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**Poole Company and Fiber & Yarn Products to Participate in Outdoor Retailer Summer Market with EcoSure<sup>®</sup>, Sta-Cool<sup>®</sup>, and Endurall<sup>®</sup>**

*EcoSure fibers are made from recycled plastic water bottles and can be paired with proprietary moisture management and friction reduction technology*

**Greenville, SC – July 28, 2011** – [Poole Company](http://www.poolecompany.com), a leading manufacturer and distributor of [recycled and virgin fiber products](#), and [Fiber & Yarn Products](#), a specialist in textured and twisted threads and yarns, will participate in the [Outdoor Retailer Summer Market](#) in Salt Lake City August 4-7, 2011 in booth #255-407. The companies will join together at OR to introduce [EcoSure<sup>®</sup>](#) and new fiber technology to the market.

[EcoSure](#) is a staple fiber made from 100% PCR PET (recycled plastic beverage bottles) and third-party certified by [Scientific Certification Systems \(SCS\)](#), meeting the highest environmental standards. Made for the environmentally-conscious consumer, [EcoSure quality fibers](#) reduce the amount of waste that burdens landfills and diminishes earth's natural resources.

[Studies from NAPCOR](#) determined that 1.451 billion pounds of PET were collected and sold for recycling in 2008, and the use of [PCR polyester](#) versus [virgin polyester](#) reduces energy consumption by 84% and greenhouse gas emissions by 71%. **Approximately twenty 16-oz water bottles will produce enough fiber for one t-shirt or enough filling for a ski jacket.**

David Poole, CEO of Poole Company, said, "We want to do our part in providing an [affordable, sustainable polymer fiber](#). He continued, "It's important that Poole Company helps those companies that want to be part of the change that will better serve our environment and provide consumers with quality alternatives."

In addition to EcoSure raw fiber samples, multiple proprietary surface modification technologies will be showcased at OR as well, including [Sta-Cool<sup>®</sup> moisture management](#) and [Endurall<sup>®</sup> friction reduction](#). These variations offer the retail market a first glimpse of the new breed of performance fiber designed to meet multiple consumer needs in the areas of all-day comfort, increased performance, and third-party certified 100% PCR polyester content for true sustainability.

[EcoSure PET fibers](#) and the new Fiber & Yarn Products surface modification technologies are used in numerous types of apparel (knits and wovens) and hosiery. From shirts and shorts to socks and hats, outdoor retailers select EcoSure as their [quality, sustainable, certified staple fiber](#). Upfront





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## About Poole Company

For over 35 years, [Poole Company](#) has been a **leading global distributor of polyester, polypropylene, and rayon fiber**. The company designs, manufactures, and provides technical services for [recycled](#) and [virgin polyester fiber](#) products across major markets with an emphasis on **sustainability and value**. By specializing in [recycled fiber](#), [textile fibers](#), [nonwovens](#), [heavy denier](#), and [fiberfill](#), Poole Company provides high-quality products to domestic and international markets.

[EcoSure fibers](#) are made for the environmentally-conscious consumer from 100% post-consumer recycled PET packaging. Poole Company was the first staple fiber supplier produced in North America to earn the prestigious 100% recycled polymer certificate from [Scientific Certification Systems \(SCS\)](#) for their EcoSure fiber.

Poole Company is headquartered in Greenville, SC and has a 400,000 sq. ft. manufacturing and distribution center in Johnsonville, SC. In addition, the company has operations in India and China.

For more information, [contact Poole Company](#) at 864-271-9935 or visit [www.poolecompany.com](http://www.poolecompany.com).

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