



**FOR IMMEDIATE RELEASE:**

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# Press Release

## Introducing the Once Upon A WoolFelt® Collection

**National Nonwovens once again strengthens its TOY002 WoolFelt® Product Line with the addition of six new colors**

**Easthampton, MA – April 11, 2016** – National Nonwovens, the original manufacturer of wool felt, introduces the **Once Upon a WoolFelt Collection** of six new WoolFelt colors. Each new color is a plush, heathered hue and part of the blended-wool TOY002 WoolFelt® product line. This is the first collection in several years to feature heathered-hues that are popular with felt enthusiasts for their variations of complementary color tones.

Each new color in the **Once Upon a WoolFelt Collection** tell a story of faraway magical kingdoms and whimsical garden tea parties. **Pixie Pink** features a fun, fantastical fusion of variegated pink tones. **Spellbound Sapphire** is dreamy blue dappled with light tinges. **Charming Coral** captivates with soft yet fiery orange hues blushing with charisma. **Leaping Lizards** has energetic greens glistening with sunny yellow elements. **Forbidden Forest** is a tangle of greens, browns, and hints of frosty mint. Finally, **Bewitching Brown** is a multicolored brown with playful, dark streaks.



National Nonwovens, under the name National Felt, originally produced felted wool beginning in 1905 for apparel and wartime products. Later, the company's WoolFelt® was the fabric 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).