

# Press Release

## National Nonwovens Introduces New Felt Colors Spanning Three Product Lines

*Unveiling at the 2013 International Spring Quilt Market are new colors in the 100% Wool WCF006 WoolFelt® Line, the blended wool TOY002 WoolFelt® Line, and the bamboo-rayon XoticFelt® line.*

Easthampton, MA – May 13, 2013 – National Nonwovens, the original manufacturer of wool felt, continues to answer the increasing demand for quality felt products by announcing new colors in three product lines. Altogether, National Nonwovens introduces eleven new WoolFelt® and bamboo-rayon XoticFelt® colors, along with new fat-quarter bundles and charm packs. All the new products will be on display for the first time May 17-19 during the *International Spring Quilt Market* in Portland, Oregon.

Six new colors are added to the **TOY002 WoolFelt®** product line made of an innovative blend of wool and rayon. Together, these colors make up the new **Wooly Chic Collection**. A collection with a fresh, modern attitude on classic, vintage hues; including:

*Pretty-in-Pink, Love Bug Blue, Lemon-Lime Twist, Georgia Peach, Safari Brown, and Burnt Sienna.* Each new color is heathered in rich, complementary hues that will appeal to sewers, crafters, and fabric enthusiasts of all ages.



***New Wooly Chic Collection – TOY002 WoolFelt®***

For those fiber artists that require the highest quality felt consisting of 100% wool, National Nonwovens answers the demand by adding new colors to its **WCF006 Homespun WoolFelt®** product line. This style of WoolFelt® is created entirely from 100% virgin merino wool. *Earl Grey* and *Spiced Cider* are the first new colors added to the WCF006 line in over five years. A new *Rustic*

*(Continued)*

*Collection Charm Packet* is also available containing these new colors plus other complementary colors from the Homespun Collection.



**New Rustic Collection Charm Pack  
– WCF006 100% wool**

The XoticFelt® BAM001 bamboo-rayon product line increases to 28 colors with the addition of *Moon Shadow, Island Orchid, and Honey Bee*. These new colors are reflective of the increasing popularity of this line and its adaptability for many diverse projects. Also available is a new XoticFelt® *Urban Bundle* including these new colors plus five more. The eight pieces in the bundles are Xtra-Fat Quarters of 20”x22.”



National Nonwovens is the first manufacturer to utilize bamboo fibers in felt products. XoticFelt®, made from a blend of specialty-rayon (from bamboo) and rayon, is noticeably softer than other felt products. It also uniquely absorbs dyes for luxuriously rich and vibrant colors. National Nonwovens first launched the XoticFelt® product line four years ago and since has attracted a new generation to high-quality felt.

**New Urban Bundle – BAM001 bamboo-rayon XoticFelt®**

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, heirloom crafts, and modern decor.

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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