

Press Release

Freudenberg Nonwovens awarded with an Innovation&Sustainability prize: Lutraflor® - A new generation of automotive carpets

Weinheim, April 12, 2011.

At INDEX in Geneva, Switzerland, EDANA, the international association serving nonwovens and related industries, has awarded an Innovation&Sustainability prize to Freudenberg Nonwovens for Lutraflor®. This revolutionary automotive carpet material, nominated for the category “Nonwoven roll good” sets new standards for carpeted products in the automotive industry. Winning an INDEX 11 Award is the highest accolade that can be given to a company for achievement in nonwovens.

Clear advantages in modern automotive flooring

Exceeding traditional needle punched or tufted carpet materials, Lutraflor® is an innovative new roll good media with high product quality performance. Lutraflor® carpet offers a luxurious appearance along with high wear as well as other performance characteristics such as abrasion resistance.

The composite of spunlaid and staple fibre fabric is made of recycled PET raw material. Keeping in mind that carpet concepts have to balance cost, weight, performance and sustainability, Lutraflor® delivers clear advantages in modern automotive flooring: Customers are allowed to address vehicle key performance metrics such as cost, weight and recyclability without having to make sacrifices to appearance and performance.

Additionally Lutraflor® does not have to be made with back coatings such as latex or polyethylene to maintain shape or performance values after the product has been

molded to the vehicles design intent. “This provides customers additional weight savings potential as compared to current tufted or needlepunched carpets used today”, explains John McNabb, General Manager at Freudenberg Nonwovens North America and responsible for the global Lutraflor® product development.

About EDANA

EDANA serves the nonwovens and related industries, and has more than 220 member companies in over 30 countries. Its mission is to create the foundation for sustainable growth of the nonwovens, absorbent hygiene products and related industries through active promotion, education and dialogue.

Photos: Freudenberg highlights at INDEX 2011. Freudenberg booth.

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 interlining 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 630 million Euros and had over 3,100 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 employed around 34,000 people in 59 countries and generated sales of more than 5.4 billion euros in 2010. More about Freudenberg: www.freudenberg.de.

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