



FOR IMMEDIATE RELEASE:

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Press Release

Holiday Colors added to XoticFelt™ Product Line made from Bamboo

National Nonwovens will introduce six new XoticFelt™ holiday colors at Fall Quilt Market 2009

Easthampton, MA – October 1, 2009 – Because of the enthusiastic response earlier this year to National Nonwovens' introduction of XoticFelt™, the Industry's first felt made from bamboo, the product line has expanded with six new holiday colors. The newest XoticFelt™ additions will be unveiled at Fall Quilt Market in Houston, Texas on October 10 – 12, 2009 and will keep the popular tropical spirit of the first XoticFelt™ colors, which were introduced at Spring Quilt Market 2009. The new colors include: ***Coral Reef, Sangria, Blue Hawaii, Purple Paradise, Tropical Rainforest, and Black Pearl.***

National Nonwovens was the first manufacturer to introduce a pre-colored bamboo fabric to the market. Bamboo fibers are naturally soft, strong and able to retain wonderfully vivid and diverse colors. They are also eco-friendly, making bamboo the ideal green choice for those seeking a renewable, sustainable textile. Bamboo is actually a grass not a tree, making it the fastest growing timber plant on earth. Thriving naturally without pesticides, bamboo has other natural benefits including its antibacterial and antifungal quality called *bamboo kun*.

XoticFelt™ is a 100% natural fabric made from a blend of bamboo and rayon. Because of the intrinsic characteristics of bamboo fibers to react to changes in its immediate environment, such as humidity, slight hue alterations are a natural response in bamboo fibers when colored. Because National Nonwovens is the only manufacturer of felt in the U. S. with its own dyeing facility and computer-controlled color-matching laboratory, the company is able to control these inherent variations to extremely tight specifications.

XoticFelt™ is increasingly becoming popular with industry designers and teachers, craft magazines, and consumers. XoticFelt™ projects are frequently featured publication projects and articles. In addition, several influential designers have posted XoticFelt™ information in their blogs testifying to the possibilities for XoticFelt™.



New Holiday XoticFelt™ made from Bamboo

For over a Century, National Nonwovens continues to be recognized as a leader in the industry for its superior quality textiles. Evolving from traditional felting techniques are National Nonwovens' innovative technologies that enable the company to produce a variety of quality felt including new XoticFelt™ made from a blend of bamboo and rayon. National Nonwovens also continue to offer its popular heirloom quality WoolFelt® in a variety of styles ranging from products with 20% wool content to our 100% virgin felted wool. Complementing this 100% wool product line is the WoolWisp® rovings and ShadedWisps® rovings, which is a natural blend of wool and rayon.

Based in Easthampton, Massachusetts, National Nonwovens is a leading manufacturer of needlepunched nonwovens, engineering innovative high performance product solutions and superior quality felt for a vast number of markets such as Aerospace, Ballistics, Home Furnishings, Filtration, and Medical. Visit the company at www.nationalnonwovens.com or www.woolfelt.com.

WoolWisps®, ShadedWisps®, and WoolFelt® are registered trademarks of National Nonwovens. XoticFelt™ is a trademark of National Nonwovens.