



A MARKETING CULTURE INSPIRES US TO BUILD ENDURING BRANDS, PRODUCTS AND MARKETS.

- Glen Raven 2020 Quest Vision



1880



2008

GLEN RAVEN BRAND EVOLUTION FROM 1880 TO THE PRESENT

Building Enduring Brands

A BRIEF HISTORY OF BRANDING

While brand building is a strategic element of 21st Century marketing, the origin of brands is antiquity. Potters' marks appeared on pottery and porcelain from China, Greece, Rome and India as early as 1300 B.C. There is evidence of advertising among the Babylonians in 3000 B.C.

Bread makers, gold and silver smiths were required in England during the 1200s to put their marks on goods as a way of assuring honest measures. During Medieval times, printers and papermakers used marks, giving rise to a term still used today, "watermark."

Modern day branding began to grow in the late 19th and early 20th Century with the advent of nationally marketed consumer packaged goods. Mass manufacturers competing with local makers of soaps, cereals and clothing recognized that brands would be essential if they were to compete with local sources that consumers knew on a personal basis.

Throughout history, brands have been used to identify the source of a product, which in turn contributes to perceptions of quality, differentiates one product from another and conveys core values of honesty and integrity. Today's leading brands go even further by engendering emotional reactions of pride and self-esteem for loyal users.

Dear Readers:

When my grandfather founded our company in 1880 he laid the groundwork for a philosophy of branding that we continue to follow today. He recognized that while branding may begin with memorable names, logos and tag lines, truly iconic brands draw their strength from underlying value systems.

The values that John Q. Gant championed – integrity, quality, fiscal responsibility, innovation and respect for individuals – continue to serve as the core values for all of our brands. Glen Raven customers know that when they purchase products under any of our brands they are not only purchasing a quality fabric, service or related component, they are also purchasing a value system that instills confidence.

Brands are ultimately about trust. If you look back to the era in which our company was founded, most financial transactions up until that time – personal and business – were based on relationships. You knew the craftsman or the mill behind virtually any product or service you purchased. In today’s modern era, the craftsman’s assurance has been replaced with brands that engender similar feelings of trust, loyalty and connection. Glen Raven brands emerged from a respect for the craftsman’s pride.

In addition to contributing to confidence when purchasing our products, Glen Raven’s philosophy of branding benefits our customers in one other important way. Because we invest in supporting leading brands – such as Sunbrella® and Dickson® – companies that include our products as components in their products, benefit from the association with our brands. This association ultimately translates into buyer preference and marketplace premiums.

In addition to the Glen Raven corporate brand, we are stewards of a large and growing family of global brands. Dickson is recognized for quality awning fabrics throughout Europe and around the world. Sunbrella is certainly our most widely known brand, owing to the fact that Sunbrella redefined performance fabrics and has been championed by an ongoing program of marketing communications to the trade and to consumers.

In this Raven™ magazine, we are featuring an overview of our brands. This issue is organized around the diverse markets we serve, from furniture to automotive, highlighting the industry leading brands we offer in each segment. You will also meet some of our “brand champions” in this issue – dedicated professionals who are assuring that we “build enduring brands” as envisioned in our statement of core values, “2020 Quest.”

Branding illustrates one of many ways in which we are working to create value for all of our stakeholders. When Glen Raven brands are recognized for integrity, innovation and quality, our customers, employees, trade partners and shareholders benefit.



Allen E. Gant, Jr.
President



CORPORATE



CORPORATE BRANDS

Glen Raven® is the umbrella brand for our company and for two other brands with origins dating back 100 years or more. Glen Raven also serves as a product brand for many of the market segments we serve, from automotive to military.

Dickson® is the market leading brand in sun protection throughout Europe and around the world, while Tri Vantage™ is the newest Glen Raven corporate brand, created through the acquisition and merger of The Astrup Company and John Boyle & Company during 2007. The new Tri Vantage brand covers an array of distribution and customer support services.

RE-LAUNCHING THE GLEN RAVEN® BRAND

As the 20th Century was coming to a close, Glen Raven began to explore whether its brand, which originated in the late 1800s, was in need of an update. For more than 100 years, the company had built a corporate brand image of integrity, honesty and quality, plus commitment of service to all stakeholders.

