**PRESS RELEASE**

## **Freudenberg presents Innovative Adhesive Technology at Intertextile Shanghai 2016**

**The global leading manufacturer for apparel interlinings will be showcasing various interlining innovations at the Intertextile Shanghai Apparel Fabrics Fair that will be held from 11-13 October.**

Weinheim, Germany, 26.09.2016. With E...E (pronounced: double e) Freudenberg introduces a new adhesive technology, matching the requirements of post processed garments & different kinds of outer fabrics. E...E interlinings give the flexibility to change processing treatments without risking quality problems. Fused at 127ºC fuseline, E...E interlinings deliver secure bond strength results after washing temperatures up to 95ºC (e.g. garment dyeing). Fused at 121ºC fuseline, E...E interlinings achieve excellent bonds on standard fabrics with classical treatments like washing up to 60ºC and dry cleaning. E..E adhesives fuse faster than normal adhesives, and at lower temperatures, leading to improved production efficiencies. The E…E product range includes a wide variety of nonwoven, woven, and knit interlinings able to match your required handfeel, weight, and performance qualities.

**Comfortemp® Thermal Insulation´s Global Debut**

Comfortemp® Thermal Insulation made by Freudenberg is a range of advanced technology materials that combine perfect comfort with high thermal insulation properties. The portfolio covers a wide range of applications, with a focus on outerwear for fashion apparel and active sportswear. In combination with the latest style trends or with technically advanced fabrics, Comfortemp® Thermal Insulation products enable innovative design ideas with easy processing, optimal comfort and high performance, and are available globally.
Three advanced technology Comfortemp® Thermal Insulation product ranges will be highlighted at our Intertextile booth this year - Comfortemp® Fiberball (advanced technology insulation layers made of clusters of extra fine fibers), Comfortemp® Stretch (engineered with superior stretch and recovery in both width and length directions), and Comfortemp® Down Feel (extremely soft & voluminous; ideal down replacement insulation.)

## **Stretch Shirt Innovations & Opening of Shirt Center Asia**

At Intertextile Shanghai 2016, Freudenberg debuts two innovations with stretch technology for men’s woven shirts. With the addition of 9570 and 9544, Freudenberg expands its range of bi-elastic fusibles for shirt applications. 9570, a 155 g/m2 heavy weight option is recommended for collar falls as a single layer, creating extra volume without adding firmness, or in neckbands for smooth appearance with superior wearing comfort. For stretchable outer fabrics, consider 9544, a woven bi-elastic with double stretch in the warp direction. It’s perfectly suited to creating collars that stretch for comfort throughout the day, while keeping their original shape and neat appearance. Whether stretch or stable, Freudenberg supports customers with the products and the technical support they need to make a perfect shirt. With the opening of the Freudenberg Vilene Asia Shirt Center, based in the Nantong, China factory, Freudenberg offers the highest level of shirt knowledge directly to customers in Asia.

**Experts on the stand**

Visitors to the Intertextile Shanghai Apparel Fabrics 2016 will find Freudenberg at booth 6.2-H49 (Hall 6.2, 2nd Floor).

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**About Freudenberg & Vilene Intl. Ltd.**

Established in 1980, Freudenberg & Vilene Intl. Ltd. (FVI) is a joint venture company between two leaders of the global interlinings industry, Freudenberg and the Japan Vilene Company.Headquartered in Hong Kong, FVI has become a market leader for apparel interlinings in Asia, offering a product range including nonwoven, woven, and knit interlinings; wadding, canvas & haircloth, sleeveheads, chestpieces, and tapes. Vilene is known worldwide for quality, reliability, and service, manufacturing interlining in China, India, Taiwan, and Korea. A global network supports customers from product development through final production. International Sales teams are dedicated to supporting International Buyers, simplifying the interlining specification process. Expert local sales & technicians support factories to ensure interlinings are properly applied during production.

Within the Freudenberg Group Freudenberg & Vilene is part of the Business Group Freudenberg Performance Materials. For more information, please visit <https://apparel.freudenberg-pm.com/en/>

About Freudenberg Performance Materials

Freudenberg Performance Materials is a leading global manufacturer of innovative technical textiles offering differentiated value propositions to a broad range of markets and applications such as Apparel, Automotive, Building Materials, Hygiene, Medical, Shoe and Leathergoods as well as Specialties. In 2015, the company generates sales of almost €980 million and has 25 manufacturing sites in 14 countries and more than 3.800 associates. Freudenberg Performance Materials attaches great importance to social and ecological responsibility. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

The company is part of the Freudenberg Group. In 2015, the Freudenberg Group employed over 40,000 people in some 60 countries worldwide and generated sales of more than 7,5 billion Euros (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit [www.freudenberg.com](http://www.freudenberg.com)