

## **Press Release**

### **Freudenberg premieres new Viltec® brand**

**New generation of fiber-based elastic front fusible interlinings well received by customers worldwide**

**Weinheim, Germany, 5 October 2011. The new generation of interlinings under the brandname of Viltec® is the response to all market demands in the menswear segment for more quality, sustainability and cost-efficiency. Freudenberg Nonwovens is commencing the global market launch of this innovative product, and with this patented production process is opening doors into a new dimension for interlinings. Front-ranking pilot customers are supporting the market launch.**

The child has a name and a face: Viltec® is the new brand under which Freudenberg's products for elastic fiber-based interlinings are developed. Inconspicuous, but by no means invisible – Viltec® satisfies all known requirements for menswear applications, while responding at the same time to the call for enhanced cost-efficiency and sustainable resource-economy.

With a weight advantage of 20 % compared to conventional woven and knitted fabrics, and thanks to the high volume and the exceptional elasticity in the weft direction, Viltec® meets all customer requirements for quality. Viltec® products are not made from yarns, but are based on staple-fiber technology. This makes it possible to have a single-stage production process of extreme efficiency, protected by multiple patents. It's not only the production process for Viltec® that is geared to sustainability, but also the sustainable utilization of the raw materials involved: Viltec® products are made from 100 % recycled PES fibers. "A small CO2 footprint and intelligent raw material utilization are perceived by many of our customers as increasingly important considerations", is how Ulrich Scherbel explains the motivation behind sustainable

product development. He is responsible for the Menswear and Fashion Business Segment at Freudenberg Interlinings, and as Head of Interlinings Europe has a practiced eye for the highly disparate spectrum of market and customer requirements. “The issue of sustainability was for us the crucial argument for supporting the launch of this innovative new products as a pilot customer”, explains Torsten Dühning, General Manager of Création Gross. This company is one of the pilot customers supporting the market launch of Viltec® worldwide. The technical advantages, owed to the single-stage production process, result in enormous cost benefits for the customers. “Finishing chemicals are no longer required, and finishing processes need no longer be calculated”, is how Dr Heino Freudenberg, Managing Director of Freudenberg Interlinings, sums up the relevant attributes.

The Viltec® brand was premiered early in September at the Munich Fabric Start. Following a very good beginning, with uniformly approving customer feedback, the brand is now being launched in Asia. At the World Congress of the IACDE in Vietnam, the International Association of Clothing Designers and Executives, Freudenberg presented the new generation to the global trade public. This new product family will also be a major focus during the Intertextile Shanghai, to be held from 18 to 21 October, on the Freudenberg stand in Hall E6, Stand E6C08/D10.

Further market launches are planned for this product around the globe until March 2012, supported by pilot customers. Dewhirst in the UK, El Cortes Ingles in Spain and H&M in Sweden will also be testing the new generation of interlinings as pilot customers. Series orders for the menswear front fusible interlinings are scheduled to start in the second half of 2012.

### **About Freudenberg Nonwovens**

Freudenberg Nonwovens is the world's largest producer of interlinings, with 22 manufacturing and processing sites in 13 countries. The company manufactures interlinings for the apparel industry and nonwovens for 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 3,150 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.

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Pictures :

1. Dr. Heino Freudenberg (left) and Torsten Dühning at the Munich Fabric Start in September 2011.
2. Ulrich Scherbel (right) at the customer event in Vietnam.