



FOR IMMEDIATE RELEASE:

Contact: Sandra Daigle, Marketing
Phone: 413-527-3445

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

www.nationalnonwovens.com

Press Release

National Nonwovens Expands Its 100% Wool Product Lines

New Homespun colors and WoolWisps® fiber packs introduced at Spring Quilt Market 2008

Easthampton, MA – May 1, 2008 – National Nonwovens responds to the enormous popularity of its 100% virgin wool product lines with new color introductions that will be unveiled at Spring Quilt Market in Portland, Oregon on May 16-18. Six new Homespun colors are added to the 100% wool WCF006 product line and two new WoolWisps® fiber packs are added to the company's already large assortment of needle felt products.

The six new 100% wool Homespun colors, named the *Classic Colors Collection*, combine today's trendy hues with a touch of tradition. Colors in this collection include: *Spring Valley*, *Cherry Cordial*, *Cantaloupe*, *Classic Navy*, *African Violet*, and *Summer Squash*. With the addition of the new *Classic Colors*, National Nonwovens now has an impressive 13 Homespun colors for wool enthusiasts who desire professionally dyed 100% felted wool. National Nonwovens also offers 100% wool in its natural state, empowering those who desire the control to dye the wool to their exact preferences.

To meet the intense demand for more quality needle felting products, National Nonwovens also introduces two new 100% virgin wool WoolWisps® Fiber Packs. The packs are a complimentary collection of harmonizing hues and include a *Holiday 6 Pack* for embellishing the season's most popular needle felt designs, as well *Spring Collection* of magical springtime shades. These two new six packs help National Nonwovens' meet the increasing preference from heirloom artists for 100% wool fibers, expanding the company's existing WoolWisps® product line that already includes a multitude of individually packaged fiber colors, six-pack combination offerings, and felting needles.

National Nonwovens initially introduced 100% virgin wool products several years ago in response to an overwhelming number of requests from retailers, designers, and consumers. Spawned by a passionate awareness of the environment, the demand for natural fibers that are petroleum free continue to drive National Nonwovens' development efforts in these pure-wool product lines.



**New 100% Virgin Wool WoolWisps® Color, *Blue Tulip*,
from the 2008 Spring Blossoms Collection**



**National Nonwovens offers a brilliant assortment of
100% Virgin Wool WoolWisps® needle felt products and needles**

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.

WoolWisps® and WoolFelt® are registered trademarks of National Nonwovens

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
www.nationalnonwovens.com