



450 College Drive
Martinsville, VA 24112

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Contact: Michele V. Brier 202.255.1798 or
michele@mvbcomm.com

Applied Felts Gets New Face for Its Established Worldwide Brand *Updated Web Site and Marketing Materials Communicate Customer Benefits*

Martinsville, VA – March 7, 2008 – Applied Felts, the world’s largest independent manufacturer of quality felt liners for the cured-in-place-pipe (CIPP) industry, has launched a new, enhanced website and other marketing materials designed to support the public and their existing customers better than ever before. The updated website, located at www.appliedfelts.com, provides more resource-based, detailed information on products, new research and development initiatives, and a protected area where customers can secure support and download technical papers and other information.

“Over the past few years, this market has changed dramatically from educating the industry about trenchless technology to building awareness for a specific brand,” said Gil Carroll, director of business development for Applied Felts. “As a result, we have transitioned from promoting the features of our product and technology to the specific benefits our customers receive, most notably our commitment to their success.”

Applied Felts hired New Phase Marketing, Inc., a strategic marketing communications firm located in Reston, Virginia, to put a new face on an established worldwide brand. New Phase Marketing, Inc. has a well-known reputation working with clients in the trenchless technology industry for more than a decade.

“We’ve worked with Applied Felts since 2000, and it has been very rewarding to watch the company grow into a global leader,” said Sheila Thomas, president of New Phase Marketing. “Our marketing strategies have changed through the years to accommodate their rapid growth. We began with a solid awareness campaign, and are now working to differentiate Applied Felts from their competition based on specific strengths including their long history, quality products, and stellar customer service. Their growth in the global market opened the door for us to redesign their website, brochures, and develop a new advertising campaign that helped communicate the worldwide reach of Applied Felts.”

About Applied Felts

As the world’s leading felt liner manufacturer, Applied Felts has successfully relined more than 35 million linear feet of pipe using the cured-in-place pipeline (CIPP) rehabilitation process. Offering a complete end-to-end custom manufacturing capabilities and products that are ISO-9002 certified, Applied Felts has more than three decades of expertise in the industry and is dedicated to ensuring its liners seamlessly integrate into your CIPP process. From the selection of the finest fibers and coatings to the finished product, every Applied Felts liner is custom-designed to meet exact specifications. In addition to its high-quality liners and accessories, Applied Felts offers attentive customer service that is unmatched. Great liners and great service are must-haves for any successful rehabilitation project. To learn more about Applied Felts, visit www.appliedfelts.com.

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