

ECOLOGICAL FIBERS LAUNCHES New 2015 *Excel*® Colors

January 2015- Ecological Fibers, Inc., a global leader in manufacturing and designing premier, environmentally-sound, covering solutions is pleased to announce the launch of the new 2015 Excel® color line.

The new 2015 Excel® color line provides a vibrant, bold twist to a traditional palette. Now featuring a collection of modern, fashionably bright mattones, the new Excel® collection infuses energy and excitement into covering designs. Bold pinks, royal blues, and bright oranges, complimented by warm purples and soothing greens, bring a new sense of style and authenticity to the line. Carefully paired with classic black, greys, and tans, Excel® offers a full spectrum from elegantly traditional to brilliantly modern color options. Designed with newly popular and globally recognized hues, and elegant prints and coatings, Excel® provides brands and designers covering opportunities like never before.

Excel® now offers a collection of contemporary and timeless embossings, combining engaging colors with captivating textures unique to the light-weight covering market. With a slim fitting and flexible composition and library of stocked colors, Excel® is the designer's economical choice for style and the manufacturer's ally for machine and handmade production.

With an extensive range of fashion forward colors, in both matte and gloss styles, and FSC certified composition, the new Excel® color line meets branding requirements while surpassing design expectations throughout the global covering market.

- Lightweight, latex-saturated substrate
- Latex-based color coating with a protective, water-based, acrylic top coat
- All colors FSC certified (RA-COC-003258)
- All colors Prop. 65 and CPSIA certified
- EU REACH, TSCA, RoHS, ISO 8124 PART 3, ASTM F963, EN 71
- Blind stamping, foil stamping, screen printing, and offset printing possible

Please contact your Ecological Fibers sales representative to learn more about Excel® and how we can help achieve your covering objectives and design goals.

About Ecological Fibers, inc.

Ecological Fibers, inc. is a world leader in manufacturing premier, environmentally-sound, cover and bindery materials for the book, packaging, security, and print industries. Through innovative processes, sustainable technologies, and water-based coatings, our paper and covering solutions create vibrant, solvent-free materials that come alive through color and texture.

NEW PRODUCT RELEASE

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