



FOR IMMEDIATE RELEASE

Bella-Dura™ introduces Bella-Dura Plush™

Wearbest Sil-Tex Mills, Inc. the makers of Bella-Dura™ performance fabrics, announces the addition of a chenille product to their line-up, Bella-Dura Plush™.

After three years of research and development with American Fibers and Yarns to make the proprietary Bella-Dura™ fiber, Wearbest introduced Bella-Dura™ to the market in July of 2005. The success and response of the initial launch led to more development with AF&Y to make a chenille yarn. Features of Bella-Dura Plush™ include a minimum of 1500 hours lightfastness, bleach cleanability, a minimum of 50,000 double rubs with no pile loss, anti-microbial resistance, mildew resistance, inherent stain resistance, water repellence and a 3-year residential/2-year commercial warranty. All features exceed contract standards for performance. Irwin Gasner, president and CEO of Wearbest, could not be more pleased about Bella-Dura Plush™. “The overwhelming response that we received from the design community to Bella-Dura™ fabrics convinced us that we needed to expand our product offering,” Gasner said. “A chenille novelty yarn was the next logical step. The incredible softness allows the customer to have a beautiful, plush fabric in their home or office with unmatched performance characteristics.”

Wearbest will introduce the first Bella-Dura Plush™ collection of twenty-five patterns at Decosit, September 9th through the 12th in Brussels, Belgium. Several major customers are currently in the midst of putting together Bella-Dura™ collections with the Wearbest Design Studio in New York.

Gasner sees Bella-Dura Plush™ as a natural addition to the brand and as a springboard for future Bella-Dura™ fabric developments. “The luxurious hand of this new product, combined with the forty chenille colors available in Bella-Dura Plush™ creates a very strong design, color and performance

story that will compliment the entire Bella-Dura™ product line. We will continue to build upon our successes in the coming months with other new Bella-Dura™ product developments”.

Founded in 1980, Wearbest Sil-Tex Mills recently celebrated 26 years in business as an award-winning jacquard mill. Wearbest is well known for its innovative design, outstanding quality and exceptional customer service to the residential, hospitality and contract markets.