



FOR IMMEDIATE RELEASE

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Media Contact:

Karen Jenkins

Tel: (423) 926-9494, ext. 111

Universal Fibers® Partners with Rouse Enterprises, LLC to Promote Industrial Fibers Products

Universal Fibers adds New Spotlight to Environmentally Conscious Industrial Fiber Products

(Bristol, VA) - Universal Fibers® is pleased to announce it has entered into an agreement with David T. Rouse, owner of Rouse Enterprises, LLC to represent their solution dyed industrial products. Rouse Enterprises, LLC will represent Universal's industrial solution-dyed yarn products and capabilities to the marketplace in the United States and Canada.

Thanks to the solution-dyeing process employed, these industrial yarns and fibers not only maintain their colors better than conventionally wet-dyed fibers, the process is easier on the environment. With less waste being produced and the products created having longer useful life times, the benefits to manufacturing clients, end users and environment are clear. This new relationship with Rouse Enterprises, LLC will help draw attention to these attributes as demand expands.

"David's years of experience and his knowledge and understanding of industrial yarns will be very beneficial to Universal," says Vice-President of Sales and Marketing Bill Goodman. He adds, "We see this market as an important segment and part of our growth initiative."

Rouse brings more than 25 years of sales, marketing & market analysis, customer service and operations experience from the fiber industry. His goal will be to grow the industrial fibers solution dyed line to compliment Universal's other two core markets; commercial carpet and carpet for the transportation industry.

"I'm looking forward to working with the people at Universal, it's a great group of people focused on the customer and on delivering a value-added product" says Rouse. "This is a great opportunity for me to help Universal grow their business. They are in a great position because of the limited number of domestic producers of solution-dyed products," adds Rouse. Universal not only brings a great product with great service to the market place, but they also deliver the advantage of water conservation by not having to dye the product.

Rouse says he's impressed with the 120 core color palette including the excellent performance characteristics Universal's products offer. "Its environmentally friendly manufacturing process is unlike any other in the industry and it is exceptional." said Rouse.

With more than 15 years of experience serving the industrial fiber industry, Universal Fibers has been a consistent innovator, creating performance advantages, sustainable improvements and added value

for a variety of industrial fiber applications. With its broad range of product lines, Universal Fibers is able to offers unparalleled continuity of colors and styles between multiple segments of the fiber industry, including the carpet industry, industrial fiber and transportation interiors. Literally, wherever there's fibers Universal Fibers can deliver exceptional performance and a vast palette of options.

Rouse Enterprises, LLC is based in Charlotte, NC and can be reached by phone at 704-336-3000 or e-mail at dtreenterprises@bellsouth.net.

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