“The Glen Raven mark was revered within the company and by long-term customers, but with a new millennium on the horizon, we began to explore whether and how the mark could be updated for the global, technically advanced market segments we serve,” said Sue Rich, corporate vice president and corporate brand manager for Glen Raven.

After numerous drafts, a new corporate brand mark emerged that resonated with customers and employees as right for Glen Raven in the 21st Century. The new “Ribbon Raven” logo was designed as a modern representation of the company, reflecting a rich heritage, yet forward-looking and updated for the times. The company name was also revised, removing “Mills” to become Glen Raven, Inc., reflecting a global product development, branding and marketing focus.

“We launched the new Glen Raven logo in 2000 and eight years later it still feels right for us,” said Rich, who managed the brand re-positioning process and whose responsibilities include corporate brand management as well as merchandising, trade show and customer support for Glen Raven Custom Fabrics and its Sunbrella® brand. “We have always been a company focused on our customers, and this is the reason that people respect our corporate brand and want to partner with Glen Raven.” ■



SUE RICH

Corporate Vice President and Brand Manager; Sunbrella® Merchandising Manager

After earning a bachelor's degree in English/journalism with a minor in communications from Elon University, Sue Rich pursued a career in newspaper journalism, subsequently joining Glen Raven in 1992. During her career with Glen Raven, she has served as employee development manager and strategic planning manager. She currently devotes her energies to the support of the Glen Raven corporate brand and the Sunbrella® fabrics brand. (srich@glenraven.com)

ABOVE: Sue Rich leading a seminar on Glen Raven brand standards.

LOGISTICS/DISTRIBUTION BRANDS

In addition to product brands, Glen Raven supports three service brands – Glen Raven Logistics, Glen Raven Asia and Tri Vantage™.

The Glen Raven Logistics brand is backed by a full-service logistics and transportation company that began as Glen Raven's internal trucking line. From its humble beginnings as a service provider to Glen Raven plants and customers, Logistics has come into its own, capable of supporting global supply chains.

Glen Raven Asia refers to Glen Raven's business center in China. This enterprise brand is dedicated to several missions, including establishing sourcing relationships throughout Asia, expanding the sales of Glen Raven products in the region and providing Sunbrella® fabrics to furniture manufacturers in China.

Tri Vantage is the new Glen Raven distribution subsidiary brand, formed through the acquisition and subsequent merger of The Astrup Company and John Boyle & Company. The Tri Vantage brand stands for enhanced efficiency of supply chains, closer relationships with customers and innovative products and services.

RIGHT PRODUCT, RIGHT PLACE, RIGHT TIME, RIGHT PRICE

Steve Toth is quick to acknowledge that distribution is a complex business: multiple product lines from multiple suppliers, demanding customers and a network of branch offices and warehouses. Despite these complexities, the ultimate measure of success for a distribution brand is simple – the right product in the right place at the right time at the right price.

“The merger of Astrup, Boyle and Glen Raven brands is the best decision any of us has ever made,” said Toth, vice president and operations manager for the new Glen Raven distribution brand, Tri Vantage. “We have given ourselves the opportunity to improve service, enhance our product offerings and, most importantly, promote growth for everyone.”

Before Glen Raven completed its acquisition of The Astrup Company and John Boyle & Company, a great deal of



STEVE TOTH

Vice President and Operations Manager, Tri Vantage™

Steve Toth joined the The Astrup Company in 1984 as assistant branch manager of the Ohio Distribution Division. During his career with Astrup, he has served as assistant regional manager, Ohio Branch manager and vice president. Most recently Toth was named vice president and operations manager for Tri Vantage. (stoth@glenraven.com)

ABOVE: Steve Toth managing merger process in Cleveland office.

thought was given to aligning brand values of the companies. As family owned businesses and trade partners for more than 100 years, the synergy of values has been strong and supportive of the combination into a new brand – Tri Vantage, signifying a combination of three entities with advantages for all customers.

“When you talk about Astrup, Boyle or Glen Raven, you are talking about sons and grandsons who worked with fathers and grandfathers,” Toth said. “This business is all about relationship building and trust, and those brand values will continue.”

2007 and 2008 are transition years for Astrup, Boyle and Glen Raven as sales territories and branch offices are realigned and product lines are merged. Consolidated information systems are scheduled to go live in the spring.

