



FOR IMMEDIATE RELEASE:

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Press Release

New WoolFelt® Colors Unveiled at Spring Quilt Market 2008

National Nonwovens introduces 12 WoolFelt® colors as part of the new Comfort Colors Collection and the new Spirited Frost Collection

Easthampton, MA – May 1, 2008 – National Nonwovens continues to lead the Quilt, Sewing, and Craft Industries in providing heirloom quality felt by introducing 12 new WoolFelt® colors. The additions are part of two new collections, the *Comfort Colors Collection* and the *Spirited Frost Collection*. Both collections will be unveiled at the International Quilt Market taking place in Portland, Oregon on May 16-18 in National Nonwovens' booth #954.

The *Comfort Colors Collection* features six WoolFelt® shades that simultaneously inspire imagination while coaxing reflections of comforting environments. The soothing shades in this WoolFelt® assortment are appropriately named: *Vanilla Latte*, *Pink Grapefruit*, *Mac 'n Cheese*, *Pea Soup*, *Deep Blue Sea*, and *Evening Glow*. All colors are part of National Nonwovens' WCF001 product line, a style that offers consumers a creative value in quality felted wool.

The *Spirited Frost Collection* includes six enchanting hues to lift spirits and arouse creativity. Each frosted shade is "heathered", blending rich colors with harmonizing undertones to enhance the designing experience. The WoolFelt® colors in this collection include: *Sparkling Sapphire*, *Strawberry Parfait*, *Grape Jelly*, *Licorice*, *Shamrock*, and *Hallow's Eve*. Each color is from National Nonwovens' TOY002 product line, a style that offers rich felted wool for heirloom projects.

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, and heirloom crafts.

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.

WoolFelt® is a registered trademark of National Nonwovens