

BUY
PHOTO
REPRINTS
ONLINE

CREATIVE
SPACE

Shower
Doors
& more

413-256-0567

Click
Here!

SUBSCRIBE TO
THE GAZETTE
ONLINE
OR IN PRINT

GAZETTENET.com

Amherst Bulletin

The Recorder

Valley Advocate

Pioneer Valley

Many Hands

Hampshire Life

Sign out

Account

Trouble finding something?

Contact us

Classifieds

Daily Hampshire Gazette - Established 1786

news search

Local News State/Region U.S./World Obituaries Sports Business Schools Colleges Politics Opinion Entertainment Health Living

28 laid off at Easthampton factory

National Nonwovens blames economy for job cuts

By CATHERINE BAUM
Staff Writer

Email this
page

Printer-friendly
version



Friday, March 20, 2009

EASTHAMPTON - National Nonwovens Co., of 180 Pleasant St., laid off 28 workers Tuesday. Officials at the company, which employs about 110 people after the layoffs, said the move came after nearly a year of cutting operating costs in an effort to keep employees and stave off job losses.

"This layoff is not a reflection of the company making any poor decisions or the employees not performing," said Michalina Centofanti, vice president of corporate administration.

"This was beyond our control given the crisis that the world is experiencing," said Centofanti. "This was not a decision that was taken lightly."

With the layoffs, National Nonwovens loses about 20 percent of its workforce and becomes the second manufacturing company in Easthampton to announce mass layoffs this year.

Berry Plastics Corp., formerly Tubed Products, laid off an estimated 150 employees, or 30 percent of its 500 workers, in February. This was after the company laid off 10 percent of its work force in 2005.

"It's basically a sign of the economic situation that's affecting everyone globally," Centofanti said Thursday.

Founded in 1905 as National Felt Co., National Nonwovens Co. produces a multitude of materials, adding up to more than 20 million pounds of textiles a year, according to the company Web site.

Tuesday's layoffs affected personnel in every department, according to Centofanti. No further layoffs are anticipated.

"We are hopeful that the economic crisis turns around in a very short term, and we will monitor it daily," Centofanti said.

The company took several steps to avoid layoffs, she said, including cost reductions in raw materials, analysis of product and machine efficiency to streamline manufacturing processes and reduce costs, and reductions in supply and inventory costs.

"We've done everything in our power over the last 10 months to sustain our markets," Centofanti said. "Unfortunately our situation reflected the need to do a layoff."

The employees who were laid off are dedicated and hardworking, Centofanti said.

"They are missed," she said. "It's a close-knit organization and everyone is working as hard as they can to increase the order situation to hopefully result in a call back for our employees."

National Nonwovens corporate offices, research, engineering and production are all housed in Easthampton. The company has been a supplier of felt and textile materials to the U.S. government since World War I, and is the only U.S. manufacturer of nonwoven material with its own dyeing facility and computer-controlled color-matching laboratory, according to its Web site.



Popular stories

- UMass athletics department expects programs to be eliminated
- Glass adds to exodus of Minutemen underclassmen
- Brush fires, bike trail incident keep crews busy Tuesday
- Chesterfield firefighter goes it alone
- Ritz shop to close, Northampton location remains

Catherine Baum can be reached at cbaum@gazettenet.com.

Filed Under: [business](#) [easthampton](#) [local](#)

Comments

Post new comment

Your name:

[Catherine Baum](#)

Subject:

Comment: *

Input format

Filtered HTML

- Web page addresses and e-mail addresses turn into links automatically.
- Allowed HTML tags: `<a>` `` `<i>` `` `` `<code>` `<cite>` `` `` `` `` `<div>`
- Lines and paragraphs break automatically.

Full HTML

- Web page addresses and e-mail addresses turn into links automatically.
- Lines and paragraphs break automatically.

[More information about formatting options](#)



[Local News](#) [State/Region](#) [U.S./World](#) [Obituaries](#) [Sports](#) [Business](#) [Schools](#) [Colleges](#) [Politics](#) [Opinion](#) [Entertainment](#) [Health](#) [Living](#) [Sci/Tech](#)
[Blogs](#)

[Copyright Notice](#) | [Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#) | [Help Center](#) | [FAQ](#) | [Subscribe to the Gazette](#) | [Advertising](#)

Daily Hampshire Gazette © 2008 All rights reserved