

Press release

Evolon by Freudenberg Performance Materials revolutionizes the microfiber towel

Colmar, 19 October 2015. Sports and travel enthusiasts are always on the lookout for the most effective, as well as the most compact, accessories to accompany them in their activities. Towels for swimming, hiking, traveling or for the beach are no exception. Tests on various materials carried out by Freudenberg Performance Materials have shown that sports towels made from Evolon's microfilament fabric offer the best correlation of performance with compact design.

Thanks to patented microfilament technology, Evolon combines excellent mechanical properties with the benefits of textiles, such as comfort, softness and drapability. Evolon can absorb 4 times its own weight in water, providing users with excellent wiping performance. Once wet, Evolon towels will dry 2 to 3 times more quickly than traditional towels. For optimal hygiene, Evolon can be washed at temperatures up to 95°C and can be optionally equipped with built-in antibacterial properties.

With a weight of 100g/m² and the exceptional density of the microfilaments, towels made from Evolon are ultra-light and take up 5 times less space than terry cloth towels. This is an undeniable advantage for sportspeople, campers, hikers and other travelers.

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Colors, patterns, structure: infinite product variants

In addition to its exceptional performance, Evolon can be dyed or printed using continuous or digital printing methods, increasing the possibilities for extending the range and for personalization.

The towels can be produced based on original Evolon with its flat structure or brand new Evolon 3D for an even greater textile look and feel.

Cost-savings for professionals

Ultra-light and compact towels made from Evolon offer leisure and tourism professionals - the major users of these towels - an important advantage. Significant savings in water and energy can be achieved when washing Evolon towels; up to 5 times more Evolon towels can be washed in one maintenance cycle than towels traditionally used by fitness clubs or hoteliers.

Manufacturers will appreciate the ease with which Evolon can be transformed and its edges that do not fray.

Evolon fabrics are certified Oeko-Tex Standard 100 Product Class I, are manufactured in Europe in accordance with ISO 14001 certification for respecting the environment, ISO 50001 for the company's continuous program to reduce energy consumption and OHSAS 18001 for the health and safety of employees.

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 Automotive Interiors, Apparel, Building Materials, Hygiene, Medical, Shoe Components and Specialties. The company generates sales of over €900 million and has more than 20 manufacturing sites in 14 countries and more than 3.800 associates. Freudenberg Performance Materials has many years of experience in technical textiles and applications.

The company attaches great importance to social and ecological responsibility.

The company is part of the Freudenberg Group. In 2014, the Freudenberg Group employed over 40,000 people in some 60 countries worldwide and generated sales of more than 7 billion Euros (including pro-rata consolidation of 50:50 joint ventures). For more information, please visit www.freudenberg.com