



## **POOLE COMPANY INTRODUCES ECOSURE® RECYCLED FIBER FULL-CIRCLE PROGRAM**

Greenville, SC – September 27, 2012 – [Poole Company](#), a leading manufacturer and distributor of [textile fibers](#) and specialist in [virgin polyester fibers](#), [recycled fibers](#), [heavy denier](#), and [nonwovens fibers](#), announced today that it has launched a new Full-Circle program for its EcoSure® 100% PCR PET recycled fiber. With the EcoSure Full-Circle program, Poole Company will accept and recycle any item manufactured with 100% EcoSure fiber, repurposing the material again and extending its intended lifecycle.

David Poole, CEO of Poole Company, commented, “The remarkable part about Poole’s EcoSure Full-Circle Program is that we are able to take a recycled fiber product – such as apparel, linens, or household wipes – and recycle it again.” He continued, “This means we have not only diverted material from a landfill once – but twice. Many plastic bottles face ‘end of life’ as soon as they become empty. Poole Company is able to change the course and add new life – twice or more – into something already classified as ‘dead.’” It’s a full circle program that truly supports a never-ending cycle of reuse.

[Poole Company](#) developed [EcoSure](#) – a staple fiber made from 100% PCR PET flake – as an environmentally-friendly alternative to virgin fiber. EcoSure is produced using 100% Post-consumer Recycled PET Content as certified under the [SCS Recycled Content Certification Program](#). [Studies from NAPCOR](#) determined that the use of PCR polyester fiber versus virgin polyester fiber reduces energy consumption by 84% and greenhouse gas emissions by 71%.

The EcoSure Full-Circle Program is a very flexible program for textile distributors and manufacturers and has no revenue-driven strings attached. Its sole purpose is to further extend the intended lifeline of a product and better benefit the environment. This program is in line with Poole Company’s mission to be a sustainable partner. Environmental benefits’ estimates for recycling 100% EcoSure products include saving 25,000 BTUs per pound and reducing greenhouse gas (~13,000 pounds is equivalent to removing a vehicle from the highways).

[For more information about Poole EcoSure fiber or the Full-Circle Program, contact Poole Company](#) at 864-271-9935 or visit [www.poolecompany.com](http://www.poolecompany.com).

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### **About Poole Company**

For more than 35 years, Poole Company has specialized in the global manufacturing and distributing of [textile spinning fibers](#). With a product portfolio including virgin polyester fibers, recycled fibers ([EcoSure PCR PET polymer](#)), heavy denier, microdenier, fiberfill, and nonwovens



fibers, Poole Company serves major markets and is recognized for their emphasis on sustainability and value. For more information, [contact Poole Company](#) at 864-271-9935 or visit [www.poolecompany.com](http://www.poolecompany.com).

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