



No Stains. No Smells. No Worries.®

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## **Milliken & Company's New Innovation Minimizes VOC Hazards Inside Vehicles**

### *Announces OEM Availability for YES Essentials® With Active Odor Control*

**Las Vegas (November 1, 2007)** --Milliken & Company, one of the largest privately-held textile and chemical manufacturers in the world, announced today the launch and commercial availability of Active Odor Control, a technology innovation designed to actively reduce all cabin odors including potentially hazardous VOCs as well as any nuisance odors. Effective immediately, the proprietary technology will be integrated into all YES Essentials® automobile fabrics and carpets sold to OEMs.

According to the Environmental Protection Agency, VOCs are emitted as gases from certain solids or liquids. VOCs include a variety of chemicals, some of which may have short and long-term adverse health effects. Health risks from VOCs include eye, nose, and throat irritation, to liver, kidney, and central nervous system damage. Some VOCs can cause cancer in animals and are suspected or known to cause cancer in humans.

VOC levels in cars can vary. Several experts have linked the "new car smell" to harmful VOCs in the passenger compartment subjecting riders to toxic emissions several times above the safety limits.

YES Essentials Active Odor Control's odor and air quality management system is designed to passively and actively improve the interior cabin by neutralizing all airborne particles in the vehicle's cabin. This innovation builds on the brand's protection against odors that are caused by microbial reproduction. Active Odor Control is catalyst-based technology, which will reduce odor for the life of the fabric. In one study, Active Odor Control reduced 66% of VOC levels in the automobile cabin. In addition to VOCs, Active Odor Control also works against interior environment odors such as exhaust fumes, cigarette smoke, pet odors and food odors *not caused by* stains on the fabric.

"We've spent three years creating Active Odor Control for our YES Essentials line to address the growing concerns of unpleasant odors and VOCs inside vehicles," said Sidney Locke, marketing manager for YES Essentials. "This new innovation provides OEMs with the added assurance of safer air quality levels in cabins."

YES Essentials seating upholstery and floor mats with Active Odor Control are available to OEMs immediately. The product will be made available for vehicles with ship dates of June 2008 or later.

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#### **About YES Essentials®**

YES Essentials floor mats, seat covers and interior automotive fabrics feature proprietary stain repellency, odor elimination and antimicrobial technologies. Stain Smart® technology repels liquids and releases stains and soil allowing dirt and stains to be easily removed with soap and water. The fabric also includes Alpha San®, an antimicrobial technology that prevents the growth of odor-and stain-causing bacteria, mold and mildew, as well as ShockShield® which prevents and disperses static generated from entering and exiting the car during cold weather. YES Essentials® high-performance line of automobile fabrics and carpets are now featured in more than a dozen 2008 Chrysler models such as Town & Country, Dodge Grand Caravan, and Jeep Compass. The product line is among the family of innovations developed by Milliken & Company, one of the world's largest textile and chemical companies and a leading supplier to the automotive industry for more than 50 years.

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