



DACRON® QUALLOFIL® FUSION : NEW FILLING FIBRE FOR FURNITURE CUSHIONS

June 2015: ADVANS announces the introduction of QUALLOFIL® FUSION, the latest innovation in their successful DACRON® filling fibre range for furniture cushions.

QUALLOFIL® FUSION is the result of a two year R&D programme, built on ADVANS's heritage of DuPont technology. The properties of 2 new high-tech polyester fibres are combined in the same filling to provide a new level of comfort and long term durability for furniture cushions.

The fusion of 3 dimensional spiral crimp and multi-channel polyester fibres gives exceptional performance results. Cushions spring back to their original shape and feel for long lasting durability, exceeding currently available products. Cushions filled with QUALLOFIL® FUSION offer an ideal choice - combining the comfort of fibrefill with the durability of foam.

Dr. Sabine Timmel , responsible for R&D at ADVANS commented:

"The new technology is a combination of two fibre decitex and crimp structures in one fibre filling providing a unique combination of benefits: Higher decitex creates structure in the web, high filling power and resilience, while a second, lower decitex fibre provides excellent support and durability from the 4 channel "cross" form. Two different crimp structures (3D helicoidal and 2D saw-tooth), intimately blended during manufacturing, interact to stabilise each other creating inter-fibre resilience for improved resistance to clumping."

QUALLOFIL® FUSION has been awarded the prestigious FIRA GOLD certification which is a recognised mark of product excellence within the furniture industry. Certified products have been assessed and audited by industry experts as fit for purpose, meeting or exceeding all the necessary and latest standards. FIRA GOLD certification also offers reassurance to customers as the quality of the products is guaranteed through ongoing independent third party audits and re-testing to stringent standards by an independent source.

DACRON® QUALLOFIL® FUSION fillings are commercialised via licensed cushion manufacturers, meeting strict brand specifications. Each cushion carries an individually numbered and traceable sewn-in label that confirms its compliance with DACRON® quality standards.

Andrew Hill, MD at Platt & Hill commented *"We have worked together with ADVANS in the extensive development and testing of the new QUALLOFIL® FUSION fibre. Our experience has shown an excellent level of comfort, durability and shape retention for fibre filled furniture cushions.*



Initial reaction from our customers has been enthusiastic. This product offers customers the chance to combine the soft comfort of fibrefill with the durability of foam, for lower cushion return rates.”

Lower Global Warming Potential:

As part of its wider sustainability policy, ADVANSIA has invested in sophisticated recycling technology and state-of-the-art industrial processes which can transform polymer based on post consumer PET into high-tech polyester fibres.

David Bayliss, Business Director at ADVANSIA, added:

“Environmental consciousness is driving consumers towards more resource-minded products. We are pleased to offer the new QUALLOFIL® FUSION as an option for eco-responsibility that doesn’t compromise comfort. A significant portion of the new filling blend is made with a lower carbon footprint technology, measured in an independent LCA study to give an 80% reduction in global warming potential”

Furniture cushions filled with QUALLOFIL® FUSION fibre will be available from licensed producers starting in June 2015.

About ADVANSIA:

Headquartered in the Netherlands and operating principally in Europe, ADVANSIA is a leading supplier of polyester fibre, filament and specialities in the region, and has annual revenues in excess of 100 million Euros. The company operates a plant in Germany and has marketing and logistics operations in Europe, Asia and USA. ADVANSIA is characterised by its wide range of branded and high-tech polyester fibres, and its capacity for innovation as well as the environmental sustainability of its products and industrial processes. The company's efforts and achievements, and a wide range of fibres produced by ADVANSIA have been recognised by international ecological certification and awards.

ADVANSIA has the exclusive European rights for former DuPont polyester technology and trademarks such as QUALLOFIL® and DACRON®

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