



Contact: Stacey Cohen/Lauren B. Kaufman
Co-Communications
914.666.0066
Stacey@cocommunications.com
Lauren@cocommunications.com

White Plains Linen Announces Spring's "In" Color Palette

Peekskill, NY (February 11, 2005) -- White Plains Linen, metropolitan New York's leading supplier of fine linen rentals, announced at the International Restaurant & Foodservice Show of New York that color schemes are getting brighter this spring. It's not just whites, creams and metallics anymore.

Marianne Calvin, customer development manager at White Plains Linen, has seen the shift from conservative, traditional colors to bright, energetic colors, such as limes, oranges, pinks and yellows.

Diane Padluck, sales and marketing manager at Clifton, N.J.-based Something Different Linen, said that her company's lime and orange Linen Breeze are growing more popular.

"We've seen an increase in lime green and orange table linen rentals and feel that the trend will continue through the spring," Calvin said.

Historically, rentals of bold colors have not been as high as the classic blacks, whites, and metallics. In keeping with the season's clothing trends, however, Calvin said that she is seeing an increase of requests from event planners for a wider variety of cheerful colors.

Andrea Most Gottschall, co-owner of Tarrytown, N.Y.-based A Most Creative Affair, agreed that the typical ecrus and creams "are getting a little boring. People are shying away from traditional, because they don't want the same old thing," Gottschall said.

White Plains Linen is metropolitan New York's leading supplier of fine linen rentals, including napkins, tablecloths, table skirting, chair covers/sashes, kitchen uniforms, entrance mats, sheets, pillowcases and bath towels in a full spectrum of colors, designs and patterns. Its LINENS à la CARTE division offers a full selection of high quality linen rental products for special events such as weddings, corporate parties, banquets and bar/bat mitzvahs. A family-owned business, White Plains Linen has been dressing the New York area's finest tables since 1938. For more information, log on to www.whiteplainslinen.com or call 1.800.825.4646.

###