



Jonäno ecoKashmere™ Praised by Material Researchers

Jonäno ecoKashmere has now become part of the world's largest innovative materials library, accessed by Fortune 100 companies, architects, designers, and more.

Pittsburgh, PA, October 28, 2006 --(PR.com)-- Jonäno is pleased to announce the inclusion of their signature ecoKashmere™ bamboo fabrics into the collections at Material ConneXion's four libraries in New York, Bangkok, Cologne and Milan. Material ConneXion is the world's leading knowledge base for information about new and innovative materials. EcoKashmere has now become part of the world's largest innovative materials library, accessed by Fortune 100 companies, architects, designers, and more.

After being assessed by a panel of creative professionals with materials experience and voted in by a majority, Jonäno ecoKashmere will be added to the Natural Category in Material ConneXion's online databases at www.materialconnexion.com and displayed to be touched and felt at their four locations. The focus when selecting new materials for inclusion in their libraries is placed on innovation, eco friendliness as well as a variety of application of new materials.

Known for its buttery soft cashmere feel without the cashmere cost, the ecoKashmere™ Collection by jonäno is sustainable and stylish in nature-inspired fabric hues.

Detox Your Wardrobe

The natural antibacterial properties of bamboo fabric come from an inherent quality of bamboo commonly called "bamboo kun." Bamboo cultivation does not require the use of pesticides, making it a natural choice for organic farming techniques. It is rarely attacked by pests or infected by pathogen. The same natural substance that protects bamboo growing in the field functions in ecoKashmere™, killing germs that cause odor.

Its benefits go even further as easy-care ecoKashmere™ does not need, nor do we recommend, chemical dry cleaning. Healthier for you and the environment, pesticide-free and chemical-free, ecoKashmere™ bamboo clothes are the new earth's cashmere.

Harmonizing with the jonäno mission to merge boutique fashion design with environmental awareness, the ecoKashmere™ Line displays passion for ecological sustainability.

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A division of Sami Designs, LLC

ecoKashmere trademark application pending.

Comfort with Benefit trademark application pending.



Headquartered in Pittsburgh, PA, Jonäno™ is one of the few scrub companies on Earth specializing in eco-friendly fabrics and sustainable business practices.

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