

Questions we are often asked about Shimmy.....

### **Where did the Shimmy idea come from?**

We initially wanted to create a chair cover that could be fully customisable and disposable. That meant being able to print all sorts of designs and be able to fit a chair exactly to its specifications – a bit like a tailor made dress. So we went about finding a paper fabric that fulfilled our needs; it had to be tear resistant and strong; environmentally friendly; colour fast when coming into contact with liquid and be able to withstand the rigours of the manufacture process. We wanted to avoid laundering and expensive storage facilities that come with fabric products.

We wanted our clients to be able to access a new and different experience, look and feel every time they used our chair covers. So we are pleased to say that the Shimmy idea is ours and is a 100% Australian invention!

### **Why did you think paper was the solution for Shimmy?**

It's light and easy to transport and let's face it, freight isn't cheap these days. We can custom print any design you like or you can select from our gorgeous collection of patterns and designs.

The environmentally friendly nature of Shimmy means it is disposable and you are able to create new and exciting looks time after time. Your products are yours to keep and can be reused until you are ready to dispose of them.

### **Aren't paper products an environmental issue?**

In the current climate of environmental sustainability we take our role seriously and recently commissioned Futureeye ([www.futureeye.com](http://www.futureeye.com)) to investigate issues surrounding the sustainability and environmental impact of our products. The initial report will soon be published on our website so our customers can be informed about what they are buying.

### **Do you make Shimmy products to order?**

All our products are made to order – the great news about that is that we can pattern anything you like. Your cushions from home, your dining chairs, your ottomans, drops for your walls, runners for your tables and the list goes on to pretty much anything you can think of.

### **Does the product tear?**

Shimmy is a non woven paper fabric which means that it is extremely strong. We cannot guarantee that if you try it wont tear – what we do know is that because of its strength it has carried many thousands of happy sitting guests without a problem!

### **What if someone tried to set a product on fire?**

In the process of making our paper fabric the mill places a fire retardant compound into the pulp making sure it is not flammable. All our paper fabric is specially certified if required for event venues.

### **How did you end up with such an extensive product line?**

We quickly worked out that our Shimmy paper fabric was perfectly suited to lots of applications for the events sector – applications we are now trying to introduce to the home. In addition to chair covers we have cushions, ottomans, placemats, wall drops.

### **Why would I use Shimmy at home?**

You would use Shimmy in the home because you can use designs and patterns that are non permanent – this means you don't have to live with it forever – you may like to do a retro party with colours and patterns you wouldn't normally use - or lots of fresh stripes for a summer party – each event can be different without the permanency of other products. You can change the look of your cushions and covers seasonally . The great advantage is we can help you custom design all your event requirements around you space and your home using the Shimmy product.

**Feel free to email your questions about Shimmy to  
[vr@shimmypaperfabrics.com](mailto:vr@shimmypaperfabrics.com)**