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Nassimi, a Leader in Sustainable Upholstery Materials, Champions Environmental & Social Philanthropic Initiatives

Supporting Nonprofit Partners, One Tree Planted, and New Hope Girls

NEW YORK, NY, July 28, 2026 — Nassimi, an innovative manufacturer of sustainably designed coated and woven upholstery materials, continues its purpose-driven commitment to environmental and social responsibility. Through partnerships with One Tree Planted, the leading environmental restoration organization, and New Hope Girls, which supports women in vulnerable communities, Nassimi leads by example and aims to inspire greater action across the industry.

“These philanthropic initiatives reflect our core values as a company,” said Iwan Nassimi, Executive Vice President of Nassimi. “Through partnerships with New Hope Girls and One Tree Planted, we are proud to extend our impact beyond material innovations into meaningful change supporting both people and the planet.”

For over five years, Nassimi has been a supporter of One Tree Planted, a global reforestation nonprofit organization. Founded in 2014, the organization has planted more than 171 million trees across 84 countries that nurture the planet and restore life. Nassimi contributes to this mission by donating $10,000 annually, reinforcing its dedication to reducing environmental impact and promoting a more sustainable future.

“Our impact is made possible through the partnership and collaboration of companies who choose to lead with purpose and invest in environmental stewardship. We’re grateful for Nassimi’s dedication to our cause, which has helped plant tens of thousands of trees over the years,” said Chelsea Durante, Manager of Corporate Partnerships for One Tree Planted.

As part of its commitment to social responsibility, Nassimi developed a meaningful partnership with New Hope Girls that began when a Nassimi employee volunteered with the organization.

New Hope Girls is a nonprofit dedicated to serving girls and women in the Dominican Republic, Mexico, and Guatemala who have been affected by abuse and human trafficking. Through an initiative in the Dominican Republic, Nassimi donates decorative materials used to create handcrafted handbags and accessories. These products generate critical revenue that directly funds safe housing, employment opportunities, and essential support services for program participants.

”Our partnership with Nassimi is fundamental to the success of our program. Their generously donated materials help support and fund vital programs that benefit and empower our global community of girls and women,” says Joy Reyes, Founder & CEO of New Hope Girls.

Nassimi is committed to supporting environmental and social causes that reflect the company’s broader mission to integrate sustainability, innovation, and social good.

For more information, visit www.nassimi.com.

ABOUT NASSIMI: Nassimi LLC is a leading supplier of faux leather and performance upholstery textiles. Since its inception in 1978, Nassimi has been recognized as a market innovator, setting industry standards and always aiming to exceed expectations. In addition to offering an extensive in-stock product line, Nassimi works closely with manufacturers in a variety of industries to provide solutions to their vinyl and coated fabric needs. With its technical expertise and innovative thinking, Nassimi takes a proactive approach to creating cost-effective and application-specific products that suit its customers’ needs. www.nassimi.com Instagram: @NassimiLLC. LinkedIn

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