“Our new brand is a combination of all three companies, which is why we selected the name that we did,” Toth said. “Because our brand values sync up, the basics will remain the same, while service levels and product innovation are targeted for enhancement.”



LOGISTICS/
DISTRIBUTION

MARINE



Coastguard®



HARBOR-TIME™



MARINE BRANDS

Owing to fade resistance, durability and virtual care-free service, Sunbrella® is the No. 1 marine fabric brand in the world. In recent years, the Sunbrella marine brand has been extended into specialized applications, including Sunbrella Plus® (for increased water resistance), Sunbrella Supreme (flocked underside for a luxurious look), Sunbrella Yachting Collection (marine interiors) and Sunbrella Shade (open weave for sun shading.)

In addition to Sunbrella, Glen Raven's marine brands include Sur Last®, a performance polyester fabric for boat covers, Coastguard® (the original Dickson marine fabrics brand) and Aqualon®, Harbor-time™ and Sea-Sprae™, fabrics for trailerable boat covers. Glen Raven is also North America's largest maker of sailcloth which is marketed under the Glen Raven brand.

SUNBRELLA® MARINE PROVES STRENGTH OF BRAND

If anyone ever doubted the value of a leading brand, they need to look no further than the Sunbrella marine brand. It has earned the position as the No. 1 marine fabric brand worldwide largely through word-of-mouth.

"The Sunbrella marine brand has been built from captain to captain, marine fabricator to marine fabricator, boat builder to boat builder, from boat owner to boat owner," said Derek Robinson, Glen Raven marine market manager. "It is all based on trust. From the Far East to the Middle East and from North America to Europe, boaters know that if it's Sunbrella, it will last and last."

The strength of the Sunbrella marine brand was put to the test more than 10 years ago following Glen Raven's acquisition of Dickson, SA of France. Following the merger, Dickson began to market the Sunbrella marine brand all across Europe with great success.

"Dickson has achieved substantial growth in the marine market in Europe because of the strength of the Sunbrella brand combined with concerted marketing, sales and customer service programs by Dickson associates," Robinson said.

In addition to Sunbrella marine fabrics for boat tops, biminis and covers, Glen Raven markets a family of Sunbrella brand extensions for specialized applications, ranging from sun filtering to boat interiors. The marine brand collection is rounded out by non-Sunbrella brands, including Sur Last and trailer boat cover brands acquired as part of the merger with The Astrup Company and John Boyle & Company. ■



DEREK ROBINSON *Marine Market Manager*

Derek Robinson joined Glen Raven in 1988 and held a number of positions in sales and marketing before assuming responsibilities for the marine market in 2005. Before joining Glen Raven, Robinson was a production manager for two other leading textiles companies. He earned a Bachelor of Science degree in textile management from N.C. State University and a Master of Business Administration degree from Elon University. (drobinson@glenraven.com)

ABOVE: Derek Robinson immersing in the marine environment.

TECHNICAL FABRICS BRANDS

Glen Raven Technical Fabrics, one of the major operating subsidiaries of Glen Raven, Inc., supports the Glen Raven brand both corporately and in terms of product development and marketing. Corporately, Glen Raven Technical Fabrics is viewed as a valued partner for the development of innovative, fabric-based solutions. From a product brand perspective, many of Technical Fabrics offerings are branded as Glen Raven.

In addition to the Glen Raven product and corporate brand, Technical Fabrics also supports a number of brands under its umbrella, such as HaloTech™ FR for the military, GlenGuard® FR for flame retardant work apparel fabrics and other fabrics used in awning, marine and other outdoor markets.

SOLVING GLOBAL FABRIC NEEDS

The nation's leading automobile manufacturing companies were searching for a new supplier of innovative headliner fabric. Manufacturers of protective work apparel needed a fabric that was more comfortable and longer lasting. Sailboat builders needed a new source for sailcloth when the leading supplier closed its doors.

The one thing that all of these market segments had in common was the fact that they all turned to Glen Raven – a brand that is increasingly associated with providing innovative solutions in the realm of technical fabrics, from cars to sailboats.

“From the perspective of our customers, the Glen Raven brand stands for integrity, quality and innovation, all from a financially sound company,” said Hal Bates, director of marketing for Technical Fabrics. “The common thread that runs through all of our offerings is innovation in technical fabric applications.”

