

FOR IMMEDIATE RELEASE

FOR INFORMATION CONTACT:

Alan Prelutsky, 314.432.3200; Joan Quicksilver, 314.991.4985

MARCHEM CFI CREATES INDUSTRY ARCHETYPE WEBSITE

**PROVIDES EDUCATION, INFORMATION, AND COMPARISONS NEVER SHOWN ON A
TEXTILE WEBSITE**

www.marchemcfi.com

MarChem CFI has produced a cutting edge website that not only details specifics about MarChem CFI's product offering, including custom capabilities, but also helps educate fabric users. **Alan Prelutsky**, Vice President of Sales and Marketing for the parent company, DASH Multi- Corp said, " Through our *Textile University* section of the web site, we have created a way for visitors to learn about industry standards and test procedures. They can actually see video of how these tests are performed. Nobody in the industry offers this information in one convenient place. The site also provides complete technical data for all the fabrics and a host of information on popular uses and applications. There is even information showing comparisons to competitor's fabrics." Prelutsky added, "We are proud of the large amount of data and knowledge included on the web-site. And as we grow and introduce new fabrics, we will easily be able to incorporate that into our web site."

The site includes "How To" demonstrations (for example):

- *Cleaning and care of fabrics.
- *industry tests and specifications; (including video of tests).
- *Pictures of fabrics and end use applications.

In addition, all color choices for each fabric can be viewed and color cards can even be downloaded in pdf. format. Furthermore, useful information about printing on fabrics and welding of fabrics is supplied.

Along with data for every possible fabric specification for all of MarChem CFI's products, the site also contains links to distributors from whom MarChem's superior fabrics can be ordered, by product line. One distributor commented, "It is refreshing to see a textile manufacturer publish all their specs side by side with competitors. It is obvious, MarChem CFI has nothing to hide".

A section of the site is dedicated to "News" and "Events", which informs visitors of events and trade shows where MarChem CFI will be appearing.

Prelutsky remarked, "A knowledgeable customer is better for the industry as a whole, and that's what we believe we have created in this new web-site".

You are invited to visit www.marchemcfi.com

MarChem CFI, Inc. manufactures several proprietary coated and laminated products, sold through an international network of wholesale distributors, serving the marine, awning, tent outdoor furniture and safety application industries. MarChem, CFI is producers of *Top Notch, Top Gun, Vista, Topysey, Odyssey, Softouch by Odyssey, Holiday, and Aqua-Tite Green.*

Marchem CFI is a subsidiary of DASH Multi Corp, Inc. based in St. Louis, MO. DASH is a privately held corporation of companies that manufacture formulated plastics; chemicals; coated, solution-dyed and laminated fabrics; and recycled rubber products.