

**PRESS RELEASE**  
**From: The Felters Group**  
**Roebuck, South Carolina**  
**February 1, 2003**

**REVOLUTIONARY NEW BUILDING MATERIAL, FIRMAFLEX™, LETS  
YOU BUILD MORE VERSATILE TREATMENTS, IN HALF THE TIME**

The Felters Group, a leading manufacturer of felt and technical nonwoven fabrics, announces the introduction of FirmaFlex™, a major new product line (patent pending) designed to simplify the construction of window treatments, and provide more versatility than wood materials.

FirmaFlex™ is a synthetic construction material that is far superior to wood for building cornices, headboards, arches and any other treatment where wood was formerly used. The advantages over wood are many. First, FirmaFlex™ is ***half the weight of plywood***, making it far easier to handle and install treatments. One person can install large treatments, saving both time and labor. Secondly, FirmaFlex™ is ***more versatile*** than wood because it can be used either ***straight or flexed*** into a shape. It is rigid enough to use in constructing cornices, headboards, and bay window boards, yet it can flex when you're building arches, coronas, or other shaped treatments. FirmaFlex™ is also ***self-hinging*** when you cut partially through the material, ***perfect for building large bay boards*** that need to be folded for transportation. The step of building three separate boxes and attaching with hardware is eliminated. One piece of FirmaFlex™ does the job.

FirmaFlex™ boards are ***available in the size you need***, eliminating the steps of measuring and sawing. There are ***no splinters or sawdust*** piles, so you save cleanup time. If you sub your wood cutting out because of the mess wood creates, now FirmaFlex™ lets you save both the cost and time of that extra step. Additionally, because FirmaFlex™ is a clean, white color without the knots wood has, the additional step of a liner fabric is not required, which is another timesaver in the construction process.

FirmaFlex™ cuts easily with a rotary cutter and can be shaped with a jigsaw. Unlike wood, FirmaFlex™ ***can be used in humid environments*** without swelling or warping, and it ***will not split or break*** when it is flexed, like wood products can.

FirmaFlex™ uses the exclusive Fiberloc® technology, and was designed with the help of educators and workrooms all over the country. Amy Burton, nationally known seminar speaker, says: "It's revolutionary. I can build treatments twice as fast. No more sawdust, splinters, or noisy saws. And while it's more expensive than wood, it's a far better value."

FirmaFlex™ will be ***available in various sizes***, and will be sold through distributors. FirmaFlex™ will be featured in booth 1290 at the International Window Coverings Expo in Baltimore, April 2-5. Free samples will be available at the expo, and a video featuring Amy Burton will be shown to demonstrate the product's versatility and ease of use. Further information about FirmaFlex™, including a list of distributors, can be obtained by visiting the website [www.FirmaFlex.com](http://www.FirmaFlex.com) or by calling The Felters Group at 1-888-672-1463.