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# Press Release

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## National Nonwovens Introduces Two New WoolFelt® Collections

***Twelve new WoolFelt® colors are unveiled as part of the Beautiful Earth and Naturally Inspired Collections***

**Easthampton, MA – May 7<sup>th</sup>, 2010** – National Nonwovens, the original manufacturer of wool felt, introduces twelve new colors inspired by hues in our natural surroundings. The colors are part of the two latest WoolFelt® Collections named *Beautiful Earth* and *Naturally Inspired*, which will be unveiled in National Nonwovens' booth at the International Spring Quilt Market in Minneapolis on May 21 – 23.

The rich colors in the *Beautiful Earth* TOY002 collection capture the essence and wonder of nature with new colors named: *Butternut Squash, Hydrangea, Canyon Ridge, Beach Sand, Mustard Seed, and Storm Clouds*. Nature was also the abundant source of inspiration for the luscious WoolFelt® colors in the *Naturally Inspired* WCF001 collection: *Tahitian Sunset, Blue Snow, Ocean Kelp, Peat Moss, Native Maize, and Pink Violet*.

High-quality wool felt has been produced by National Nonwovens for over a century. The company continues to offer its popular heirloom-quality WoolFelt® in a variety of styles ranging from products with 20% wool content to its 100% virgin felted wool. The company currently has over 150 different colors in the WoolFelt® product lines. In the TOY002 WoolFelt® product line alone there are a total of 50 different shades for upscale crafting enthusiasts and the WCF001 line boast an amazing 62 colors.

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. Initially launched at the Spring Quilt Market in 2009, National Nonwovens quickly expanded the product line at Fall Quilt Market in 2009. Due to the popularity of this eco-friendly fabric, National Nonwovens will again enhance the XoticFelt™ line with more new colors later this month.



**New WoolFelt® colors inspired by  
hues found in our natural surroundings**

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

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