

Press release

marketing communication

TenCate Protective Fabrics announces adoption of TenCate Tecasafe® Plus by Carhartt

TenCate Protective Fabrics North America announces the adoption of TenCate Tecasafe® Plus by Carhartt. The Carhartt Company has long been noted as a premium worldwide brand with a history of developing rugged apparel for workers both on the job and off. TenCate is known across the globe as the leading innovator in flame resistant (FR) fabrics. The connection of these two brands in the distribution of FR work wear will mean great things for the market place.

The launch of TenCate Tecasafe® Plus as the premier FR offering from Carhartt will be effective in August of 2012. The initial offerings will be from the TenCate Tecasafe® Plus portfolio in two weights and colors. TenCate Tecasafe® Plus meets rigorous standards and will be available for most industrial FR applications. The garments made with this protective fabric will be distributed by Carhartt through distributors, catalogue, retailers and on-line sales.

Long-lasting

The Carhartt Company, established in 1889, is headquartered in Dearborn (Michigan, USA) and employs approximately 3,600 employees worldwide. The company is still privately owned and family operated. The brand is virtually synonymous with long-lasting, rugged work wear. TenCate expects great success to come from allying with such a well-known and well respected company. TenCate Industrial Sales Manager, William Smith, says: "We have been very excited about the brand connection. Carhartt has been very pleased with the support they got from TenCate regarding this project".

Prospects

Based on initial expectations, both Carhartt and TenCate agree that this collaboration will be welcomed and that the market will now have a longer reach and a broader range of options when seeking an FR solution for protecting workers. Two industry leaders joining to make a commitment to protection, quality and comfort, will mean better prospects for safety professionals who need cutting-edge solutions today. TenCate Tecasafe® Plus sells millions of yards a year and Carhartt is a premier name in the development of work wear around the world. The combination of Carhartt and TenCate will provide workers worldwide with an inherent FR solution from two established work wear brands.

**TenCate Protective Fabrics Americas
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TenCate Protective Fabrics is a world leader in the development, production and marketing of protective and safety fabrics for industry, services, firefighting and defence. TenCate Protective Fabrics has production facilities in North America, Europe and Asia.

Royal Ten Cate (TenCate) is a multinational company which combines textile technology, chemical processes and material technology in the development and production of functional materials with distinctive characteristics. TenCate products are sold worldwide.

Systems and materials from TenCate come under four areas of application: safety & protection, space & aerospace; infrastructure and the environment; sport and recreation. TenCate occupies leading positions in protective fabrics, composites for space and aerospace, antiballistics, geosynthetics and synthetic turf. TenCate is listed on the NYSE Euronext (AMX).