Glen Raven Technical Fabrics is organized around market managers for each of the major segments it serves – automotive, protective, outdoor, military, geosynthetics and industrial. It's the job of this technically oriented marketing team to stay in touch with changing customer needs and identify ways in which the Glen Raven brand can provide a solution.

“We are definitely market driven as our organizational structure indicates,” Bates said. “It's the responsibility of each market manager to stay in touch with market needs and suggest solutions that are superior to the alternatives and ahead of customers' needs.”

In terms of supporting the Glen Raven brand, Technical Fabrics maintains an active trade show schedule, presents papers at symposiums, supports an Internet presence through glenraven.com, along with public relations and selective advertising. Under the Glen Raven brand, Technical Fabrics carefully selects and supports major product brands.

“As a privately held company, we can take the longer view on markets that we believe have substantial potential,” Bates said. “Our first automotive headliner fabric was three years in development, but today we have substantial market share in this segment.”



HAL BATES *Director of Marketing, Glen Raven Technical Fabrics*

Hal Bates, a 20-year Glen Raven veteran, leads strategic marketing for Glen Raven Technical Fabrics, a position he assumed in 1995. He earned a Bachelor of Science degree in textile management from N.C. State University. (hbates@glenraven.com)

ABOVE: Hal Bates (left) planning with Jeff Michel, vice president, automotive fabrics.



**TECHNICAL
FABRICS**



CHIP FULLER *President and Managing Director, Strata Systems*

Chip Fuller has been involved in the geosynthetics industry for more than 30 years as a consultant, entrepreneur, marketing manager and currently president and managing director of Strata Systems, Inc. He earned a degree in engineering and an MBA degree from Florida Atlantic University. (cfuller@glenraven.com)

ABOVE: Chip Fuller leading planning meeting at Strata company headquarters.

CONSTRUCTION BRANDS

Strata® is as an umbrella brand covering a family of products marketed by Strata Systems, which became part of Glen Raven with the 2007 acquisition of John Boyle & Company. Products under the Strata brand are gaining recognition globally for advances in soil reinforcement and stabilization technology in the construction of roads, retaining walls, tunnels and other forms of infrastructure.

Stratagrid® is the leading brand from Strata Systems, representing the core soil stabilization and reinforcement product line known generically as “geogrids.” The StrataBarrier brand covers laminated products used for waterproofing, including foundation walls, underground tunnels and liners for ocean-going shipping containers. StrataSlope is the brand name for Strata’s system used for steep slope reinforcement of up to 80 degrees, while Sleeve-It™ is the newest Strata brand, representing a technological breakthrough that allows fencing to be installed safely in close proximity to the top of segmental retaining walls.

STRATA® GROWTH – FROM BASEMENT TO GLOBAL PRESENCE

When the national plastics company where Chip Fuller and Rich Enger were working in the early 1990s indicated it wanted to sell their start-up geogrid division, the two managers jumped at the opportunity. Following a leveraged buy-out, they incorporated Strata Systems, Inc. and created an office in Fuller’s basement where the two entrepreneurs began to implement a growth strategy for geogrid products.

Five years later, John Boyle & Company acquired Strata Systems, providing the capital that Fuller and Enger needed to continue growing. Today, Strata Systems, now part of Glen Raven as the result of Glen Raven’s acquisition of John Boyle during 2007, continues on a growth strategy, pursuing opportunities globally.

“The Strata brand is gaining recognition globally as a result of the construction projects we support and international conferences we attend,” said Fuller, a recognized authority in the industry. “Our team represents a combined experience of more than 120 years.”

Strata Systems’ products are available around the world, including the United Kingdom, Ireland, Egypt, Australia, New Zealand, Puerto Rico, Canada, Mexico, El Salvador, Italy, Spain and Algeria. The company recently entered into a joint venture in India to take advantage of the construction of a new 6,000-mile highway system in that country.

“We are selective in the countries where we expand,” Fuller said. “We look for governments that encourage the growth of business and locations where we can establish relationships with strong distribution partners.”

The outlook for geogrid expertise is strong globally. In the U.S., products and services from Strata Systems are essential to developers challenged to work with sites that can only be built upon with soil and slope reinforcement. Developing economies around the world, such as India, benefit from Strata’s highly specialized competence in the field of soil reinforcement.



