**PRESS RELEASE**

Freudenberg completes sale of South American hygiene business

**Freudenberg Hygiene Brazil is now part of Brazilian nonwoven specialist Fitesa**

**Jacareí / Brazil. February 6, 2020. Freudenberg, the global technology group, completed the sale of its South American Hygiene nonwoven business to Fitesa effective from February 6, 2020. The relevant antitrust authorities approved the transaction. Freudenberg sees the sale of the hygiene business as the best opportunity for it to succeed over time. Fitesa is a main supplier of nonwovens to the global hygiene market. Both parties have agreed not to disclose the purchase price.**

**Background information**

Freudenberg has had success in Brazil with nonwovens for the regional South American hygiene market since 1985. However, over the past few years, the hygiene market has shifted from a regional market to a global one. “Fitesa is geared to the global hygiene market. Under this set up, our current regional business can perform better and grow long-term in the new structures,” says Dr. Frank Heislitz, CEO Freudenberg Performance Materials. “We are very happy to have found a reputable global player in the hygiene business with Fitesa, which has similar values to Freudenberg. This will be a good new home for our staff.”

“Acquiring Freudenberg’s South American hygiene business gives us a state-of-the-art production facility, as well as a professional and well-trained workforce, to help us better serve the needs of our customers,” states Silverio Baranzano, CEO of Fitesa.

The sale is limited to the hygiene business, run by Freudenberg Hygiene Brazil Ltda. The company has 100 employees.

The sale does not affect Freudenberg Performance Materials’ Brazilian and other South American businesses in apparel, shoe and leather sectors.

In the future, the company will be an innovative solution partner for customers in nine global market segments: apparel, automotive, building interiors, construction, energy, filter media, healthcare, shoe and leather goods, as well as special applications.

Contact for press enquiries

Freudenberg Performance Materials Holding SE & Co. KG

Holger Steingraeber, Director Global Communications

Höhnerweg 2-4 / 69469 Weinheim / Germany

Tel. +49 6201 80 6640

Holger.Steingraeber@freudenberg-pm.com

www.freudenberg-pm.com

Katrin Böttcher, Manager Global Communications

Höhnerweg 2-4 / 69469 Weinheim / Germany

Tel. +49 6201 80 5977

Katrin.Boettcher@freudenberg-pm.com

www.freudenberg-pm.com

**About Freudenberg Performance Materials**

Freudenberg Performance Materials is a global manufacturer of innovative technical textiles offering differentiated value propositions to a broad range of applications such as apparel, automotive, building materials, energy, filter media, healthcare, hygiene, building interiors, shoe and leather goods as well as specialties. In 2018, the company generated sales of more than €920 million and had 23 manufacturing sites in 13 countries and more than 3,600 associates. Freudenberg Performance Materials attaches great importance to social and ecological responsibility. For more information, please visit [www.freudenberg-pm.com](http://www.freudenberg-pm.com)

**About the Freudenberg Group**

Freudenberg is a global technology group that strengthens its customers and society long-term through forward-looking innovations. Together with its partners, customers and research institutions, the Freudenberg Group develops leading-edge technologies and excellent products and services for about 40 markets and for numerous applications: seals, vibration control components, technical textiles, filters, specialty chemicals, medical products and the most modern cleaning products.

Strength of innovation, strong customer orientation, diversity, and team spirit are the cornerstones of the Group. The 170-year-old company holds strong to its core values: a commitment to excellence, reliability and pro-active, responsible action.

In 2018, 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)

**About Fitesa**

Fitesa is a supplier in the nonwoven industry and specializes in providing innovative fabrics for use in the hygiene, medical and industrial markets. The company manufactures Spunmelt, Carded, Airlaid and specialty fabrics for applications in baby care, feminine hygiene and adult incontinence as well as for medical, agricultural and industrial products. Headquartered in Gravatí, Brazil and with Executive Offices in Simpsonville, SC, USA, Fitesa has fifteen manufacturing locations in ten countries. For more information, please visit www.fitesa.com