

PRESS RELEASE

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HK Non-Woven introduces bedding products with ADVANSA's technical and functional fibers, a first in Hong Kong market, meeting today's discerning consumer's need for a good night's rest.

HK Non-Woven is launching a range of bedding products using ADVANSA's technical and functional polyester fibers' family of Suprelle™ and Climarelle™. The range will be introduced at the Intertextile Shanghai Home Textiles Fair in Shanghai, China on August 25th – 27th and with Rapee Living, the leading bedding retailer in Hong Kong, in September 2009.



'Today's bedding market demands products that meet consumers' needs of a good night's rest yet at the same time offering the benefits of freshness and easy care. ADVANSA's leading edge products combined with HK Non-Woven's bedding technology, brings the first range of bedding products in Hong Kong that are not only down alternative, but innovative, functional and easy to care for, clearly an affordable luxury,' commented Mr Anderson Lee, Business Director of HK Non-Woven.

The bedding range consisting of pillows, quilts, pillow and mattress pads are made with consumers' needs in mind. For a healthier, cleaner environment, bedding products with Suprelle™ Ultra offer built in resistance to bacteria, fungi and dust mites whilst the Suprelle™ Micro offers a down like alternative that is soft and supportive. Suprelle™ Fresh includes TENCEL fibers that provide comfort and freshness, through moisture management properties.

香港纖維工業有限公司
HONG KONG NON-WOVEN FABRIC IND. CO., LTD.

A more technical range is made from Climarelle™, a product that brings thermo-regulation to bedding. The Phase Change Material (PCM) incorporated into Climarelle fiber, provide a cooling effect when the temperature is higher than ideal. When the body temperature cools, the PCM microcapsules release the heat, warming the body to the ideal temperature.

HK Non-Woven's technical and innovative expertise in the bedding products, strive to bring leading edge products to the market that are manufactured adhering to the highest quality and environmental standards. With development based in Hong Kong and manufacturing in China, HK Non-Woven offers products that are functional and innovative at a sustainable market price, a luxurious and branded range that is affordable.

For further information on HK Non-Woven's bedding products contact the HK office. HK Non-Woven is established in Hong Kong with manufacturing facilities in China.

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