

Press release

Three clicks to your destination: new website goes live

First ever Freudenberg Performance Materials website:
www.freudenberg-pm.com

Weinheim. March 14, 2016. Following the merger of Freudenberg Nonwovens and Freudenberg Politex Nonwovens in 2015, Freudenberg Performance Materials has today launched its new website. The site provides comprehensive information on the company's full range of products, from technical textiles and how they are produced to information about the company. The user-friendly design makes it easy to search for content.

“Visitors to the site can get an excellent overview of Freudenberg Performance Materials. Generally, they can find the information they are looking for in no more than three clicks. It was important to us to offer a high degree of orientation online as well”, said Holger M. Steingraeber, Director Global Communications Freudenberg Performance Materials. If visitors are looking for more detailed information on the manufacturing of technical textiles, for example, all it takes is one click on the ‘Materials’ menu button. “As a globally leading supplier of technical textiles and a pioneer in nonwovens technology, we are showing how we make our different materials for the first time. 3-D graphics illustrate the processes very well”, Steingraeber explained.

Media contact

Holger M. Steingraeber
Freudenberg Performance Materials
Director Global Communications
Phone +49 6201 80-6640
Fax +49 6201 88-6640
holger.steingraeber@freudenberg-pm.com
www.freudenberg-pm.com

Katrin Böttcher
Freudenberg Performance Materials
Manager Media Relations
Phone +49 6201 80-5977
Fax +49 6201 88-5977
katrin.boettcher@freudenberg-pm.com
www.freudenberg-pm.com

Worldwide job opportunities

For the first time, the site also offers an overview of job opportunities at Freudenberg Performance Materials worldwide. “We are constantly looking for top talent – among experienced professionals and executives as well as young professionals and school leavers. In this respect, our database on the website is an important tool”, said Steingraeber.

Finding the right contact person

The design of the site conforms to the new Freudenberg brand. It is modern, clear and has been designed for maximum ease of use. Among other features, the website is optimized for all mobile devices and every page and product group displays a direct link to the appropriate contact person at Freudenberg Performance Materials. This will ensure fast response times.

Detailed microsites to follow

The new website can be viewed in German and English. Freudenberg Performance Materials plans to create microsites on specific topics, for example covering products for the apparel market or the company’s activities in regions of the world such as South America. Special individual pages will also be created for innovations like lithium-ion battery separators or for issues like sustainability that are particularly important to the company.

About Freudenberg Performance Materials

Freudenberg Performance Materials is a leading global manufacturer of innovative technical textiles and offers a wide range of products for markets and applications that include Automotive Interiors, Apparel, Building Materials, Hygiene, Medical, Shoe Components and Specialties. The company generates sales of over €900 million and has 25 manufacturing sites in 14 countries and more than 3,800 employees. Freudenberg Performance Materials has many years of experience in technical textiles and applications. The company attaches great importance to social and ecological responsibility. For more information, please visit www.freudenberg-pm.com. The company is part of the Freudenberg Group. In 2014, the Freudenberg Group employed over 40,000 people in 60 countries

worldwide and generated sales of more than 7 billion Euros (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit www.freudenberg.com