

**FOR IMMEDIATE RELEASE:**

Contact: Sandra Daigle, Marketing  
Phone: 413-529-1638

P.O. Box 150 Easthampton, MA 01027

Tel: 413-527-3445/800-333-3469

Customer Service Fax: 413-527-0456

Corporate Fax 413-527-9570

Email: [sales@nationalnonwovens.com](mailto:sales@nationalnonwovens.com)

[www.nationalnonwovens.com](http://www.nationalnonwovens.com)

# Press Release

## Presenting the *In Harmony WoolFelt®* Collection

### Six WoolFelt® colors added to National Nonwovens TOY002 Product Line

**Easthampton, MA – May 4, 2018** – National

Nonwovens, the original manufacturer of wool felt, introduces the *In Harmony Collection* consisting of six WoolFelt® colors in the TOY002 product line. The collection reflects National Nonwovens emphasis on celebrating camaraderie, collaboration, and teamwork within the corporation and in customer relationships. *In Harmony* also celebrates and equates how music helps people express themselves through creativity, similar to how WoolFelt® helps people of all ages and artistic levels express their unique creativity.



The new *In Harmony colors* include **Moody Blues, Celtic Dance, Rockin Red, Purple Rain, Gold Ensemble, and Muddy Waters**. Together, these uniquely individual hues strike a pleasing chord of easy color rapport. *In Harmony* also works well with other types of art and sewing materials, especially complimenting popular thread colors. These colors are added to National Nonwovens' already extensive TOY002 product line, bringing the total number of TOY002 colors to 88. Altogether, National Nonwovens has almost 200 WoolFelt® colors! This places National Nonwovens far ahead of the competition and further exemplifies the company's commitment to providing customers with an unmatched portfolio of products and colors.

National Nonwovens, under the name National Felt, originally produced felted wool beginning in 1905 for apparel and wartime products. Later, the company's WoolFelt® was the fabric 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](http://www.nationalnonwovens.com) or [www.woolfelt.com](http://www.woolfelt.com).