

« **Texel launches a remake of its corporate image** »



Saint-Elzéar, June 3, 2011 – Operating for 44 years in the industry of nonwoven materials, once commonly known as felt, *Texel* has become a specialist over the years in the development, manufacturing and marketing of innovative technical materials now used throughout North America, Europe and Asia. A change in the *Texel* signature was required to better reflect this evolution.

This change in signature is a first step in the remaking of the *Texel* corporate image. Look out for more changes to the company's communication marketing tools.

For more informations, please contact Mr. François Bourgault at 418.387.5910.

- 30 -

François Bourgault
Marketing manager
francois.bourgault@texel.ca
418.387.5910