**PRESS RELEASE**

**Invisible but essential**

*Freudenberg Performance Materials will be showing polyester roofing carriers with fiberglass reinforcements at IRE in Las Vegas, USA, from March 1-3, 2017.*

**Novedrate, Italy, March 1, 2017. The worldwide leader in the roofing market will be presenting its extensive range of high-performance nonwovens used as carrier materials for bituminous waterproofing membranes at the International Roofing Expo. A highlight will be the polyester carriers reinforced with glass filaments. Once inside the bituminous membrane, Freudenberg Performance Materials polyester carriers are invisible, but essential to offer outstanding performances.**

“The combination of the flexibility of polyester together with the stability of glass gives our nonwoven carrier excellent runnability. This is especially the case when it is used at high temperatures and on high-speed bitumen lines,” says Federico Pallini, General Manager Global Division Building Materials of Freudenberg Performance Materials. In addition, our carrier reinforced with fiberglass filaments gives the bituminous membrane outstanding dimensional stability and resistance over time. Using the fiberglass reinforcement also eliminates the phenomenon of thermal memory: once applied to roofs, the membrane is shrink-free even when temperatures fluctuate.

**Invisible, but essential**

Freudenberg´s value-added and highly functional solutions are suitable for even the most demanding roofing membrane applications. The company´s cutting-edge technology enables it to manufacture both staple and spunbond nonwovens, in either standard versions or reinforced with fiberglass filaments to meet any market needs. The polyester carriers are invisible inside the bituminous membrane, but essential for its performances.

**Long-established presence in the American market**

Freudenberg is committed to the American market by running a production site in Macon, Georgia, since 1983. To date, the site has been manufacturing and providing more than 10 billion square yards of polyester roofing carrier that protect buildings from water, worldwide.

*Visitors will find the company at booth # 967.*

Press contacts

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About Freudenberg Performance Materials

Freudenberg Performance Materials is a leading global supplier of innovative performance materials offering differentiated value propositions to a broad range of markets and applications such as Automotive Interiors, Apparel, Building Materials, Filtration, Hygiene, Medical, Shoe Components and Specialties. In 2016, the company generated sales of over €900 million and has more than 20 manufacturing sites in 14 countries and more than 3.800 associates. Freudenberg Performance Materials has many years of experience in technical textiles and applications. The company attaches great importance to social and ecological responsibility.

The company is part of the Freudenberg Group. In 2013, the Freudenberg Group with its Seals and Vibration Control Technology, Nonwovens, Filtration, Household Products, Specialties and Others Business Areas generated sales of over €6.6 billion and employed approximately 40,000 people in around 60 countries. For further information please go to [www.freudenberg-pm.com](http://www.freudenberg-pm.com)