



FOR IMMEDIATE RELEASE:

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Press Release

New XoticFelt™ Spring Collection added to Bamboo Product Line

National Nonwovens introduces six new XoticFelt™ colors at 2010 Spring Quilt Market in Minneapolis

Easthampton, MA – May 14, 2010 – National Nonwovens, the manufacturer of WoolFelt®, expands its bamboo felt product line with the addition of six new XoticFelt™ colors. Inspired by hues from tropical paradises, the new Spring Collection includes colors named: *Papaya, Ocean Breeze, Silver Beach, Fuchsia, Pirate Cove, and Cocoa Bean*. The XoticFelt™ BAM001 product line now includes 20 vibrant and natural colors.

National Nonwovens was the first manufacturer to introduce a pre-colored bamboo fabric to the market one year ago at Spring Quilt Market 2009. Due to the popularity of this eco-friendly fabric, the product line was quickly expanded at Fall Quilt Market in 2009. This latest collection will be unveiled at the 2010 International Spring Quilt Market in Minneapolis, Minnesota on May 21 – 23.

XoticFelt™ is a 100% natural fabric made from a blend of bamboo and rayon. 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*.

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. Since 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.



New XoticFelt™ Spring Collection 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.

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