

NATIONAL NONWOVENS Winter Newsletter 2009

A Message to Our Customers



Although the dismal economy seems to be affecting everyone, small and midsize business retailers are especially taking a big hit. According to a report released by the Department of Commerce, December retail sales were down 2.7%, marking the sixth month in a row that they have fallen.

As supermarkets adjust their business plans to appeal to the new frugal consumers, we especially empathize with our retail customers who are especially challenged to stay competitive. For this reason, National Nonwovens has recommitted our resources to bring you the highest quality products at the lowest prices possible. We are accomplishing this goal by aggressively negotiating raw material costs and containing these costs in every way we can. This past year we have also taken great strides in improving our processes and efficiencies for your benefit.

Our most critical business strategy is keeping our current customers, especially during these tough economic times. Our WoolFelt® product line has been proven time and again to be the best value and quality on the market and consumers continue to seek it out. Therefore **we are optimistic** that demand for WoolFelt®, along with our other lines, will only increase, even in this economy. We look forward to working hand-in-hand with our customers in 2009 to fulfill this demand.

We hope that 2009 brings prosperity to your business and health and happiness to you and your family.

Best Regards,

Anthony Centofanti - President/CEO

Michalina Centofanti - Vice President, Marketing

Publications Provide Inspiration

& New WoolFelt Projects

If you're reading this, chances are you either sell or stitch WoolFelt® and already know how versatile it is for intricate heirloom pieces and fun weekend projects alike. What might surprise you is how many fresh WoolFelt® projects are featured each month in leading craft publications such as *Crafts'n Things* and *Create & Decorate*. In fact, the December issue of *Crafts'n Things* featured over six new WoolFelt® projects.

Why is this happening? First of all, WoolFelt® and National Nonwovens' WoolWisps® wool rovings continue to be a favorite with some of the industries' most talented designers who contribute to these magazines, including: Mary Ayres, Sharon Baum, Melony Bradley, and Debra Quartermain, to name a few. Second, the publication editors recognize that WoolFelt® attracts a wide range of sewers and crafters.

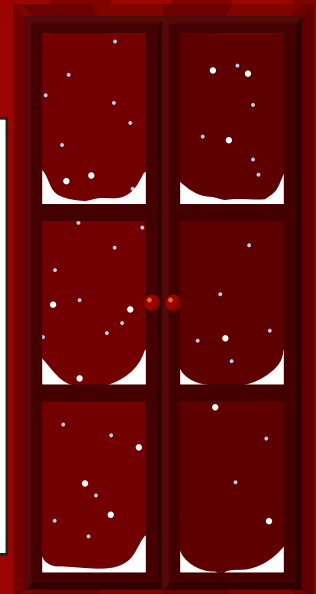
"WoolFelt® is a great material for adding texture and it's available in a wide color selection," cited Abby Foster, editor for *Crafts'n Things Magazine*. "It's not just something you use for the holidays and the demand for these types of materials increases when the economy is sluggish."

Cozy up with a craft magazine this winter and get inspired by the innovative concepts. Here's one last tip, next time you're on the computer, go to these publications' websites and take advantage of the free WoolFelt projects.

Your imagination will thank you!

Mary Ayres designed this WoolFelt® Snowman Bag featured on *Crafts'n Things* website as a free project.

Melony Bradley designed these Needle Felted Bottles that are embellished with WoolFelt® and WoolWisps® for the *Create & Decorate* December 2008 issue.



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