



## **American Excelsior Introduces New American Made Curlex® Bloc Product**

*American Excelsior Company recently introduced a new high density rectangular log product for use in shoreline applications and other areas where sediment and erosion concerns exist that warrant a damming product. Curlex Blocs replace foreign made products such as coir.*

**Arlington, Texas – May 2, 2012**

American Excelsior Company announced today that they are in production of Curlex® Bloc shoreline and sediment devices, which are designed to protect shorelines especially where vegetation is preferred. Made from Curlex fibers, the rectangular blocks have a flat surface, which gives superior intimate soil contact versus other rounded shoreline log products.

In addition to its unique shape, Curlex Blocs are made in the U.S. using fibers grown here in the U.S. Other products such as coir logs use fibers imported from outside the U.S., and in some cases require a fumigation process.

Because of the dense construction, Curlex Blocs are strong and can buffer strong wave action and flow velocity. In addition, due to its natural fibers, you can plant vegetation through the Curlex Blocs to help enhance a natural shoreline in sensitive wetland areas.

Jerry Bohannon-Division Director said, “This is one of the most exciting new products we have ever introduced, as the market has asked about alternative products to the coir logs. We are now able to offer a far superior product that has a flat surface due to our rectangular shape and is produced using our Curlex fibers, which are the benchmark within the erosion and sediment control industry.”

American Excelsior Company has seven manufacturing locations with three of those locations producing products for the erosion and sediment control industry with such brand names as Curlex® Erosion Control Blankets, Recyclax® TRM products, Sediment Log®, AEC Premier Straw®, and AEC Premier Coconut™ erosion control blankets.

More information about American Excelsior Company or their products can be obtained by visiting: [www.AmericanExcelsior.com](http://www.AmericanExcelsior.com) or by contacting: Marsha Shaw – Director of Customer Service - (800) 777-SOIL (7645) or [mshaw@americanexcelsior.com](mailto:mshaw@americanexcelsior.com)