



FOR IMMEDIATE RELEASE

Bella-Dura™ announces Recycling Program with AF&Y

Wearbest Sil-Tex Mills, Inc., the makers of Bella-Dura™ performance fabrics, in conjunction with American Fibers and Yarns, announces a new fabric recycling program for all Bella-Dura™ fabrics.

Fabrics sent to American Fiber and Yarns Company in Bainbridge, Georgia will be implemented into a recycle stream which will produce a variety of durable and disposable goods. Some of the markets include parts for automotive interiors, geotextiles, horticultural products and filtration fabrics. Energy saving manufacturing practices are also used during this recycling process to make these re-generated products.

In every case, each yard of Bella-Dura™ fabric brought for recycling is converted into inert black plastic resin pellets. The recycled pellets offset the need for virgin plastic pellets derived directly from the world oil production flow. These pellets are then converted to end products such as door handles, seat motion handles, air filter and radiator fan housings for the automotive industry; truck trunk liners, waste water liners, flower pots, weed block fabrics, and water filtration fabrics for the industrial markets.

The proprietary Bella-Dura™ fiber is a by-product of post-industrial waste. The fact that the fabrics can be recycled (the fiber can be re-extruded up to ten times) also lessens the environmental impact of fiber, yarn and fabric production. Harmful coatings and stain resistant finishes are not necessary in the fabric processing, since the inert fiber has inherent stain resistant and anti-microbial properties. Bella-Dura™ fabrics also have a minimum of 1500 hours lightfastness, exceed 50,000 double rubs for durability, are bleach cleanable, and are exceptionally easy to clean. AF&Y also partners with Wearbest to provide a warranty to the end user to guarantee the performance characteristics of Bella-Dura™, which exceed all contract industry standards as defined by the Association for Contract Textiles.

Irwin Gasner, president and CEO of Wearbest, is especially pleased about the development of the recycling program for Bella-Dura™ fabrics. “We spent three years in research and development with American Fibers and Yarns to make the proprietary Bella-Dura™ fiber, and one of the appealing factors to me in the development of this fiber was the fact that Bella-Dura™ was environmentally friendly. The fact that we can offer our customers an incredibly beautiful, durable performance fabric that can be recycled at the end of its life into other useful products helps us to be good stewards for the environment. It’s a true “cradle to cradle” existence; the fiber is born in Bainbridge, and will now be returned there for the re-birth of another new product.”

Jim Morelli, executive vice president of sales and marketing of AF&Y, is also excited about the possibilities of the recycling program. “Our recycle stream differentiates itself from traditional waste streams in that the plastic pellets are more cost effective than virgin products, without compromising the performance. The fact that the fiber base has inherent strength, is lightweight and has exceptional sunlight resistance makes it a perfect choice for automotive and industrial products.”

Gasner has developed a program to introduce the recycling capabilities to the customer base, and is now submitting any second quality fabrics as well as unused design blankets to be recycled. “Although we have only had Bella-Dura™ in the marketplace for a few years, and our customers have many more years of fabric usage ahead of them before the recycling will be necessary, we wanted to be pro-active in the development of the proper procedures and recycling guidelines.”

Founded in 1980, Wearbest Sil-Tex Mills recently celebrated 27 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. Please visit our website at www.bella-dura.com.