



## News Release

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### **INVISTA Launches DACRON® Fiber Quality Seal to Highlight Classic High-Performance**

*New icon capitalizes on unique relationship of DACRON® brand with today's consumer*

**NEW YORK** (Sept. 10, 2010) – What do space travel, rock and roll, and big chrome fins have in common with the DACRON® brand? All these American classics were busy making history back in 1959. To celebrate, INVISTA is launching the DACRON® fiber quality seal – a new icon that capitalizes on the heritage and trust of the DACRON® brand and its unique relationship with today's consumer – during the New York Home Fashions Market Week, Sept. 13-17.

The new DACRON® fiber quality seal is based on a legacy of fiber technologies that have earned people's trust for over 50 years. The DACRON® brand, one of the leading home textile brands in consumer awareness studies, is now a symbol of excellence for high-performance fiberfill in bedding. With two-thirds of consumers saying they are familiar with the DACRON® brand in a 2010 nationwide survey, it has one of the highest levels of consumer awareness among popular home furnishings brands.

To help busy consumers make informed choices for their homes, families and guests, the new DACRON® fiber quality seal will be featured on packaging of bedding with branded fiberfill from INVISTA. The DACRON® fiber quality seal will endorse brands, like luxuriously comfortable DACRON® Comforel® fiberfill, durable and functional DACRON® Performa® fiberfill, and long-lasting DACRON® DuraLife™ fiberfill. With the quality seal's taglines of "Trust What's Inside" and "It Just Feels Good," consumers will immediately recognize that pillows bearing the DACRON® fiber quality seal offer a combination of fill power, comfort and durability.

"The power of the DACRON® brand is so strong among consumers, it's similar to the assurance of a trusted friend," noted Carol Haslach, marketing communications manager for INVISTA. "Our research indicates that showcasing this classic brand is good news for retailers and manufacturers, and we are confident that there's added shelf appeal for bedding products that bear the DACRON® fiber quality seal."

To create awareness for the brand, a mini-fleet of vintage cars featuring the DACRON® fiber quality seal logo will be cruising around town and popping up in front of various manufacturers' showrooms, the morning shows, hotels and iconic New York landmarks during New York Home Furnishings Market Week. For more information on the DACRON® fiber quality seal, please visit [www.INVISTA.com](http://www.INVISTA.com)



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## About INVISTA

*INVISTA is one of the world's largest integrated producers of polymers and fibers, primarily for nylon, spandex and polyester applications. With a business presence in over 20 countries, INVISTA's global businesses deliver exceptional value for their customers through technology innovations, market insights and a powerful portfolio of global trademarks including: ADI-PURE<sup>®</sup>, ANTRON<sup>®</sup>, AVORA<sup>®</sup>, C12<sup>™</sup>, COMFOREL<sup>®</sup>, COOLMAX<sup>®</sup>, CORDURA<sup>®</sup>, CORFREE<sup>®</sup>, DACRON<sup>®</sup>, DBE<sup>®</sup>, DYTEK<sup>®</sup>, FRESHFX<sup>®</sup>, LYCRA<sup>®</sup>, PERFORMA<sup>™</sup>, POLARGUARD<sup>®</sup>, POLYSHIELD<sup>®</sup>, POLYCLEAR<sup>®</sup>, SOLARMAX<sup>®</sup>, STAINMASTER<sup>®</sup>, SUPPLEX<sup>®</sup>, SUPRIVA<sup>™</sup>, TACTEL<sup>®</sup>, TACTESSE<sup>®</sup>, TERATE<sup>®</sup>, TERATHANE<sup>®</sup> and THERMOLITE<sup>®</sup>. For more information, visit [www.INVISTA.com](http://www.INVISTA.com).*

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