



FOR IMMEDIATE RELEASE

**Coville Uses strataTek Technology to Launch Polypropylene Prints, Eco-friendly Knits at Outdoor Retailer Summer Market 2008**

WINSTON-SALEM, NORTH CAROLINA —JUNE 25, 2008 — Coville takes polypropylene to a new level in performance apparel with the introduction of printed and eco-friendly fabrics using strataTek knitting technology, made by Alandale Knitting Company.

The patented strataTek technology creates a platform for combining multiple fibers or yarns into a single fabric. Coville uses this technology to combine Innova<sup>®</sup> antimicrobial polypropylene (manufactured exclusively by American Fibers & Yarns Company) with materials such as organic cotton and nylon. The resulting fabrics – part of the AM/P2<sup>®</sup> Collection – demonstrate how polypropylene can now be used in fabrics that are printed, environmentally-sustainable and that enhance the performance of other traditional fibers. All of the inherent performance properties of Innova<sup>®</sup> polypropylene – antimicrobial, thermal regulation, moisture management, colorfastness and stain resistance – are maintained in these fabrics. The collection will be available for viewing at this year's Outdoor Retailer Summer Market to be held in Salt Lake City August 8-11.

For printed applications, Innova<sup>®</sup> polypropylene is placed on the underside of the strataTek platform while the print-substrate fiber is placed on the face side. The face side is then printed using a unique process developed specifically for this product. This offers a fashionable, yet high-performance garment utilizing polypropylene as the functioning fiber against the skin.

The AM/P2<sup>®</sup> Collection offers a sustainable alternative not currently offered in the marketplace. The product line focuses not only on performance, but also environmental stewardship and sustainability. The face yarn is made of natural and organic fibers, while the innermost polypropylene fiber boasts earth friendly characteristics as well. The manufacturing process of Innova<sup>®</sup> requires significantly less heat and water consumption, does not require harmful topical treatments to achieve performance, and can be recycled and regenerated toward the production of new, durable goods.

The AM/P2<sup>®</sup> Collection will debut at the upcoming Outdoor Retailer Summer Market to be held in Salt Lake City, UT on August 8-11, 2008. Both Coville and American Fibers and Yarns Company will be exhibiting at this year's show.

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**About Coville**

Coville is a leading converter of knit fabrics. Founded in the mid-1970s, Coville pioneers the use of advanced technologies to create market-defining performance and fashion knits. Today, Coville is a leading supplier to the U.S. Military as well as the outdoor and active apparel markets. For more information about Coville and its products, please visit [www.covilleinc.com](http://www.covilleinc.com) or call (336) 759-0115.

**About American Fibers and Yarns Company**

American Fibers and Yarns Company (AF&Y) is the world's leading supplier of solution dyed filament yarns. With thousands of yarns in its product portfolio and the ability to engineer yarns to customer specifications, AF&Y is a dominant supplier to the residential and contract furnishings marketplace, and has a growing presence in the hospitality, apparel, automotive and industrial markets. Headquartered in Chapel Hill, NC, AF&Y maintains a Technology Center that specializes in engineering filament yarn with innovative combinations not available from other suppliers. The company also operates two U.S. production facilities totaling six hundred thousand square feet of manufacturing space. For more information on AF&Y and its products, and green program, please visit [www.afyarns.com](http://www.afyarns.com) or call 800-925-0668.

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