



Bulwark® Unveils EXCEL-FR™—The Latest Advance in Flame-Resistant Apparel
New Line Features Vertically Integrated Manufacturing Process

Nashville, TN—Oct. 17, 2005—*Bulwark®*, the leader in protective apparel, has announced its new *EXCEL-FR®* line of durable flame-resistant cotton and cotton-blend apparel. *EXCEL-FR*, available exclusively from *Bulwark*, is the latest in secondary flame-resistant protection and features a vertically integrated manufacturing process. *Bulwark's* new line debuted at the National Safety Council Expo in September.

“As an industry leader, *Bulwark* feels a responsibility to constantly challenge the notion of ‘good enough,’” said Don Eason, Vice-president, *Bulwark*. “We push boundaries to make sure that we provide the most effective flame-resistant apparel possible, and we are truly excited about *EXCEL-FR* because it delivers high quality flame protection in garments that people want to wear.”

The *Bulwark EXCEL-FR* difference is the vertically integrated manufacturing process. All *Bulwark EXCEL-FR* fabric and treatment come from a single source. The same mill converts fiber to yarn, handles all weaving and dyeing, and performs all finishing and fabric treatment. Vertically integrating the process from start to finish gives *Bulwark* unprecedented quality control capabilities. Such a high level of consistency is critical to stand up to on-the-job challenges.

Bulwark EXCEL-FR utilizes a state-of-the-art finishing process that sets a new standard for consistent performance. This includes consistent flame-resistant protection through weight and chemical application control. The fabric in every *Bulwark EXCEL-FR* garment meets or exceeds stringent industry standards for flame resistance, electric arc protection and flash fire protection. *Bulwark EXCEL-FR* provides the protection, comfort and uncompromising quality that customers expect from *Bulwark*.

Bulwark EXCEL-FR also delivers consistent color quality with garment-to-garment shade control, computerized dye control and color retention. The entire *Bulwark EXCEL-FR* manufacturing operation is computer monitored and controlled at more than 3,000 set points. Information is updated within the process control system four times a second.

Bulwark EXCEL-FR offers two great choices to meet flame-resistant garment needs, *Bulwark EXCEL-FR* and *Bulwark EXCEL-FR ComforTouch*. *Bulwark EXCEL-FR* is 100% cotton flame resistant fabric with weights ranging from 6.5 oz to 14.75 oz. *Bulwark EXCEL-FR ComforTouch* provides a durable 88/12 flame-resistant cotton/nylon blend and is available in 6 oz to 11 oz weights. Both options feature wardrobe selections such as t-shirts, coveralls and outerwear in a wide array of popular colors and patterns.

The *Bulwark* Assurance

Every *Bulwark* garment meets or exceeds the performance requirements listed on that garment's label. All *Bulwark* garments are flame resistant for the life of the garment, provided our laundering recommendations are followed. All fabric used in *Bulwark* garments is subject to rigorous testing by the fabric manufacturer and by third-party experts such as Underwriter Laboratories®, Kinectrics High Energy Laboratory and North Carolina State University.

For complete information on the *Bulwark* guarantee and new *EXCEL-FR*, please visit www.bulwark.com.

About *Bulwark*

For more than 30 years, *Bulwark*, with Red Kap® before it, has led the way in market-changing developments. *Bulwark EXCEL-FR* is yet another example of *Bulwark* continuing to lead the flame-resistant protective garment market by seeking out, evaluating and implementing innovation in fibers, fabrics, finishes and garment construction. *Bulwark* is committed to continuous improvement in garment design and wearer comfort while delivering value to customers and never forgetting that wearer safety must always be the primary concern. *Bulwark* is a VF Corporation brand.

About VF Corporation

VF Corporation is a leader in branded apparel including jeanswear, outdoor products, intimate apparel, image apparel and sportswear. Its principal brands include *Lee*®, *Wrangler*®, *Riders*®, *Rustler*®, *Vanity Fair*®, *Vassarette*®, *Bestform*®, *Lily of France*®, *Nautica*®, *Earl Jean*®, *John Varvatos*®, *JanSport*®, *Eastpak*®, *The North Face*®, *Vans*®, *Reef*®, *Napapijri*®, *Kipling*®, *Lee Sport*®, *Red Kap*® and *Bulwark*®.

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