



press release

**FOR IMMEDIATE RELEASE**

**Contact: Kevin Ross**  
**Phone: (304) 525-3116**  
**URL: [www.rubberlite.com](http://www.rubberlite.com)**  
**Email: [kross@rubberlite.com](mailto:kross@rubberlite.com)**

### **Rubberlite Inc. to showcase new products at IFAI Expo**

**Huntington, W.Va., <Sept. 21, 2018>**: Rubberlite Inc. will exhibit its core products and engineered polyurethane foams, including the new V-Series HD, SUR-fex<sup>®</sup> SF series, and R-Series at the Industrial Fabrics Association International Expo, Oct. 15-18, at the Kay Bailey Hutchinson Convention Center in Dallas, Texas.

IFAI is expected to attract more than 15,000 people with over 800 exhibit booths on the show floor. The trade organization's expo is the premier industrial fabrics event in North America and provides an opportunity to see new and innovative products, learn for the experts, and meet influential industry leaders. Rubberlite products will be available at booth A2908.

"SUR-fex<sup>®</sup> is a completely customer-driven technology," said Alan Fenno, market development director at Rubberlite Inc. "Collaboration between our customers and technical staff will allow multiple layer solutions for a wide variety of applications."

IFAI is the only trade organization in the world representing the entire specialty fabrics and advanced textile. The organization invests more than \$8 million each year to advance the industry and support member companies.

Rubberlite offers a unique portfolio of microcellular polyurethane foams to meet demanding requirements across a diverse range of applications. Under the trademarks of HyPUR-cel<sup>®</sup> high resilient foams and viscoelastic foams, Rubberlite engineers a broad range of polyurethane products and distributes products from several of the leading manufacturers of elastomeric and polyolefin foams in the world. With value-add propositions in coatings and laminations, combined with best-in-class technologies, Rubberlite is well positioned to provide customer solutions in foam design, technical

composites, and novel textile coating applications. Rubberlite, Inc. is headquartered in the United States and markets products throughout North and South America, Asia and Europe. For more information, visit Rubberlite, Inc. at [www.rubberlite.com](http://www.rubberlite.com).

###