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FOR IMMEDIATE RELEASE

“The DACRON® Difference”: INVISTA Launches New Brand Identity, Web Site for DACRON® Brand

KENNESAW, Ga. (March 24, 2014) —Continuing to build on the global strength of the DACRON® brand, INVISTA has unveiled a new brand identity and an enhanced web site for their world-renowned fiberfill brand at this year’s New York Home Fashions Market Week, March 23 - 26. The new brand identity, developed after a year of consumer research conducted with almost 2,000 targeted bedding customers, is soft, fresh, modern and natural. Those surveyed agreed that the stylish design conveys the comfort, quality and trustworthiness which have been the hallmarks of DACRON® brand for generations.

The expanded dacron.com web site features information on DACRON® fiberfill products and technologies, as well as consumer education pages and an engaging, friendly blog on sleep topics. The site will have separate consumer and trade entry points to improve the visitor experience and provide access to specialized content developed to appeal to each audience.

“We believe this brand strategy will provide the foundation for the DACRON® brand to continue to drive innovation and excitement as a contemporary leader in the bedding market,” said Roberto Fontanillas, global business director for INVISTA’s Performance Bedding Products Business. “We are building clear and concise brand messaging to reflect unique DACRON® brand differentiators around the world, and to help our customers leverage that differentiation.” The full array of DACRON® fiberfill technologies and brand extensions have been integrated with the brand’s new look and feel.

Each global office will be launching media campaigns in industry trade publications announcing the change. The Performance Bedding Products team in the U.S. also has numerous events planned to celebrate the brand’s new look and reintroduce dacron.com, including a traveling slumber party at International Pillow Fight Day in New York City on April 5. The branded DACRON® bedroom-on-wheels is outfitted with a custom-made logo’d headboard, along with comfy pillows, comforters and a mattress pad of DACRON® fiberfill provided by Hollander Sleep Products. DACRON® brand “Fans” will paint the town red, engaging people on the street and encouraging people to follow the brand on social media.

Bedding products made with DACRON® fiberfill will be eligible to carry the new DACRON® brand image on packaging. Members of the trade are invited to discover more information on DACRON® at www.dacron.com or to call Margaret Hussey, 937-339-5398.

About INVISTA

With leading brands including LYCRA®, COOLMAX®, CORDURA®, DACRON®, STAINMASTER® and ANTRON®, INVISTA is one of the world’s largest integrated producers of chemical intermediates, polymers and fibers. The company’s advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has about 10,000 employees. For more information, visit INVISTA.com, Facebook.com/INVISTAGlobal and Twitter.com/INVISTA.

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EDITOR’S NOTE: High-resolution images for editorial use available on request. Please contact Performance Bedding Products Marketing Manager Mist Moore, misti.moore@invista.com.