

PRESS RELEASE

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A&E Launches Innovative Reflective Industrial Sewing Thread

MOUNT HOLLY, NC (February 07, 2017) – American & Efird (A&E), a global leader in industrial sewing thread manufacturing, today announced the official launch of a new product in reflective innovation, Anefil™ Reflector. Anefil™ Reflector is a reflective, specialty industrial sewing thread used in coverstitch and overedge applications for use primarily in activewear, workwear, safety apparel, swimwear, denim, footwear and other reflective markets.

“A&E’s spirit of innovation continues with this new reflective product, Anefil™ Reflector,” said Mark Hatton, Vice President Americas. “Offered in a Tex 120 size, Anefil™ Reflector adds another layer of functionality in sewing that has traditionally been dominated by reflective tape. This product is a versatile, decorative sewing thread and a valuable addition to the reflective market.”

Through A&E’s combined global network, A&E products are manufactured in 23 countries around the world and sold in over 100 countries, allowing global customers to quickly source high quality, color-specific materials wherever their production facilities are located.



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ABOUT AMERICAN & EFIRD

A&E is the largest U.S. manufacturer and the world’s second-largest manufacturer and distributor of premium quality industrial and consumer sewing thread, embroidery thread and technical textiles. Producers of apparel, automotive components, home furnishings, medical supplies, footwear and a diverse range of industrial products rely on A&E industrial sewing thread to manufacture their products. Customers select A&E as the preferred choice for industrial sewing thread, embroidery thread and technical textiles because of A&E’s dedication to providing its customers with the finest products and services, at the highest quality, delivered globally. Through its global network, A&E’s products are manufactured in 23 countries, distributed in 50 countries and sold in over 100 countries. In addition to A&E’s steadfast commitment to superior quality and customer service, A&E is a recognized industry leader in environmental sustainability and corporate social responsibility, and operates its global facilities with the utmost regard for the safety and health of its associates employed worldwide. A&E owns or operates 27 manufacturing facilities and employs over 10,000 associates around the world directly or in partnership with joint venture partners.

For more information, please visit www.amefird.com.

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