

Sep. 27, 2011 Color-Fi press release

Color-Fi Recycled Fiber Products Provide Third-Party Proof Of 94%+ Recycled Content

UL Environment validates recycled content claims for Color-Fi recycled fiber products

SUMTER, SC – Sept. 15, 2011 – Color-Fi, one of the leading producers of solution dyed polyester fiber, announced today that it has received third-party validation of the recycled content claims for its recycled fiber products from UL Environment, a global leader in environmental evaluation and certification.

“This recent third-party validation of our recycled content claims is testament to Color-Fi’s ongoing commitment to environmental responsibility,” said Mark Bennett, President and CEO. “Recycled content is a key product feature for us. Having these environmental claims validated by UL Environment will help set us apart from those products that include unsubstantiated claims of recycled content.”

In operation since 1984, Color-Fi is one of the largest North American producers of solution dyed polyester fiber, specializing in custom-made fibers for a wide range of demanding applications in commercial, residential, and automotive industries. Applications include products such as paint rollers, carpeting and other textiles.

In a marketplace with increasing skepticism over green claims, providing proof of recycled content is essential. According to the Federal Trade Commission’s (FTC) “Guides for the Use of Environmental Marketing Claims”, clear, substantiated and specific environmental marketing claims help ensure compliance with the Green Guides currently under review by the FTC.

The UL Environment claims validation process that Color-Fi underwent involved a review of documents and an on-site audit of the manufacturing facility. UL Environment claims validations are designed to give purchasers and consumers confidence in knowing that product claims are backed by UL - the trusted leader in standards development, testing and compliance for more than a century.

Color-Fi is proud to have the following recycled content claims validated by UL Environment:

- “Color-Fi PC contains a minimum of 95% post-consumer recycled content.”
- “Color-Fi PI contains a minimum of 94% pre-consumer recycled content.”

Each year, Color-Fi processes over 50 million pounds of fiber. The polyester (PET) resin Color-Fi uses is almost entirely sourced from pre-consumer and post-consumer recycled materials. In addition to using recycled content in its fiber process, another environmental benefit is realized through the pigmentation process, where the pigment is mixed directly with the raw materials (PET). As a result, no pigment waste water is produced.

Beyond the environmental considerations, customers choose Color-Fi products for other benefits including cost-savings and the dyeing process. Because Color-Fi’s products use recycled materials, they cost less than comparable products made from virgin materials. In addition, Color-Fi’s dyeing process, known as solution dyeing, has clear quality advantages.

Color-Fi adds pigment directly to the plastic resin so that the color remains uniformly vibrant throughout the fiber for its life.

To verify Color-Fi’s recycled content claims, visit UL Environment’s Database of Validated and

Certified Products at the following link

<http://www.ul.com/global/eng/pages/offerings/businesses/environment/databasesearch/iframe/>

and type ColorFi in the “Company Name” field.

About Color-Fi:

Color-Fi is a leading producer of polyester staple fiber and a QS9000/ISO 9002 certified company. It is based in Sumter, SC, and employs 153 associates. Color-Fi's website can be found at www.colorfi.com.

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