



FOR IMMEDIATE RELEASE

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Universal Fibers Wins Innovative Green Design Award

***New York House* magazine selects
Universal Fibers® for its inaugural competition.**

(Bristol, Va) For the second time this year, Universal Fibers® is being recognized for its commitment to sustainability by being honored with an environmental award. Schein Media announces that ReFresh Fibers® is a winner of the *New York House* magazine Innovative Green Design Award in the Flooring/Floor Coverings Category.

Winners represent the greenest materials, most sustainable methods of manufacturing, highest energy efficiency, greenest innovation, minimal carbon footprint and best-looking design in each category.

The Universal brand, ReFresh Fibers®, is made from a sophisticated multi-step process that takes post-consumer carpet and turns it back into usable nylon 6,6 fiber maximizing the use of an abundant resource that would otherwise end up in a landfill. Universal Fibers® is the first in the industry to produce post-consumer Nylon 6,6 fiber.

The panel of judges felt ReFresh Fibers® product and manufacturing processes were exceptional and deserved the distinction of winner. Judges included Chris Madden, celebrity designer and television personality, and other leaders in the Green furnishings industry.

The complete list of winners will appear in June issue of *New York House* magazine. An excerpt from the issue says: "Universal Fibers® has made reuse and recycling an art form in its innovative ReFresh Fiber® carpet fiber, the winner in the flooring/floor coverings category. Universal diverts literally tons of post-consumer Nylon 6,6 carpet from landfills, separates the face fiber and conducts multi-step cleaning processes, making the fluff suitable for making more than 70 designer shades of carpet yarn. No toxic or heavy metals are involved; no effluent streams are created from traditional dyeing; all polymeric manufacturing waste is recovered and reused. This domestically-made product reduces oil consumption, clearly saves energy, and won over the panel of judges for its solving of a real environmental problem."

Jonathan A. Schein, CEO and publisher of ScheinMedia, says, "The caliber of entries in our first-ever Innovative Green Design Awards was inspiring. We at *New York House* celebrate not only the winners, but all efforts to promote true sustainability. Going forward to 2010

we will expand the competition to include building materials along with interior / exterior design products.”

“We are so excited to be recognized by those in the industry who understand the importance of improving our processes and products to be better stewards of our environment,” says Universal Fibers Vice President of Sales and Marketing Bill Goodman. “Universal Fibers strives to be a pioneer in environmental stewardship while continuing to create a superior product for our customers. This award confirms that we are achieving that goal.” Goodman adds.

ReFresh Fibers® is just one part of an overall sustainable effort by Universal Fibers® called EarthSmart Technology®. EarthSmart Technology® has various components including maximizing manufacturing processes and equipment, creating recycled and recyclable products, developing waste saving systems and facility conservation. It is also an overall attitude of environmental and social concern on the part of the company and its employees.

Universal Fibers® is also proud to be a sponsor of Carpet America Recovery Effort (CARE) and to work actively within that organization and the industry to promote sustainability.

Universal Fibers® is a multi-platform producer of solution-dyed synthetic yarns for the commercial, transportation, residential and textile market. The company is ISO 9001 and 14001 certified. For more information, please call customer service at 800-457-4759 or visit our website at www.universalfibers.com