



## Beaulieu Yarns launches new brand *Softitude* for soft, durable carpets

***DOMOTEX 2016, Hall 5 Stand F27***

***January 16-19, 2015, Hannover Exhibition Centre, Germany***

Wielsbeke, Belgium – January 13, 2016 – Beaulieu Yarns, a leading supplier of high-quality synthetic yarns, will unveil ***Softitude***, an innovative range of amazingly soft Solution Dyed Nylon (SDN) yarns for broadloom carpets, at DOMOTEX 2016. The industry highlight is the latest addition to Beaulieu Yarns' extensive portfolio of custom-made solutions featuring at the Hannover Exhibition Centre, Stand F27 Hall 5.

Softitude builds on Beaulieu Yarns' close to 40-year history of developing new solutions to the evolving performance and manufacturing challenges of the carpet and home & professional industries.

Softitude Yarns provide a unique level of softness and durability to residential and hospitality broadloom carpets, with the added benefit of unlimited colour possibilities. The combination creates new opportunities to achieve the advanced comfort, luxury and inviting warm touch particularly desired for bedroom carpets, without compromising on long-term wear & tear or colour choice. Beaulieu Yarns worked closely with its customers in order to develop such intensity of softness for SDN yarn.

“Softitude represents a significant leap forward for the carpet-world in meeting the trend to create a relaxing and welcoming environment for stress-free down-time,” comments Joël Pirotte, Sales & Marketing Director. “We are excited to give carpet designers and manufacturers attending DOMOTEX the first chance to explore the tactile emotion-inducing advantages and durability benefits of the range.”

At DOMOTEX 2016, Beaulieu Yarns will also present further examples of its custom-made polyamide (PA) and polypropylene (PP) yarns and support services aimed at improving customers' overall performance and sustainability. This includes:

- unique high resilience 3ply SDN yarn both for tiles and wall to wall
- ennobled SDN as an alternative to wool, differential dye, polyester and other products, primarily for Residential and Hospitality markets
- Superior SDN yarn for Automotive flooring, mats and booth
- Beaulieu Yarn's digital sampling and colour book for endless co-creation possibilities.

For more information, visit Beaulieu Yarns at DOMOTEX 2016, Hall 5 Stand F27, January 16<sup>th</sup> to 19<sup>th</sup>.



## Beaulieu Yarn Division

Beaulieu Yarn Division is a leading producer of nylon (PA6) and polypropylene (PP) yarn. The company is part of the Engineered Products Business Unit of Beaulieu International Group, a renowned international group with headquarters in Belgium. Today this industrial group holds a solid market position both in producing raw materials and intermediate goods and in offering an extensive range of perfectly finished floorcoverings.

Beaulieu Yarn Division has two production sites in Europe – one in Belgium and one in France – and one production site in China. It supplies PA and PP yarns in the form of bulk continuous filament (BCF) and ennobled yarn (twist, heatset, fris ) to customers in industries such as Contract/Commercial, Automotive and Residential with a broad product portfolio. Beaulieu Yarn Division employs around 450 people and will report about 130 million   turnover in 2015.



Caption: ***Softitude** is the new, innovative range of amazingly soft Solution Dyed Nylon (SDN) yarns for broadloom carpets from Beaulieu Yarns.*

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