



For Immediate Release

“Feel acetate, feel natural” at Intertextile Beijing

(Beijing – 22-24 March 2007)

BRUSSELS (February 5th, 2007) – “Feel acetate, feel natural” will participate in *Intertextile Beijing* to promote acetate filament yarn in China. The following companies are cooperating under the name “Feel acetate, feel natural”: Eastman, Inacsa and SK Chemicals.

The use of apparels fabrics in the China textile sector is booming and *Intertextile Beijing* has established itself as an important business platform for the textile industry. *Intertextile Beijing* is attracting thousands of buyers each year e.g. in 2006 over 17000 visitors from 71 countries attended the show.

Intertextile Beijing is the right place for “Feel acetate, feel natural” to raise attention on the impressive characteristics of acetate: outstanding comfort factor, natural origin, biodegradability and amazing texture. Eastman, Inacsa and SK Chemicals are confident that the many advantages of acetate will be shining at the upcoming *Intertextile Beijing*!

The group will present the results of the *Comfort Study*: the Fact Sheet on Comfort and Environment and the visitor will have the chance to see and feel for themselves the texture of acetate and experience the unique sensation to “feel acetate, feel natural”.

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www.inacsa.com/

www.skchemicals.com/english/product/petro/ace/acetate/

www.eastman.com/

www.acetateworld.com