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# Press Release

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## **New Bamboo XoticFelt™ is Eco-friendly, Soft and Strong**

***National Nonwovens to introduce the Industry's first felt made from Bamboo fibers at Spring Quilt Market 2009***

Easthampton, MA – May 5, 2009 – National Nonwovens is delighted to introduce the Industry's first felt made from bamboo. The new 100% natural fabric, named XoticFelt™ is made from a blend of bamboo and rayon. The bamboo fibers are naturally soft, strong and able to retain wonderfully vivid and diverse colors. They are also completely eco-friendly, making bamboo the ideal green choice for those seeking a renewable, sustainable textile.

National Nonwovens is the first manufacturer to introduce a pre-colored bamboo fabric to the market. It will unveil the eight XoticFelt™ hues May 15 – 17 at Spring Quilt Market in Pittsburgh. This first line XoticFelt™ colors celebrate its exhilarating spirit with exciting tropical colors, named: *Passion Flower, Macaw Red, Canary, Pina Colada, Grass Skirt, Caribbean Surf, Lava Rock, and Coconut Shell.*

“We feel strongly that products consisting of bamboo fibers will become enormously popular and we are thrilled to be the company setting this trend,” said Michalina Centofanti, Vice President of Corporate Administration at National Nonwovens. “Our customers are environmentally conscious but they do not want to sacrifice quality. With XoticFelt™ they can have it all; a fabric that is both strong and soft while being eco-friendly to fit into their goals of moving towards green products.”

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*.

A select group of pattern and project designers were given some XoticFelt™ samples to test. Early reports indicate that the new felt will be wildly popular in a variety of creative projects that will soon appear in publications and books. With its ability to easily blend with other natural fibers, such as rayon, and to absorb vivid dyes, the possibilities for XoticFelt™ are endless.



**New XoticFelt™ made from bamboo  
promotes extreme softness and vivid colors.**

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 in a variety of single and six-pack combinations and ShadedWisps®, 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](http://www.nationalnonwovens.com) or [www.woolfelt.com](http://www.woolfelt.com).

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