**PRESS RELEASE**

**Freudenberg launches comfortemp® B2C website:** [**comfortemp.freudenberg-pm.com**](https://comfortemp.freudenberg-pm.com/de-DE)

**Weinheim, October 21, 2020. Freudenberg Performance Materials (Freudenberg) is launching its first consumer website for its sustainable comfortemp® brand. comfortemp® products are advanced thermal insulation materials combining perfect comfort with high thermal insulation properties. In addition to product information, the B2C website also focuses on recycling. The new comfortemp® Instagram account complements this website. The leading supplier of technical textiles is increasingly addressing customers direct in order to raise their awareness for sustainable solutions and jointly support efforts to increase sustainability in everyday life.**

comfortemp® is already firmly established in the B2B market. Now, consumers can also access specially tailored information on the high-performance and sustainable insulation. The [comfortemp.freudenberg-pm.com](https://comfortemp.freudenberg-pm.com/de-DE) website brings them comprehensive information on the products and their benefits as well as a great deal of additional information on recycling.

**First comfortemp® social media account**

From now, consumers can follow the brand on the new [comfortemp**®** Instagram account](https://www.instagram.com/comfortemp/). Followers are given a deeper insight into the history of comfortemp® and the benefits of the thermal insulation as well as sustainability in general. Freudenberg also regularly shares competitions and sustainability actions. The existing Freudenberg Performance Materials [Facebook](https://www.facebook.com/freudenbergpm/) and [LinkedIn](https://www.linkedin.com/company/freudenberg-performance-materials/) accounts provide information on other Freudenberg products for the apparel market.

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**About Freudenberg Performance Materials**

Freudenberg Performance Materials is a leading global supplier of innovative technical textiles for a broad range of markets and applications such as apparel, automotive, building interiors, building materials, healthcare, energy, filter media, shoe and leather goods as well as specialties. The Business Group generated sales of €890 million in 2019. Today, Freudenberg Performance Materials has 35 production sites around the world in 15 countries and has some 5,500 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility as the basis for its business success. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

The company is a Business Group of Freudenberg Group. In 2019, the Freudenberg Group employed more than 49,000 people in some 60 countries worldwide and generated sales of more than €9.4 billion. For more information, please visit: [www.freudenberg.com](http://www.freudenberg.com)