

Take the Chill Off Nippy Nights With Cozy Blankets & Throws

Ellery Homestyles Introduces ComfortTech with 3M™ Thinsulate™ Insulation

Ellery Homestyles today announced the launch of their ComfortTech line featuring 3M™ Thinsulate™ Insulation. This innovative new line of blankets and throws can keep the whole family warm from head to toe. Whether snuggling into bed or gathering to watch a movie at home, Ellery Homestyles' new ComfortTech blankets and throws, enhanced with 3M™ Thinsulate™ Insulation, are sure to delight consumers with their exceptional warmth and comfort.

ComfortTech is an alternative blanket and throw, constructed with premium Thinsulate insulation and plush fabrics to offer consumers luxurious style and lightweight comfort. The science of warmth is made possible with 3M's nonwoven technology – lightweight insulation fibers that trap air for exceptional warmth.

Consumers will be delighted with the ComfortTech experience – luxurious, elegant comfort combined with supreme down-like warmth – ideal for chilly nights at home. Hypoallergenic fabrics make ComfortTech blankets and throws perfect for the super-sensitive consumer while, lightweight comfort provides warmth and insulation all year-round. Designed to create the ultimate cozy experience, ComfortTech combines microfiber, microfleece and microplush fabrics with satin and suede detailing, in an array of fashion colors, offering the consumer the ability to accent her existing style or create a whole, new look.

“ComfortTech blankets and throws are the ultimate blend of functionality, home fashion and light-weight comfort,” Budd Goldman, CEO of Ellery Homestyles, said. “This exceptional, one-of-a-kind product blends fashionable style with 3M's revolutionary Thinsulate insulation to provide added warmth.”

“We are thrilled to team with Ellery Homestyles on this new bedding product for consumers,” said Jeff Gunia, marketing manager for 3M™ Thinsulate™ Insulation. “3M's science know-how in insulation offers a technology that gives consumers a warm blanket with a soft hand and pleasing design. Known as the original insulation that provides warmth without bulk, the Thinsulate insulation technology has been used in sleeping gear by arctic explorers in the toughest environments.”

ComfortTech is scheduled to debut in December exclusively at Bed, Bath and Beyond and eCommerce channels. Retail prices for the blanket start at \$69.99 for twin; \$79.99 for full/queen; and \$89.00 for king size, while the 50x70" throw will retail for \$39.99. Combining superior fabric with sophisticated insulation makes ComfortTech the perfect choice or gift for anybody who wants added warmth for their home.

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit www.3m.com or follow @3MNews on Twitter.

About Ellery Homestyles

Ellery is a leading supplier of branded and private label home fashion products in the U.S. - offering a wide range of product categories including curtains, bedding, blankets, throws as well as specialty products. Ellery is known for its best-in-class eclipse™ blackout curtain – sold in over 11,000 retail 'doors', as well as Waverly and

Colonial Williamsburg fashion bedding both known for their distinct traditional style. Recognized in the industry for its product and service excellence, Ellery is proud to partner with major retailers including J.C. Penney, Sears, Target, Wal-Mart, Kmart, Bed Bath and Beyond, Lowes and many others. For more information, visit www.elleryhomestyles.com.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6424482&lang=en>

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