

hab+dash™

by **FIL-TEC**

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FIL-TEC'S ONLINE STORE REBRANDS TO HAB+DASH BY FIL-TEC

A Name Change Showcases Growth for an American Manufacturer

Hagerstown, Maryland – Fil-Tec™, Inc., a filament technologies manufacturer in the U.S.A., has re-named its online sewing store, Bobbin Central, to Hab+Dash™ by Fil-Tec™.

The division started over 15 years ago, after the company invented the magnetic core bobbin. “Since the launch of our magnetic core bobbin,” says Ted Schoeck, the CEO of Fil-Tec, “we have made significant investments in U.S.A. manufacturing facilities to create innovative, high performance top threads, as well as other types of bobbins. This division has continued to expand over the years to become the premier online destination for all commercial embroidery, long arm quilting and retail sewing shop products.”

Hab+Dash is Fil-Tec’s online wholesale store dedicated to the quilting and embroidery industries. Customers can purchase Fil-Tec manufactured top thread and bobbins, including Glide and Magna-Glide, as well as backing, batting and accessories for any sewing need.

Hab+Dash’s rebrand is Fil-Tec’s effort to showcase its wide array of products offered to its customers. Its top thread and bobbins will continue to be Fil-Tec manufactured products; proudly made in America.

The new logo for the division showcases a new, fresh look for the online store. Simplicity around its marketing will enable the company to vibrantly showcase its colorful thread and highlight all of the products found on its webstore.

To find out more, please visit the new website, www.habanddash.com.

About Fil-Tec, Inc.

Fil-Tec, Inc. is a filament technologies manufacturer, creating innovative fiber solutions since 1978. The company provides quality products in five key industries – industrial thread, embroidery & quilting, wire & cable, high temperature and wicks. Headquartered in Western Maryland, they operate three manufacturing plants in Maryland and Pennsylvania, as well as a warehouse in Mexico City. Fil-Tec is the proud supplier to many leading U.S.A. companies, including La-Z-Boy®, Boeing®, Cintas®, Johnson & Johnson, L.L. Bean and Lands’ End.

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