**Press Release**

**Freudenberg Performance Materials launches online shop for interlinings and paddings for the apparel industry**

**Weinheim, 24 March 2021. Freudenberg Performance Materials sets an innovative milestone in the apparel industry with another service: As the first market player in Europe, the Apparel Business Unit launches an online shop with a comprehensive range of interlinings, tapes, canvas and preformed materials, linings and comfortemp® thermal insulation.**

The Freudenberg Performance Materials Apparel product suitable for a specific requirement is now also available from the company’s online offer. The full-solution provider is extending its service portfolio for industrial customers by an online shop and thus enhances the company’s customer orientation: Based on their individual fields of application, registered customers can get information about Freudenberg’s entire product offer, can check availabilities, order samples and thus buy their products fast, easily and directly 24/7.

**2,000 different products available from the online range**

There’s a vast selection of articles. Customers can choose from more than 2,000 different products ranging from bonding solutions up to the recycling range. A clear structure by groups makes finding the right product easier: ladies’ and men’s wear, sportswear, outdoor and work clothes, shirts, jeans and leather as well as special ranges for the production of accessories, for appliqués or embroidery. The Freudenberg Apparel Online Shop has been available since December 2020 for first customers in Germany. The extension of the circle of customers with access authorisation will start in April. The online shop is a real plus for customers as Mark Flynn, owner of Wailua, says: “All articles and novelties at a glance, fast and easy processing – we are very happy about the start of the Freudenberg Apparel Online Shop. We as well as our customers can directly benefit from the easier handling right from the first login.”

**Access with and without registration**

In addition to their customer account for address and purchase order management, registered users have full access to detailed product information as well as technical data sheets in PDF format available for download. Individually selected preferred delivery dates or a wish list round off the online experience. But the online shop is also available without login – in catalogue format for full product search and information across the entire range. An application-oriented menu structure and detailed filter functions help customers during their search and guide them on their way to the selection of the desired product. Pictures with zoom function show the thickness, structure, strength and drape of the product and how it can be fused. The contact form allows customers to send a request for quotation – as long as they do not have their own access.

The online shop can be reached at https://shop.freudenberg-apparel.com

Contact details for media enquiries

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About Freudenberg Performance Materials

Freudenberg Performance Materials is a leading global supplier of innovative technical textiles for a broad range of markets and applications such as apparel, automotive, building materials, energy, filter media, healthcare, building interiors, shoes and leather goods as well as specialties. The business unit generated sales of € 890 million in 2019. Today, Freudenberg Performance Materials has 35 production sites around the world in 15 countries and has some 5,500 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility as the basis for its business success. For more information, please visit our website at [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

The company is a business unit of the Freudenberg Group. In 2019, the Freudenberg Group employed more than 49,000 people in some 60 countries worldwide and generated sales of more than € 9.4 billion. For more information, please visit [www.freudenberg.com](http://www.freudenberg.com)