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## **TREDEGAR FILM PRODUCTS TAKING INNOVATION TO NEW HEIGHTS AT THE IDEA10 TRADE SHOW**

RICHMOND, Va., USA, April 8, 2010 – Tredeg

ar Film Products Corporation, a subsidiary of Tredegar Corporation (NYSE: TG), continues to show its commitment to the hygiene industry by bringing new innovations in topsheets, elastic laminates and acquisition distribution layers at the IDEA10 tradeshow, Miami (Florida, USA).

Our latest introduction includes FlexFeel<sup>™</sup>, a super-soft, stretchable elastic laminate for diaper ears and large area applications. This new laminate has excellent stretch properties, durability and softness. FlexFeel<sup>™</sup> has been nominated as a finalist in the Raw Materials category from more than two dozen other nominations for the IDEA 2010 Achievements Award.

For acquisition distribution layers, Tredeg

ar has recently introduced Aquidry<sup>™</sup> Plus, a diaper ADL that brings customers greater comfort and superior fluid management in a less bulky product. We are also expanding our selection of feminine hygiene topsheets of the various product families: FreshFeel<sup>™</sup> apertured film topsheets, ComfortFeel<sup>™</sup> apertured film laminates, SoftAire<sup>™</sup> premium topsheet film structures, ComfortAire<sup>™</sup> activated laminates, ComfortQuilt<sup>™</sup> three-dimensional apertured nonwoven topsheets and SoftQuilt<sup>™</sup> apertured nonwoven topsheets.

At IDEA10, Tredeg

ar is also introducing a new way to help measure sustainability, with an industry-leading application called the Flowertool<sup>™</sup> eco-efficiency analysis system. Developed in conjunction with the University of L'Aquila in Italy, the Flowertool<sup>™</sup> system is a user-friendly, freestanding software tool that allows you to measure your level of sustainability, based on key components that define environmental commitment in your business.

To learn more about our innovations, visit [www.tredeg](http://www.tredeg)arfilms.com or see us at booth number 1834 at IDEA10.

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