



FOR IMMEDIATE RELEASE

The FabricLink Network Launches Fashion Industry Resource for Specialty Fabric Industry

Tarzana, CA., *May 14th, 2010*, FabricLink Network sites, with nearly a thousand pages of fabric treatment and fashion design information on each of two websites, FabricLink.com <http://www.fabriclink.com> (trade-to-consumer) and TheTechnicalCenter.com <http://www.TheTechnicalCenter.com> (trade-to-trade), announce its new and improved *Overhead Search Functions with seven Searchable Indexes* for fashion product development.

The FabricLink Network is your one stop resource for “everything fabric” on the Internet for consumers and B2B fashion solutions. The *Overhead Search Function*, combined with the *Network’s 7 Searchable Indexes*, provides access to a wide variety of product development information for designers, manufacturers, and consumers.

Kathlynn Swantko, creator of the FabricLink Network notes, "Networking is the key to developing new fabric innovations and finished products. Whether you're looking for ideas, new products to use in your designs, or for partners and suppliers for production purposes, our 'Searchable Indexes' provide you with a fast and convenient way to connect."

Specialty manufacturing designers and product developers can investigate and narrow searches for key contacts regarding a specific end-use applications by going to the *End Use Index*. There they will find a list of leading companies and innovations for products involved with a particular end-use. <http://www.TheTechnicalCenter.com>. These 'Indexed' company names are “hot linked” to 'Presentation Pages' with detailed information about a product or company that can solve your product development challenges. The Presentation Pages explain fabric usage, testing results and diagrams, end use applications, samples, and industry contacts.

Additionally the 'New Product Development' section gives inside information on “What’s New” in terms of both products and the companies that are always on the leading edge of the latest product developments.

Swantko explains, "The FabricLink Network was developed for the specialty fabric industry and it's customers. You focus your search to the topics that interest you, and select only the information you want to see. We know your time is valuable. With FabricLink, there's no wasted time following links that promote services and products you're not interested in, and no annoying popup ads!"

Looking for trends for your product development strategy? Be sure to check out the “Mudpie Fashion Forecast.” on TheTechnicalCenter.com website. Find top forecasts for Spring/Summer 2011 in the 'Trends' section (<http://www.thetechnicalcenter.com/Trends/mudpie.cfm>) in the left hand navigation. This information provides new colors and inspiration for the upcoming season.

Finding a particular mill or product, is simple using the 'Searchable Indexes' in the left hand navigation. There you'll find alphabetical listings broken down by *Company, Trademark, Fiber/Yarn, Fabrics, Technology/Finish, and New Product Development*.

Finally, the FabricLink Network's new and improved 'Overhead Search', located at the top of key pages on both FabricLink.com and TheTechnicalCenter.com, allows searching by “key words” across the thousand plus pages that make up the FabricLink Network. Whether a consumer is looking to clean a fabric stain or a designer is looking to develop new products and usage, The FabricLink Network meets all needs and challenges.

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About the FabricLink Network:

Kathlyn Swantko, a textile advocate and educator, is president of FabricLink (<http://www.fabriclink.com>), and founder of FabricLink.com and TheTechnicalCenter.com (<http://www.TheTechnicalCenter.com>) on-line textile resources, which make up the FabricLink Network. With about 100,000 visits per month combined, the award-winning FabricLink.com (trade to consumer) and TheTechnicalCenter.com (trade-to-trade) provide information about new products and marketing opportunities for specialty textiles, textile-based products and services. The two sites offer valuable content and technical information; new releases on innovations; fabric descriptions; usage and care; supplier history and contacts. Seven Searchable indexes makes the FabricLink Network web sites the "go to" resources for developers in textile, designers, in fashion, and research. In addition, the Network offers effective platforms for all businesses, from small niche-based companies to large broad-based textile manufacturers, to reach other businesses within the supply chain and the consumer.

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