



**PRESS RELEASE**  
**For immediate release**

**To ease the workload of natural caregivers  
and health and social services workers  
TEXEL LAUNCHES THE FIRST HYDRATING WASHCLOTH IN QUEBEC**

**St-Elzéar-de-Beauce, Tuesday, April 7, 2009**—TEXEL, a division of ADS Inc., is pleased to announce a revolution in the daily tasks of healthcare workers and natural caregivers with the Quebec launch of its HYDRABATH washcloth.

“This is the first disposable washcloth made for Quebec that serves as an alternative to tubs and showers,” stated TEXEL president Guy Drouin. “There is no longer a need for the cloth towels, water basins, and hydrating lotions that are generally used to bathe patients—and there is no risk of contamination associated with traditional baths. With HYDRABATH washcloths, patients can be bathed safely in a single step.”

HYDRABATH washcloths are extra large (20 cm x 20 cm) and four times thicker than ordinary disposable wipes. HYDRABATH is available in a Health Canada–approved antibacterial and hypoallergenic formula. Because HYDRABATH also hydrates, it makes it much simpler, faster, and easier to bathe patients in hospitals, CHSLDs, and homes for the elderly, as well as people recovering from operations and accidents, while ensuring maximum comfort. “Our washcloths are being used in many of Quebec’s health and social services institutions,” noted Mr. Drouin. “These include Maisonneuve-Rosemont Hospital in Montreal, the intensive care unit of Beauce-Etchemin Hospital in St-Georges, and Rouyn-Noranda Hospital. We have distributed across the province and the feedback has been very positive.”

HYDRABATH washcloths are also very eco-friendly. In addition to reducing the use of conventional wipes and towels that require handling, cleaning, and eventual disposal, HYDRABATH generates savings on water and lotion and comes in recyclable packaging. Each packet contains eight washcloths, and the packaging clearly indicates proper use as approved by Health Canada. HYDRABATH is now available at Jean Coutu, Brunet, Familiprix, Proxim, and Uniprix pharmacies.

“The washcloths are made right here in Beauce and marketed under TEXEL’s own trademark,” added Mr. Drouin. “HYDRABATH washcloths have many applications since they are equally suitable for home use, travel, camping, or after sports.”

**About Texel**

Founded in 1967, TEXEL, a division of ADS Inc., is a leader in the manufacture of specialized nonwoven materials. Its products are used in North America, Asia, and Europe. TEXEL is constantly developing new products and applications, and adapting to its customer's needs and market realities. Year after year, TEXEL stands out by creating made-to-measure industrial, footwear, filtration, agrotextile, wipes, medical, and geotextile products. TEXEL also works to boost the production and marketing of its own value-added products—HYDRABATH is one great example.

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Source: TEXEL, a division of ADS Inc.  
[www.texel.ca](http://www.texel.ca)

For inquiries and interviews: Marie Morneau, APR  
[marie@mariemorneau.com](mailto:marie@mariemorneau.com)  
418-580-1994

Nathalie Demers  
[Nathalie.demers@communicationopinion.com](mailto:Nathalie.demers@communicationopinion.com)  
418-640-5200