes one of the first expanded vinyl manufacturers in the world.



## 1995

Morbern achieves ISO-9001 Certification demonstrating commitment to quality management.



## 2014

Morbern launches its European division – Morbern Europe.



## 2022

Morbern obtains the ISO 14001 certification. Morbern opens a dedicated European warehouse in Belgium.

## 2023

Morbern Europe Business & Design Centre opens in Belgium. Morbern incorporates in Belgium as Morbern Europe BV.



## 2024

Morbern celebrates its 60th anniversary and 10 years of business in Europe. Morbern Europe launches its first Made in Europe range.

**... and Europe**

# Industry leaders

- Three manufacturing plants
- Vertically integrated, with owned knitting plant an hour from the main production site
- Strategic warehousing locations & extensive logistics network to offer prompt and reliable deliveries
- Large inventories of the most popular product ranges at all Morbern storage facilities around the world
- Custom stocking programs for “just-in-time” supply
- Short production lead times for urgent & made-to-order projects
- ISO 9001 & 14001 accredited
- In 2020 & 2021, Morbern was named by Deloitte as one of Canada’s Best Managed Companies.



# Global supply partner

Headquartered in Ontario, Canada, Morbern is present in both North America and Europe to best meet the requirements of each market and firmly place Morbern on the international suppliers map.



people  
**420 employees**



industrial parks  
**18,500 m<sup>2</sup>**



exports  
**35 countries**



# Morbern® Europe BV

Morbern started its European sales operations in 2014, underpinned by a logistics platform in Amsterdam which relocated to Belgium shortly before the company's incorporation there in 2023.

Today, Morbern Europe BV sells over 500 SKUs, both direct and through a wide network of agents & distributors, with shipments leaving daily across Europe & beyond.

The cross-market expertise and dedication of Morbern Europe's multi-lingual sales & support team makes for a total every-step-of-the-way customer satisfaction experience, from product design to delivery and after-sale service.

The newly established European Business & Design Centre in Wevelgem (Belgium) now allows clients to experience for themselves the latest Morbern offering in terms of sustainability, technical know-how and coated textile trends.





## Contract

Decorative, durable and easy-to-clean fabrics, designed for the most demanding public areas.



## Healthcare

High performance fabrics resistant to scuffs, stains, microbes and the harsh cleaners used to kill them.



## Marine

Stylish surface solutions engineered to perform in rigorous, all-weather environments.



## Cruise

IMO MED certified vegan leather for indoor & outdoor areas on board passenger vessels.



## Transport

Advanced, premium quality textiles meeting high-traffic seating and interior trim requirements.

Sokoa

Manutti

teknion  
extremis®

VOGLAUER



GALEON  
YACHTS

ZODIAC

BENETEAU  
AVANT-GARDE IN BOATING

FAIRLINE

de antonio  
YACHTS

Sea Ray®



Steelcase

skylla

global

KÖNIG

VOLVO

BRP

PiLOTE

Ford

POLARIS

MSC  
CRUISES

CroisiEurope  
Cruises

HELENIC SEAWAYS

Blue Star Ferries

# Enhanced upholstery solution, combining performance & style

Coated Fabrics are textiles that have been treated to make them stronger and longer lasting.

The PVC (vinyl) coating makes the fabrics' surface more impervious to damage and can be further engineered to resist stains, weather, mildew and other microbes. Morbern coated fabrics are also bleach resistant and easy to disinfect.

Whilst vinyl's versatile visual characteristics can simulate a leather or textile look, its inherent fire-resistant properties can be built on to meet specific flammability regulations.

## Durable, safe & recyclable

Vinyl coated fabrics are extremely hard-wearing and not prone to peeling or cracking.

Unlike other polymers 50% of PVC (vinyl) is made up of common salt – this makes it less reliant on fossil fuel and easily recyclable.

Large quantities of vinyl are re-melted into many useful products and numerous vinyl-recycling facilities can be found all over the world.



# Collections

Morbern's collections are designed to go beyond expectations and offer **MORE**.

More sustainability, durability, performance, versatility, style, innovation and comfort.

Redefining coated fabrics to deliver optimal value.

## **MORgreen®**

Turn a new leaf

Highly sustainable fabrics featuring varying combinations of bio-based content, recycled backings and FR-free formulations, each offering distinct green benefits.

## **MORcare®**

Wipe & walk

Durable, time-saving upholstery solutions designed for rinse-free cleaning and disinfection.

## **MORstretch**

Feel the flow

Uniquely balanced 4-way stretch delivering exceptional tailorability, effortless upholstery and a smooth, crease-free finish.



**MORgreen®**



**MORcare®**



**MORstretch**





## **MORph**

Transform the norm

Added-value solutions combining Morbern fabrics and carefully selected materials for strikingly decorative applications.

## **MORprint**

Get creative

Vibrant digital print designs that bring interiors to life whilst maintaining durability and effortless upkeep.

