**PRESS RELEASE**

**Freudenberg at Domotex 2019 in Hannover: connected to sustainability**

***Under the headline, “Sustainable Backings”, Freudenberg Performance Materials will be exhibiting at Domotex in Hannover, Germany, from January 11 to 14, 2019 on stand B53 in Hall 11.***

**Kaiserslautern, December 14, 2018.** At Domotex– the world's leading trade fair for floor coverings, Freudenberg Performance Materials will present high performance backing materials for textile flooring.

Manufactured using a proprietary Freudenberg technology, polyester spunlaids provide high dimensional stability, reliable and precise pattern repeat, exceptional lay-flat characteristics and constant surface uniformity, as well as non-fraying edges. Therefore, these nonwovens are the ideal solution for high-quality primary and secondary backings for carpet tiles, broadloom carpets and walk-off mats.

**Sustainability as a matter of course**

With a variety of technical solutions, such as the use of recycled polyester, Freudenberg tuft backings help carpet manufacturers to design more sustainable products and reduce their environmental footprint. Furthermore, the Freudenberg group is committed to sustainability through its corporate policies, values, and its numerous projects to minimize energy, water and raw material consumption.

**Connected to nature**

Taking inspiration from this year’s Domotextheme “Create’n Connect”, Freudenberg’s stand will provide a unique experience connecting visitors with a seemingly real, natural environment. Featuring Freudenberg tuft backing, the optical carpet design of the booth will be created with high-end digital printing technology. “We expect visitors to literally long for walking with naked feet on a soft natural ground. Visiting us will be like diving into an island of nature in the middle of the crowded fair. This will provide the ideal atmosphere to talk with our customers about building a sustainable future together.” says Sylvie Meyer, Sales Manager Tuft Europe at Freudenberg Performance Material.

**Contacts for media enquiries**

Freudenberg Performance Materials Holding SE & Co. KG

Holger Steingraeber, Director Global Communications

Höhnerweg 2-4 / 69469 Weinheim / Germany

Ph. +49 6201 80 6640

Holger.Steingraeber@freudenberg-pm.com

[www.freudenberg-pm.com](http://www.freudenberg-pm.com)

Freudenberg Performance Materials SE & Co. KG

Isabelle Kugler

Liebigstraße 2-8 - 67661 Kaiserslautern - Germany

+33 6 18 49 24 22

Isabelle.kugler@freudenberg-pm.com

Please send publication copies to this address

About Freudenberg Performance Materials

Freudenberg Performance Materials is a leading global manufacturer of innovative technical textiles offering differentiated value propositions to a broad range of markets and applications such as Apparel, Automotive, Building Interiors, Construction, Energy, Hygiene, Medical, Shoe and Leather goods as well as Specialties. In 2017, the company generates sales of more than €935 million and has 25 manufacturing sites in 14 countries and more than 3.700 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility. For more information, please visit www.freudenberg-pm.com

The company is a Business Group of Freudenberg Group. In 2017, the Freudenberg Group employed approximately 48,000 people in some 60 countries worldwide and generated sales of more than €9.3 billion. For more information, please visit [www.freudenberg.com](http://www.freudenberg.com)