



28th October, 2008.

Texon International Group Ltd

Lineapelle

Pav. N.28, stand B6/8 C5/9

Texon BiFirm™ – Firm to the Touch, Elegant to the Core

Texon International, the leader in structural component materials for footwear, introduces Texon BiFirm™ – firm and durable box toe puffs, flexible enough to suit almost any style of footwear. Quick, clean and easy to use, Texon's latest offering combines great flexibility with long-lasting strength and environmental sustainability.

A Fit That Lasts

Texon BiFirm™ allows footwear manufacturers to style their products with the very best materials available. Our box toe puffs are firm and extremely resilient – perfect for keeping high fashion footwear in shape while pampering feet with optimal flexibility. It is also suitable for casual and lightweight footwear, as well as boots and sports shoes.

Firm to the Touch

Texon BiFirm™ is made from a blend of recyclable thermoplastic polymers laminated to fabric backers on both sides. It is coated with an environmentally friendly hot melt adhesive that gives excellent bonds to leathers and synthetic upper materials for pulling and lasting and in wear.

Absolutely Green

Texon BiFirm™ is not only made from 7% recycled content, it is recyclable itself. Texon leads the way in reducing fossil fuel-based compounds by working with its major suppliers to develop a high quality, more environmentally friendly adhesive made from

46% fully sustainable ingredients. This enables us to reduce waste while making a positive contribution to the environment.

Editor's notes:

Texon International is the market leader in delivering high quality, high performance structural component solutions for the global footwear industry, apparel and accessories markets and for specialised products in the automotive, hygiene, medical, construction, agrotextile and geotextile sectors.

The company is the largest organisation of its kind and the only one to manufacture cellulose and non-woven solutions for the footwear industry, with production facilities on three continents and sales to more than 90 countries.

Texon International actively promotes environmental protection through innovation and conscientious process management as an integral part of its global business strategy of recyclability and sustainability. It is a leader in eco-friendly technology through conservation, adapting manufacturing processes and the recyclability of its products. It uses raw materials that are both sustainable and derived from recycled sources, converts and recycles internal waste streams and recycles waste streams upstream in the supply chain.

Texon International is owned by MatlinPatterson, a global investment firm that holds investments in over 25 companies worldwide.

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