

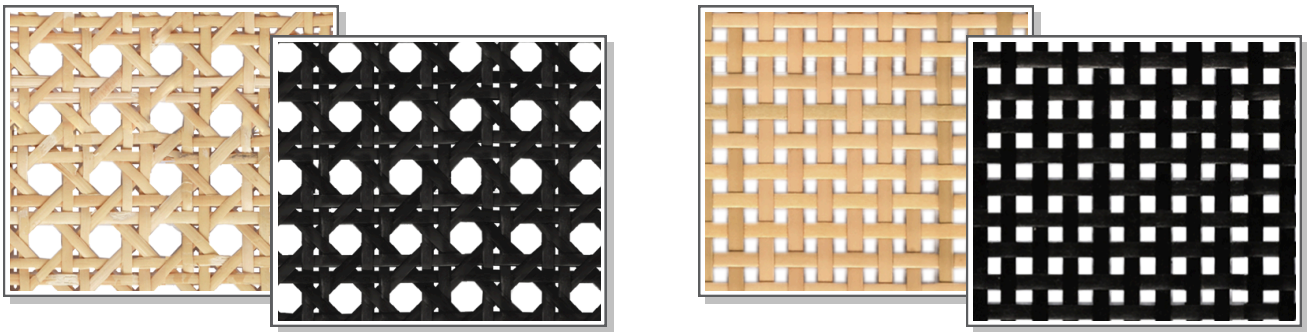
Designs of Distinction[®] Introduces Synthetic Rattan Webbing: A Durable New Option for Modern Interiors

Chicago, IL - Designs of Distinction[®], an industry leader in premium decorative components and materials, is proud to announce the launch of its **new Synthetic Rattan Webbing**, offering timeless woven design with modern durability.

Manufactured from high-quality polyethylene (PE) granules, **Synthetic Rattan delivers exceptional strength while remaining practically maintenance-free.** Unlike natural rattan, this material resists fading, warping, and weakening caused by temperature or humidity changes, ensuring **long-lasting structure and reliable performance across residential and commercial applications.**

"Rattan is a design classic that never goes out of style," said Jenny Rhead, Marketing Director at Designs of Distinction[®]. *"By adding a synthetic option to our collection, we're giving designers and manufacturers greater flexibility—whether they want the authenticity of natural rattan or the performance of a modern alternative."*

The new synthetic rattan webbing is the latest addition to the company's [Cut-to-Size Materials program](#), where *materials are priced by the square foot and trimmed to the customer's specifications.* This makes it easy to order exactly what's needed for cabinetry, furniture, wall applications, and more—without waste. The company notes **synthetic rattan is offered in addition to, not in place of, Designs of Distinction's natural rattan webbing, ensuring customers can select the best fit for their design vision.**



Designs of Distinction[®] will debut synthetic rattan webbing at the [NAFCD + NBMDA Annual Convention](#) in **Chicago, November 4-6, 2025**, where attendees will be among the first to experience its durability, versatility, and design potential.

About Designs of Distinction[®] For over 25 years, Designs of Distinction[®] has been an industry leader in decorative wood and metal components for furniture, cabinetry, and interiors. Proudly made in the USA, the company is known for its innovative designs, high-quality craftsmanship, serving both residential and commercial design industries.

Logos, Images & Related Assets can be found here:

<https://brownwoodinc.box.com/s/6ii51cp8sb3vffxb2eo327vmemlpmopi>

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