



GUILFORD®
OF MAINE
A True Textiles, Inc. brand

Welcome to: *In The Loop*



The latest news from True Textiles

Welcome to the first issue of "In The Loop". We value the relationship we have with our customers and want you to be the first to know what is happening at True Textiles/Guilford of Maine. We look forward to providing you with information on new products, sustainability, design trends, etc. We would love for this information to be shared with others...please pass it on.

In this issue:



True Textiles and 3M Bring Next Generation Scotchgard™ Protector to the Commercial Interiors Market

True Textiles and 3M

New agreement leverages the environmental strengths of both companies

True Textiles Inc., a commercial fabrics industry leader well-known for its commitment to sustainable manufacturing practices and products announces the addition of the next generation Scotchgard™ Protector to its product offering.

"It is the goal of True Textiles to develop partnerships with like minded companies to bring products to the marketplace that help to reduce the overall environmental footprint of our products" said Rob Harper, president at True Textiles, Inc. "We like the fact that 3M has a longstanding commitment to sustainable development through environmental protection, social responsibility and economic progress. The next generation Scotchgard Protector is just one example of 3M's environmental commitment. The addition of Scotchgard Protector to our product offering is an important step in helping us meet our goals of sustainability."

High performance protective treatments that repel soil and stains continue to be in high demand. And for good reason, these finishes help to extend the life of a fabric and help keep them looking beautiful for a longer period of time. 3M's new C4 technology uses new, increasingly sustainable materials and that are outside of the current C8 and PFOA public and regulatory debates – and 3M is already in compliance with the EPA's voluntary 2010/2015 PFOA Stewardship program. The result is a high performance treatment with minimal to no environmental impact.

"We feel like we've had a competitive edge with respect to sustainability for a number of years now. We decided that the best way to publicize that position was to offer our products to markets that really value our focus on reducing the environmental impact of our products", said Mitch Culbreath, new business development manager at 3M. "We're pleased to be working with True Textiles on this product launch as they are clearly a leader in this business when it comes to their focus on sustainability."

Based in Grand Rapids, Michigan, True Textiles manufactures beautiful, functional fabrics that leave a positive, enduring imprint on the people and places they touch. True Textiles provides textile solutions that bring value to its customers, fabric distributors, furniture manufacturers and re-manufacturers. True Textiles is committed to delivering exceptional products through increasingly sustainable design and manufacturing processes. Terratex fabrics manufactured by True Textiles featuring Scotchgard Protector set the standard for environmental leadership. For more information about True Textiles, visit

www.true textiles.com.

3M is a recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit www.3m.com. ●

Click on the images below to learn more about 3M sustainability efforts and the "next generation" Scotchgard™ Protector.



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