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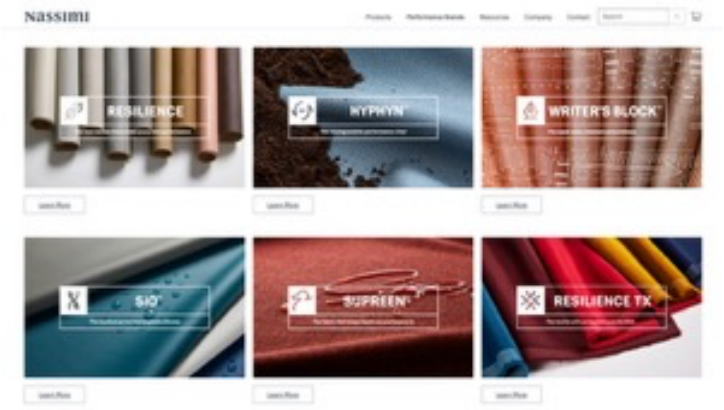
INTRODUCING THE NEW NASSIMI.COM

Smarter Tools and Product Insights to Explore the Portfolio of Performance Upholstery



NEW YORK, NY, October 21, 2026 – Nassimi, a leading supplier of performance upholstery textiles and faux leathers, announces the launch of its newly redesigned website, Nassimi.com. Built for a more user-friendly and intuitive experience, the new platform debuts tools making it easier to explore and shop products including Resilience, Hyphyn™, Supreen®, SiO™, and Writer's Block™, with detailed brand pages highlighting applications and performance.

The site features a clean, modern design paired with improved search and filtering tools that allow users to quickly specify by product type, performance brand, content, abrasion, flammability, sustainability, market segment, and color, streamlining the decision and purchasing process. Enhanced product descriptions detail key attributes, cleaning and disinfection guidance, sustainability details, and the innovative science behind each Nassimi brand.

The new centralized Resource Center brings together brochures, certifications, technical documentation, and testing information in one place. With the addition of the Newsroom page, media can access the latest news releases and images to download, along with the most up-to-date press coverage. The result is a more efficient, informative experience for our valued customers.

"Our goal was to create a digital experience that reflects the innovation behind our products while making it easier for customers to find exactly what they need," said Iwan Nassimi, Executive Vice President of Nassimi. "The new Nassimi.com provides inspiration and technical resources to support our partners better."

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. Follow on Instagram @NassimiLLC and LinkedIn

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