

--- T R U S T ---  
WHAT'S INSIDE



Purestuff™

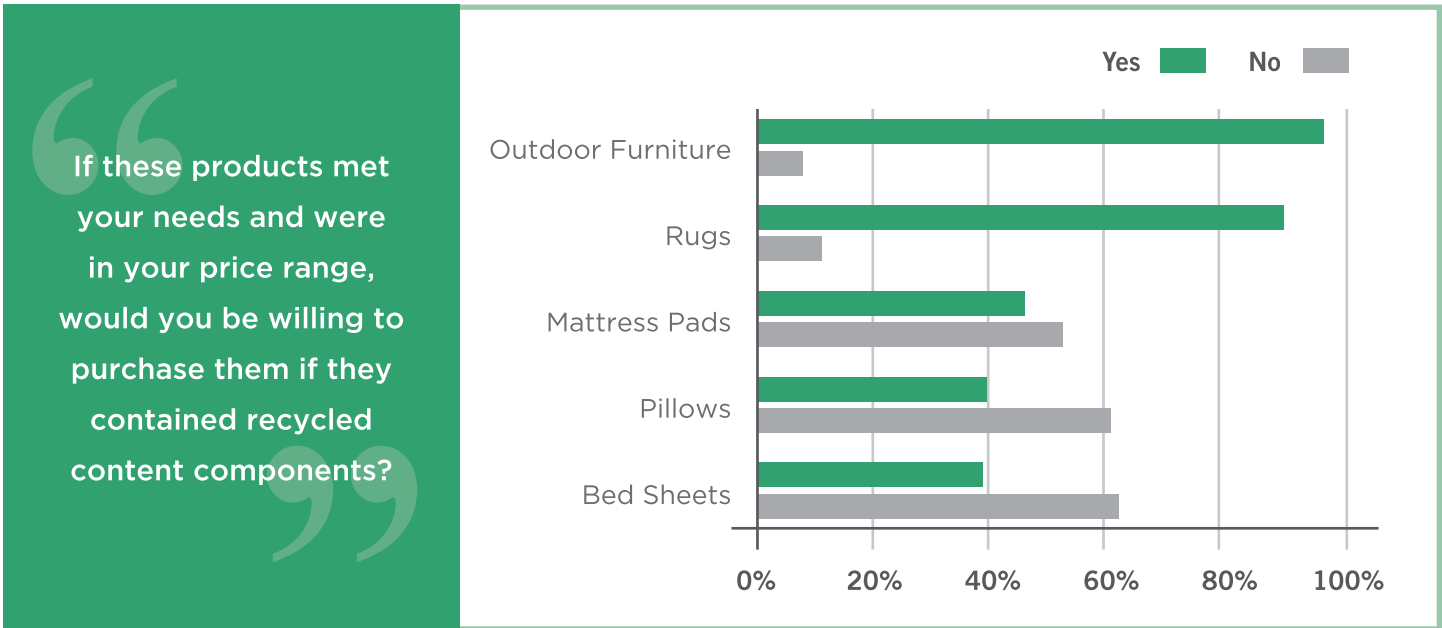
# PURE BLISS

When it comes to pure white fill for a clean, crisp-looking pillow, look no further than DACRON® PURESTUFF™ fiberfill made from 100% virgin polyester. With no recycled content, consumers can rest easy knowing DACRON® PURESTUFF™ fiberfill is made from only the purest ingredients.



[dacron.com](http://dacron.com)

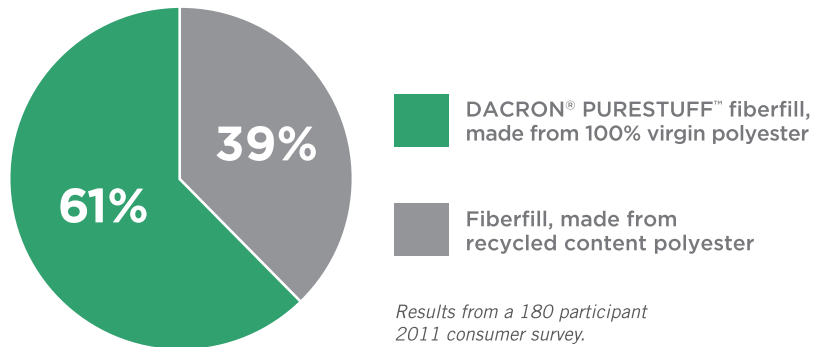
Consumers are very clear about wanting to know exactly what's in the pillows they choose for themselves and their families. Recycled content may be appealing in functional products, but as a recent consumer survey shows, it is less appealing in more personal products.



Results from a 180 participant 2011 consumer survey.

### Consumers Surveyed Prefer DACRON® PURESTUFF™ fiberfill

Assume you are shopping for a bed pillow for yourself. You come across two that are in your price range and feel good to you. Which one would you be more likely to select?



## Pillow Fiberfill Specifications and Benefits

DACRON® PURESTUFF™ fiberfill		
TYPE	SPECIFICATION	BENEFIT
PUR1	macro denier, spiral fiber, garnet	<ul style="list-style-type: none"> <li>No recycled content</li> <li>Pure white fill for a clean, crisp-looking pillow</li> <li>High loft fiber for a fuller-looking pillow with lasting plumpness</li> <li>Hypoallergenic</li> </ul>



The DACRON® fiberfill difference is based on a legacy of fiber technologies that have earned people's trust in bedding for more than 50 years.

Consumers want to know the products they buy have the qualities, the lasting fullness, great fill power, luxurious comfort and durability they dream about. Label your product with the DACRON® fiberfill logo, the symbol of excellence for high-performance fiberfill in bedding.