

Press Release

National Nonwovens Introduces Two New WoolFelt® Collections

Ten new WoolFelt® colors are unveiled as part of the Escape and Indulge Collections

New WoolFelt® Color Card

Easthampton, MA – May 2, 2011 –

National Nonwovens, the original manufacturer of wool felt, launches two new WoolFelt® Collections this spring: the *WCF001 Escape Collection* and the *TOY002 Indulge Collection*. Altogether there are ten new tantalizing WoolFelt® colors to entice experienced felt enthusiasts and beginner crafters alike to explore their creativity and express individuality. All the new colors will be on display for the first time May 13-15 during the International Spring Quilt Market in Salt Lake City, Utah.

Escape to a far-away paradise with the colorful new WCF001 collection (20% wool/80% rayon). Included in this playful palette are modern bright hues to encourage artistic exploration. These five exciting and vibrant colors include: *Terracotta Mist*, *Banana Cream*, *Grass Skirt*, *Blue Bayou*, and *Fuchsia*.

Indulge your senses and rejuvenate your imagination with the luxuriant new TOY002 collection (35% wool/65% rayon). These alluring, rich colors have a distinctive international flair with a strong European influence. Add dimension and natural indulgence to your felt projects with the rich colors of: *Shady Grove*, *Wisteria*, *Confederate Blue*, *Toffee*, and *Mahogany Rose*.





New 2011 WoolFelt® colors from the Escape and Indulge Collections

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 or www.woolfelt.com.

WoolFelt® is a registered trademark of National Nonwovens.