## **MORsolutions**

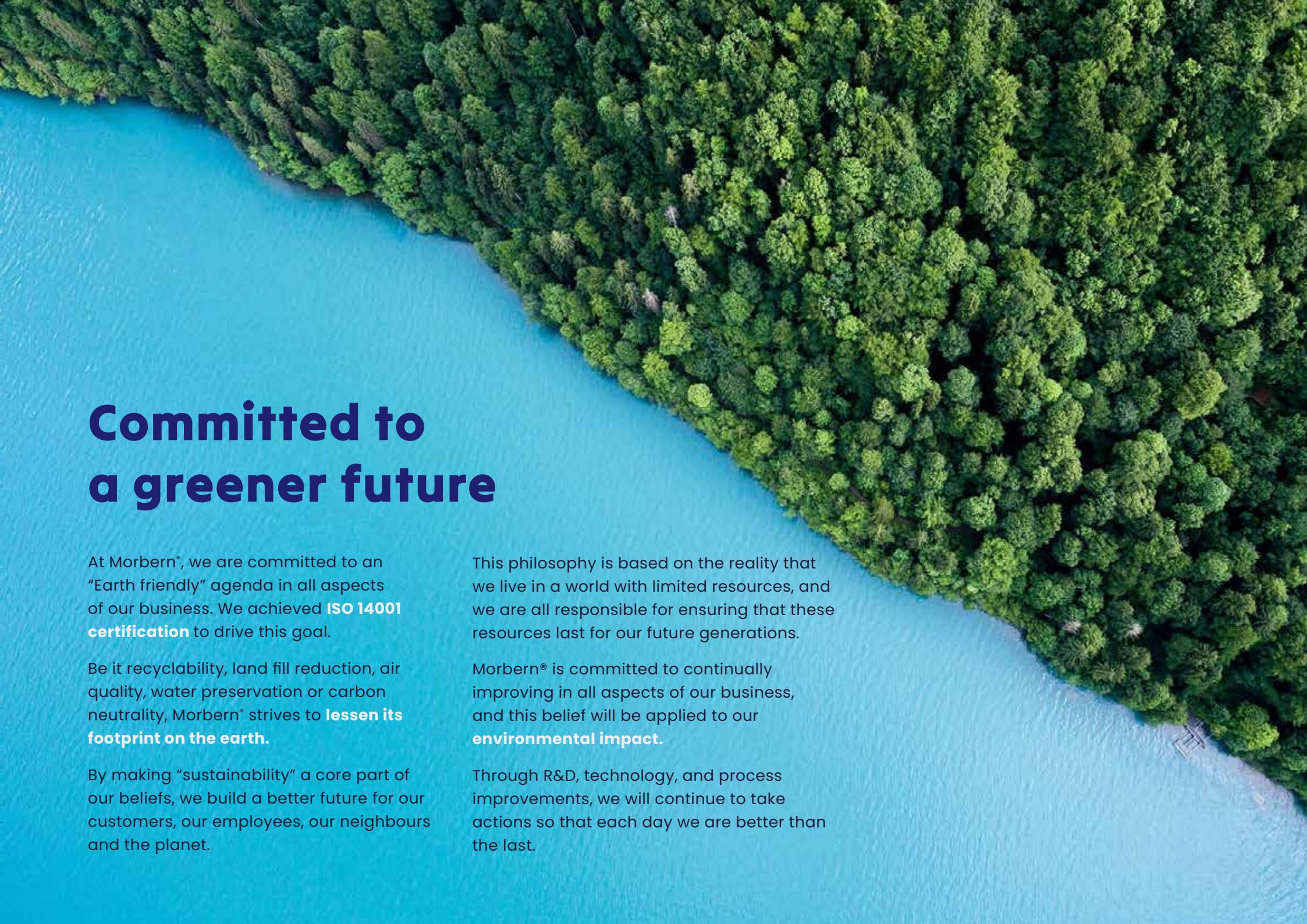
Choose performance

Versatile assortment offering high flame retardancy compliance, elegant metallic finishes, and enduring outdoor options.

## **MORfab**

Go the distance

Technical fabrics engineered for long-lasting reliability in demanding applications.

The background image is an aerial photograph of a lake with vibrant turquoise water. The lake is bordered by a dense, lush green forest. The water is calm, with some subtle ripples, and the forest extends from the shore into the distance. The overall scene is one of natural beauty and environmental health.

# Committed to a greener future

At Morbern®, we are committed to an “Earth friendly” agenda in all aspects of our business. We achieved **ISO 14001 certification** to drive this goal.

Be it recyclability, land fill reduction, air quality, water preservation or carbon neutrality, Morbern® strives to **lessen its footprint on the earth**.

By making “sustainability” a core part of our beliefs, we build a better future for our customers, our employees, our neighbours and the planet.

This philosophy is based on the reality that we live in a world with limited resources, and we are all responsible for ensuring that these resources last for our future generations.

Morbern® is committed to continually improving in all aspects of our business, and this belief will be applied to our **environmental impact**.

Through R&D, technology, and process improvements, we will continue to take actions so that each day we are better than the last.

# Pioneers of sustainable coated fabrics

At Morbern®, we create products that not only benefit our customers, but also have a **positive impact on the world around us.**

Every product starts with thoughtful design, and from the very beginning, decisions are made that shape its environmental impact and life cycle. These choices influence which product certifications can be achieved, while ensuring the product has **longevity**, benefiting both the user and the environment.

Morbern® was a pioneer in this field, being one of the first manufacturers to introduce Flame Retardant (FR) free coated fabrics, meeting the increasing demand for **sustainable and eco-friendly solutions.**

From recycled backing fabrics to FR-free technology and increasingly **high bio-content materials**, or a combination of all the above, our high sustainability solutions are delivering truly ecological solutions that make a difference.

Our latest **EvoHide®** innovation achieves **96% sustainable content** and has become a benchmark for sustainable innovation.





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