**PRESS RELEASE**

**New brand for filter media: Freudenberg Performance Materials launches Filtura at Filtech 2023**

**Weinheim, January 17, 2023. Freudenberg Performance Materials announces the launch of Filtura, its new product brand for filter media solutions. Filtura is a comprehensive portfolio of innovative high-performance filter media products and customized solutions for air and liquid filtration. The leading global supplier of innovative textiles is debuting Filtura at Filtech, the international trade fair for the filtration technology industry, in Cologne in February 2023. Freudenberg Performance Materials looks forward to welcoming visitors to Stand R10 in Hall 7.**

Freudenberg Performance Materials’ established and successful Colback®, Enka®solutions, Evolon®, Karbofil and Lutradur® brands are being brought together under the Filtura brand. With the new brand, Freudenberg Performance Materials is pooling its know-how more effectively across products lines and giving innovations for the filter media market a further boost. Customers will benefit from the different types of advanced technologies and the broad know-how of the leading global supplier of innovative technical textiles. Filtura will also bring greater clarity to the filter media market and enable Freudenberg Performance Materials to extend its position in this market.

**The future of media filtration**

Filtura epitomizes high-quality and innovative filter media from Freudenberg Performance Materials. The name stands for forward-looking products and promises innovative, tailor-made filter media solutions. At the same time, it underpins Freudenberg’s pioneering focus on sustainability.

**Close cooperation with customers**

Freudenberg Performance Materials develops specific solutions in close cooperation with customers, not merely with regard to product characteristics, but also in terms of efficient production processes. With its broad range of technologies and processes, combined with in-depth expertise, the leading global manufacturer help its customers succeed.

Click [here](https://filtura.freudenberg-pm.com) to experience Futura.

Find out more about the products at our stand from our [Events page](https://events.freudenberg-pm.com/event/filtech2023?_ga=2.253211785.1212537977.1673360817-1310007681.1652330929).

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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 interiors, building materials, healthcare, energy, filter media, shoe and leather goods as well as specialties. In 2021, the company generated sales of more than €1.3 billion, had 33 production sites in 14 countries around the world and had some 5.000 employees. Freudenberg Performance Materials attaches great importance to social and ecological responsibility as the basis for its business success. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

The company is a Business Group of Freudenberg Group. In 2021, the Freudenberg Group employed some 50,000 people in around 60 countries worldwide and generated sales of more than €10 billion. For more information, please visit [www.freudenberg.com](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.freudenberg.com%2F&data=04%7C01%7CKatrin.Boettcher%40freudenberg-pm.com%7C4e6ece316c5b4cdd06cf08da115fcb53%7Cc7b0778106f341d7b40f5b2de1018509%7C0%7C0%7C637841400374918741%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Ie7Mo0DA5F5RDf5Qsh%2FCTH3acGvKyFOpn9pGGijkN1Y%3D&reserved=0)