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Mindclick SGM and Valley Forge Fabrics Deliver First 360 Sustainability Scorecard to Hospitality Industry

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Valley Forge Fabrics, Inc., a leader in sustainable textiles for hospitality, achieved an industry breakthrough in transparency by announcing the results of a 360° Green Audit of the company conducted by MindClick SGM. Valley Forge, already known for its award winning FRESH fabric collections including LIVING FRESH Bedding with Tencel+Plus™ Lyocell, looked to MindClick SGM for the next step in their sustainability evolution.



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Valley Forge Fabrics, the leading sustainable textile source for the hospitality and lodging industry, has built a solid reputation by delivering the highest quality of service and value to the industry. Recognizing customer demand for sustainable products, the company sought to further improve its service by establishing transparent, ongoing sustainability performance measurement. Going beyond the limitations of traditional sustainability evaluations which measure energy, water and waste only, Valley Forge Fabrics turned to MindClick SGM for a comprehensive assessment including product sustainability, corporate social responsibility and core business performance.

Earning one of the highest scores ever issued by MindClick SGM, Valley Forge achieved an overall score of 3.90 out of a possible 5.00 – reflecting the strong sustainability performance of their products and outstanding evaluations from their customers.

MindClick SGM's Sustainability Scorecard™ provides a quantifiable, independent measurement of the sustainability performance of company products, operations, corporate social responsibility initiatives and brand, along with employee and customer engagement and satisfaction. Created through a 360° Green Audit that includes direct customer feedback, the MindClick SGM Sustainability Scorecard provides Valley Forge Fabrics with meaningful performance measurement critical to driving business growth and product development.

“While we are thrilled with our initial score, we realize there is always room for improvement with regard to sustainability initiatives,” said Diana Dobin, Senior Vice President of Valley Forge. “The MindClick SGM Sustainability Scorecard has helped us determine how to focus our sustainability efforts in ways that are of greatest value to our stakeholders. Their scorecard enables us to integrate sustainability into the hotel industry in a meaningful way. All segments of hospitality can have a scorecard - from hotel ownership to the supply chain to designers and management companies. While each individual score will vary, the tool to measure the results will be the same. Much like the Energy Star label is trusted and respected by consumers, we have adopted the MindClick SGM ‘Sustainability Scorecard’ that creates transparency and trust in the hospitality industry.”

By giving customers a comprehensive, independent, quantifiable way of evaluating a company's sustainability performance – MindClick SGM's Sustainability Scorecard™ promotes the acceptance, understanding and adoption of sustainability throughout the hospitality industry.

“Companies engaged in sustainability initiatives have a critical need for meaningful measurement. Valley Forge Fabrics received a thorough evaluation of their organization's sustainability performance relative to leading standards, industry practices and stakeholder expectations,” said JoAnna Abrams, managing partner at MindClick SGM. “Our Sustainability Scorecard provides them with the information they need to bolster brand performance,

increase stakeholder engagement, drive growth and increase ROI.”

About MindClick SGM

MindClick SGM is a sustainability consulting firm. We comprehensively measure environmental, social and business performance and develop customized solutions for sustainable growth. Our work helps leading organizations produce products and services in ways that are better for our world, our people and our collective bottom line. With more than 20 years of product, marketing and research experience and 10+ years of sustainability expertise, we specialize in helping our clients optimize the performance of their brand, products, operations and communications. Please visit MindClick SGM at <http://www.mindclicksgm.com>. For more information, contact Lydia Cisaruk at lcisaruk@mindclicksgm.com or 248-619-6852.

About Valley Forge Fabrics, Inc.

Valley Forge Fabrics, Inc. is a 30 year old family owned and operated company and the world's largest supplier of decorative textiles for the hospitality industry. Contact: Ken Koneck @ Valley Forge Fabrics, Inc. 800.223.7979 ext.132 or kkoneck@valleyforge.com. For more information on Valley Forge, visit the website @ www.valleyforge.com.

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