



## **NEWS RELEASE**

FOR RELEASE on OCTOBER 1, 2003.

Page 1 of 2

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### **FLEXIBLE FOAM PRODUCTS INTRODUCES FOUR NEW BRANDS OF BEDDING CUSHION TECHNOLOGY**

*Spencerville, Ohio* -- Flexible Foam Products, Inc., a leading manufacturer of polyurethane foam products, has introduced four (4) new brands of bedding and furniture cushion products. Combining their proprietary CO<sub>2</sub> process with the development of specialty polymers, Flexible Foam has developed and tested cushion products that address individual styles of living and the specific needs of today's bedding and furniture consumers.

**AdaptaFlex™** is a superior, high-density product designed to respond to the body's temperature and weight. Its advanced memory cell structure molds naturally to fit every contour of the body allowing its unique energy absorbing properties to distribute pressure and insure comfort and support. The slow recovery properties ensure its return to its original shape, resulting in a better mattress, more comfortable pillow, and supportive piece of furniture.

**AdvantaFlex™** is engineered and tested as a more resilient bedding foam that offers greater comfort, support and durability with no discernable sagging even after years of regular use. AdvantaFlex's biggest advantage is its strength and resilience that can actually replace the need for mattress springs. Its properties are as smooth and soft as latex, but stronger and easier to handle.

**StrataFlex™** is a state-of-the-art foam designed to replace the polyester fiberfill that is traditionally used in the top, quilted layer of mattresses, mattress toppers, and replaces fiber in furniture cushions and pillows. StrataFlex promotes the softness and lightweight characteristics of the highest quality of fiber but has the strength and resilient durability of foam. As a result, bedding and upholstered furniture pieces maintain their original shape and look newer longer.



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Page 2 of 2

**Luxuron HR™** provides all the performance of high resiliency foam with the ability to comfortably accommodate everyone from small children to large adults without bottoming out after years of regular use. Luxuron HR is manufactured using advanced CO<sub>2</sub> cellular technology that recognizes overall weight load and distributes pressure accordingly. The results are enhanced comfort and support and longer product life.

"We are excited to bring this branded line of cushioning products to the market," says Alan Niswonger, Vice President of Marketing for Flexible Foam Products, Inc. "We recognized an opportunity to improve the bedding and furniture markets covering industry buying and selling trends. Consumers are expecting more, and we are delivering, thanks to our technological capabilities and market support system. Our premium cushioning products are giving consumers upgrade choices and allowing manufactures to offer improved function and lifestyle that establishes a difference in end-product quality."

Flexible Foam Products, Inc., offers complete self-performance capabilities from in-house research and development, product testing, pouring and manufacturing, quality control, supply management, and a private fleet of transportation and delivery vehicles. Flexible Foam Products, Inc., is a member of the Ohio Dec Plastics Group, based in Spencerville, Ohio, and the manufacturer of a broad range of polyurethane foam products for the bedding, furniture, flooring, automotive, and packaging industries.

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