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White Plains Linen Announces Cool Colors for Summer

Peekskill, NY -- (June 6, 2005) -- White Plains Linen and its specialty linen division, Linens à la Carte, announced today the cool colors for summer linens.

This spring, bold colors dominated. For summer, however, soft and vibrant hues will be popular.

Marianne Calvin, Executive Director at Linens à la Carte, sees colors softening to elicit calm, serene settings. "We are beginning to see our beige, sandalwood, yellow and even champagne being mixed with seafoam, pink, lavender and peach. It reminds me of a sunset at the beach and is very romantic," Calvin said.

Other cool colors include light blues combined with crisp whites, sky blues and corals, mochas, and blush pinks, which evoke the feeling of a day at the beach.

Kara Battinelli, regional director/décor designer of Decor & You, Baldwin Place, NY, said that this summer's colors take their cue from water and the tropics. Blues, greens and purples are considered to be "cool" colors.

"Studies on the psychological effect of color have shown that people actually feel cooler in spaces decorated with "cool" colors," Battinelli said. "The serene colors of summer are a reflection of desire for rest and relaxation."

White Plains Linen's specialty linens-- particularly satin-- in pink, ivory and lilac are growing more popular as the weather gets warmer.

"Colors truly set the tone of an event," Calvin said. "Our color experts are available to recommend color combinations to compliment an event, its location and the season."

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About White Plains Linen

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, including those in the New York metro area, eastern Pennsylvania, New Jersey, and Connecticut. For more information, log on to www.whiteplainslinen.com or call 1.800.825.4646.