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Press Release

National Nonwovens Rebrands Key Division

Craft & Hobby Division is renamed Arts & Education Division to focus on the growing and evolving creative markets in textile arts and education products.

Easthampton, MA – February 24, 2017 – National Nonwovens, the original manufacturer of wool felt, reveals the new name for its Craft & Hobby Division as the Arts & Education Division. The renaming coincides with the continuous shift in the industry to collaborate with creative communities along with National Nonwovens' goal to align its felt products with the businesses and consumers it serves. National Nonwovens' felt products range from styles ideal for artists made with high-end fibers such as wool and bamboo-rayon, to styles with value fiber blends ideally suited for the novice crafter. National Nonwovens also has an established line of banner, emblem, and identity materials for the school markets.

Leading the Arts & Education Division is Vice President Michalina Centofanti. Michalina is a seasoned executive at the company who was one of the first to introduce WoolFelt[®], its flagship product, to artists and designers at International Quilt Markets over twenty years ago. Since that time, felt has reemerged from a disposable craft product to a treasured art material used in heirloom and modern fiber art.

"We are excited to continue serving these creative industries with felt products so diverse that one is used in textile fiber art and another in a hands-on teaching project," said Centofanti. "With felt, the possibilities are limitless for both do-it-yourself projects and finished goods. We continue to listen to our customers and create felt from fibers and fiber blends ideally suited to their unique needs and in colors they love."

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. Today, National Nonwovens' trademarked WoolFelt[®], along with its bamboo-rayon XoticFelt[®] and acrylic felt products, has emerged as the fabric of choice for quilts, holiday crafts, heirloom projects, modern décor, educational projects, creative kits, and finished goods.

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.