

FOR IMMEDIATE RELEASE:

Contact: Sandra Daigle, Marketing
Phone: 413-529-1638

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

Presenting the *Throwbacks & Beginnings* WoolFelt® Collection

Six WoolFelt® colors added to National Nonwovens TOY002 Product Line

Easthampton, MA – May 3, 2017 – National Nonwovens, the original manufacturer of wool felt, introduces the *Throwbacks & Beginnings Collection* consisting of six WoolFelt® colors in the TOY002 product line. What makes this year's color introductions so distinctive is that National Nonwovens' customers had an enormous influence in the creation of this nostalgic collection. *Throwbacks & Beginnings* is largely a result of special requested colors from customers, including previously discontinued favorites.

The new "Throwback" colors include **Opal**, **Native Maize**, and **Ocean Kelp**. The "Beginnings" colors are **Hint of Mint**, **Mystical Mandarin**, and **Columbia Blue**. Several of the colors were once in different WoolFelt® product lines and are now "comeback" colors this year as they are reformulated and reintroduced in National Nonwovens' most popular WoolFelt product line, style TOY002.



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 or www.woolfelt.com.