

HTT 02.04.08

AMERICAN TEXTILE ADDS DUPONT HMT TO ALLER-EASE

By Staff – Home Textiles Today, 2/4/2008

PITTSBURGH, PA – Basic bedding supplier American Textile Company has bolstered its Aller-Ease line by utilizing DuPont Hybrid Membrane Technology (HMT), which maintains the softness and cool breatheability of cotton, while providing a powerful allergen particle barrier.

"Aller-Ease with DuPont HMT will ensure that allergy and asthma sufferers get the best night's rest possible," said Michael Guidry, VP of product development at ATC.

In related news, ATC said its Aller-Ease branded pillows, pillow protectors and mattress protectors have received the Good Housekeeping Seal of Approval, after undergoing rigorous testing by the Good Housekeeping Research Institute. Product packaging featuring the Seal will begin appearing in stores during summer 2008, ATC said.

###

About American Textile Company

American Textile Company is the leading supplier of bed pillows, mattress pads, and mattress and pillow protectors. Its customers include leading retailers in the United States and Canada. Privately held, the company is headquartered in Duquesne, PA.