

NEWS RELEASE

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Thrace-LINQ Provides Modern Business Tools, Gives Engineers Flexible Options
Customers benefit from interactive booth, mobile storefront, horizontal partnerships and more

SUMMERVILLE, S.C. – April 5, 2011 – Thrace-LINQ, a supplier of woven and nonwoven geosynthetic technical fabrics, announces that it has introduced a series of modern business tools, including a 20' x 20' interactive booth, mobile storefront, as well as horizontal partnerships and distributor co-op advertising opportunities. Yet another significant investment in the geosynthetics market across the Americas by the 30-year-old veteran Thrace Group to add value to its expansive product portfolio, support its loyal distributor network, create contemporary solutions and establish strategic partnerships through long term programs.

The booth was designed to appeal to civil engineers and contractors. It serves as a mobile storefront, gateway and training platform for Thrace-LINQ's exceptional products, including geotextile nonwovens manufactured on the most modern needle-punch nonwovens line in the Americas. Here decision-makers and buyers can discuss in-person the geotechnical fabric properties, features and functions with Thrace's industry professionals and management team, while also receiving product samples and in-print and electronic literature as takeaways—creating a well-rounded personal buying experience and increasing direct sales opportunities.

Amenities include leveraging a finely tuned theatre presentation to educate and attract customers to the Thrace-LINQ brand, a conference room with an art gallery and several interactive touch-point kiosks for product discussions. Visitors can take a virtual, real-time tour of the manufacturing of needle-punched nonwoven technical fabrics in the Summerville, South Carolina plant.

The interactive booth was first revealed by Thrace-LINQ at Geo-Frontiers 2011, a biennial tradeshow and conference with more than 1,900 participants held March 14-16 in Dallas, Texas. The conference is designed to feature advances in geotechnical engineering, among other highlights. Geo-Frontiers was co-organized by the [Industrial Fabrics Association International](#) (IFAI), the [Geosynthetics Materials Association](#) (GMA), the [Geo-Institute](#) (G-I) of the [American Society of Civil Engineers](#) (ASCE), and the [North American Geosynthetics Society](#) (NAGS), and held under the auspices of the [International Geosynthetics Society](#) (IGS).

At the conference, the booth also served as a platform to launch the Thrace-LINQ Product Finder™. “We wanted to give engineers and decision makers a higher-level interactive experience at Geo-Frontiers 2011 and all future trade shows,” said Thrace-LINQ vice president Davis Taylor. “Following the recent introduction of the Thrace-LINQ Product Finder™ mobile application, the interactive booth and mobile storefront will engage customers, giving them flexible options for transacting business and ultimately making their jobs easier.”

The booth is available for training and demos at industry events and conferences within the Americas.

For more information about Thrace-LINQ, call 1.800.445.4675 or visit www.thracelinq.com.

Thrace-LINQ: Thrace-LINQ, Inc. is a supplier of woven and nonwoven polypropylene-based geosynthetic technical fabrics for a wide variety of textile applications across the Americas. Our corporate office and United States manufacturing and distribution center is located in Summerville, South Carolina. Thrace-LINQ is a member The Thrace Plastics Group, owned by the thirty-year old industry veteran Thrace Plastics Co., SA of Athens, Greece. For more information please visit www.thracelinq.com.



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