

## **Press Release**

### **Freudenberg develops new generation of interlinings**

#### **Premiere for new fiber-based technology at the Munich Fabric Start**

**Weinheim, Germany, 22nd August 2011. By developing a new fiber-based technology for interlinings, Freudenberg has come up with yet another milestone in the evolution of interlinings for men's clothing. The first sample products featuring this new technology, which entirely does without textured yarns, can be admired by visitors to the world premiere at the Munich Fabric Start from 6 to 8 September at Freudenberg's stand (A20, Hall 2). The Carl Gross company will be supporting the market launch with top-quality exhibits as Freudenberg's exclusive partner in Germany.**

With its innovative fiber-based technology for interlinings, Freudenberg has responded to the ongoing trend within the clothing industry towards progressively enhanced quality, sustainable utilization of raw materials, and therefore a correspondingly improved price-performance ratio. "Soft, natural support, elastic, and eco-friendly", are the core attributes succinctly summarized by Ulrich Scherbel, Director Business Development Menswear and Business Segment Leader Interlining Europe. These new fusible interlinings are being manufactured on the basis of a dually patented process and are surpassing current woven and knitted fabrics made of textured polyester in terms of softness, handle and elasticity. This new generation of interlinings is made from recycled polyester fibers, is 20% lighter than the previous products, but with the same technical characteristics! For the clothing industry, intelligent raw material utilization and an efficient production process show up in substantial technical and cost advantages.



Carl Gross, one of the most progressive men's wear companies in Germany, is testing out the new technology as Freudenberg's exclusive partner for utilization and marketing. At the Munich Fabric Start, Carl Gross and Freudenberg will be exhibiting Freudenberg's new generation for interlinings with samples from the current collection.

### **About Freudenberg Nonwovens**

Freudenberg Nonwovens is the world's largest producer of nonwovens, with 22 manufacturing and processing sites in 13 countries. The company manufactures nonwovens for the apparel, automotive, construction, shoe, textile/upholstered furniture, tufting and hygiene industries and for filters, medical, horticulture applications and numerous other industrial applications. In 2010, Freudenberg Nonwovens Group realized sales of over 633 million Euros and had over 3,1500 employees. Freudenberg nonwovens belongs to Freudenberg Group.

### **About the Freudenberg Group**

Freudenberg is a family company offering its customers technically challenging product solutions and services. The Freudenberg Group is first and foremost a supplier specializing in seals and vibration control technology, nonwovens, filtration, lubricants and release agents as well as mechatronic products. The end-user can find modern Freudenberg household products in the shops under the brand names of vileda®, O'Cedar® and Wettex®. And especially for mid-size companies Freudenberg develops software solutions and IT services. The Freudenberg Group, together with Nonwovens, Seals and Vibration Control Technology, Household Products and Specialities Business Areas employed in 2010 around 34,000 people and generated sales of more than 5.4 billion euros.

### **Press contact**

Sabine Duttenhofer  
Freudenberg Verwaltungs KG  
Manager Corporate Communication  
Tel. +49 6201 80-5009  
Fax +49 6201 88-5009  
[sabine.duttenhofer@freudenberg-nw.com](mailto:sabine.duttenhofer@freudenberg-nw.com)