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Press Release

Introducing Six New WoolFelt® Colors

National Nonwovens expands its TOY002 WoolFelt® product line with the new Zenergy Collection.

Easthampton, MA – May 15, 2014 – National Nonwovens, the original manufacturer of wool felt, is pleased to unveil the new Zenergy WoolFelt® Collection. These six new colors in the TOY002 blended-wool product line will invoke clear thoughts of beauty and vitality for an uplifting aura of enlightened expression.

The Zenergy Collection includes a fresh new green named Mint Leaf, a vibrant new yellow-orange called Sunburst, a sweetly radiant magenta called Rose Petal, a serene blue named Bluer than Blue, a perky yet peaceful purple named Field of Lilacs, and finally a happy harmonious cyan color called Alluring Aqua. The new colors will be on display for the first time May 16-18 during the International Spring Quilt Market in Pittsburgh, Pennsylvania.

National Nonwovens, under the name National Felt, originally produced felted wool beginning in 1905 for apparel and wartime products. Later, the company's WoolFelt® fabric was implemented in the popular poodle skirts of the 1950's. In the 1980's, WoolFelt® once again became popular as consumers sought a natural felt for soft sculpture collectibles and holiday projects. Today, National Nonwovens’ trademarked WoolFelt® has emerged as the fabric of choice for heritage quilts, penny rugs, heirloom crafts, and modern decor.

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.

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