

Tredegear Film Products Corporation
1100 Boulders Parkway
Richmond, Virginia 23225
Web Site: www.tredegearfilm.com

Contact:
Nicole Kesselaer
Phone: + 31 45 5438317
E-mail: nkessel@tredegear.com

Fashion show helps nonwovens hit the runway

In Spring 2006, Tredegear Film Products provided nonwoven materials for fashion design and merchandising students at Virginia Commonwealth University in Richmond, Virginia. The students were asked to create functional, limited-use clothing made of nonwoven laminates. Kimberly Guthrie, an assistant professor at VCU's department of fashion, was introduced to our materials in 2004 and found them to be intriguing and unique as a nontraditional fabric—as a result she offered a class in which students would explore using these materials. The students were very open to working with the nonwoven laminates and approached the semester project enthusiastically. Tredegear provided information on the construction and material properties of the laminates. Many observations were made on the advantages and differences of the nonwoven laminates to traditional fabrics, but they attuned themselves to the new materials.

The culminating event for this project was the department fashion show, which has become an annual citywide event. The students' pieces were stylish, well constructed, and functional.

Tredegear Film Products Corporation, a subsidiary of Tredegear Corporation (NYSE:TG), is a major supplier of apertured and elastic materials for use in personal and household care markets and also produces films for a variety of packaging and specialty markets. Primary applications include diapers and feminine hygiene products. The subsidiary employs approximately 1,200 people at has production facilities in North America, South America, Europe and Asia.

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