**PRESS RELEASE**

**Freudenberg tuft backings: high performance meets sustainability**

***Under the headline “Sustainable Backings” Freudenberg Performance Materials will be exhibiting at DOMOTEX in Hannover, Germany, from January 12 to 15, 2018 on stand A13 in Hall 11.***

**Kaiserslautern, December 7, 2017.** At DOMOTEX – the world's leading trade fair for floor coverings, Freudenberg Performance Materials will be presenting its spunlaid nonwovens. These are an essential component of high-quality textile floor coverings. As a leading global manufacturer of innovative technical textiles, the company will also be highlighting its contribution in helping carpet manufacturers to design more sustainable products and reduce their environmental footprint.

**High stability and uniformity**

Manufactured using a proprietary Freudenberg technology, polyester spunlaids fulfill the demand for high-quality primary and secondary backings for carpet tiles, broadloom carpets and walk-off mats. They provide high dimensional stability, reliable and precise pattern repeat, exceptional lay-flat characteristics and constant surface uniformity. Non-fraying edges allow precision fitting of carpet tiles as well as wall-to-wall applications.

**Eco-friendly tuft backings**

Freudenberg tuft backings enable carpet manufacturers to combine high performance and sustainability in their products at the same time. At the fair, the company will be presenting their eco-friendly tuft materials for use as primary and secondary backings for carpets and carpet tiles. These products are made from recycled polyester, are 100% recyclable and contain no chemical binders.

**Immersive design**

Taking inspiration from this year’s Domotex theme “Unique Youniverse”, Freudenberg’s stand will provide a unique experience, with an immersive design and a carpet printed especially for the trade fair using the latest digital carpet printing technology. The carpet naturally features a Freudenberg primary backing.

**Contacts for media enquiries**

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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 Leather goods as well as Specialties. In 2016, the company generates sales of more than €950 million and has 25 manufacturing sites in 14 countries and almost 3.800 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility. For more information, please visit www.freudenberg-pm.com

In 2016, the Freudenberg Group employed more than 48,000 people in almost 60 countries worldwide and generated sales of approximately €8.6 billion (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit www.freudenberg.com