GLEN RAVEN Eradi-Lite® Nite-Lite®

Vivitex™

sunbrella® graphics system

Signmaster® Supreme

COMMERCIAL GRAPHICS

COMMERCIAL GRAPHIC BRANDS

One of the fastest growing trends for retailers is the use of high impact digital graphics for branding and merchandising. Glen Raven is at the forefront of this trend with a family of industry-leading brands.

The Sunbrella® Graphics System brand has been a major breakthrough in the application of detailed, full-color graphics on Sunbrella fabrics. The Vivitex™ (“vivid colors on textiles”) brand name was launched during 2007, covering a full line of fabrics for signs and banners printed on solvent-based printers.

Signmaster® Supreme is a fabric brand developed by John Boyle & Company for back-lit signs and banners. Other back-lit brands from Glen Raven are Nite-Lite® and Eradi-Lite®.

In addition, Glen Raven is the nation’s leading manufacturer of fabrics for flags and banners. These fabrics are marketed using the Glen Raven brand.

BRANDED PRODUCTS SUPPORT GRAPHIC INNOVATION

Glen Raven’s brands in support of commercial graphics are not exactly household names. But the way Doug Dubay sees it, branding is still very important to this segment.

“When you give a product line a brand identity, you are sending a message to the marketplace that you are making a commitment to meet a specific need,” said Dubay, awning and commercial graphics market manager. “We believe that branding adds value to a product, but there has to be substance behind the brand name.”

Reviewing Glen Raven’s family of commercial graphic brands, you quickly realize there is substance behind each. The Sunbrella Graphics System (SGS), introduced six years ago, represented a fundamental breakthrough in the application of graphics to Sunbrella fabrics. Using 3M tape, SGS systems are deployed nationwide, growing in applications backed by a Glen Raven warranty program. The Vivitex brand, first introduced during 2007, is continuing to benefit from research and development, resulting in fabrics that are brighter, print faster and consume less ink.

“Our focus is on markets we already serve with fabrics and where we can provide high-tech graphic solutions,” Dubay said. “The new product brands and the advanced technology behind them are opening up growth opportunities throughout the sign and awning industries.”

DOUG DUBAY *Awning, Commercial Graphics* Market Manager

As awning and commercial graphics market manager for Glen Raven, Doug Dubay has broad responsibilities touching on sales, marketing, product development, design and production planning. Dubay joined Glen Raven when the company purchased Dickson, SA in 1998. During his tenure with Dickson, Dubay served as a regional sales manager for the Northeast and marine market manager for North America. He earned a Bachelor of Arts degree in business and behavioral science from Oglethorpe University. (ddubay@glenraven.com)

BELOW: Doug Dubay, left, with Mike VonWachenfeldt, product manager for the Vivitex brand.



PROTECTIVE APPAREL BRANDS



Glen Raven markets GlenGuard® FR to the protective work apparel category, offering the industry's best weight to protection ratio for workers exposed to fire and electrical arc hazards. Brand extensions include GlenGuard Racing for professional racing drivers.

PEACE OF MIND IN PROTECTING WORKERS

As the primary brand champion for GlenGuard FR, Gary Zumstein is on a mission – to expand the use of a protective work apparel brand that can reduce serious workplace injuries and save lives.

“The GlenGuard FR brand is easy to believe in based on how well our fabrics perform in relation to industry standards,” Zumstein said. “I can have peace of mind

knowing that anyone wearing apparel made from our brand has the best protection available.”

The GlenGuard FR brand was launched in July 2004 as a new solution-dyed fabric formulated with FR (Fire Resistant) Kermel Fibers. The brand offers gas and electrical workers the opportunity to wear garments that not only protect them, but are also comfortable and attractive owing to lighter weight, long-lasting solution-dyed yarns. The GlenGuard FR brand also meets Oeko-Tex standards which limit the use of harmful chemicals.

Zumstein is working to build the relatively new brand through trade advertising and press coverage, e-mail communications, garment labels, trade shows and a video segment at www.glenguard.com.

“GlenGuard FR is a premium brand that offers premium benefits,” Zumstein said. “We encourage potential users to take a broad view, recognizing that initial cost should not be the deciding factor. Our brand is based on high levels of protection, comfort and the long-life of the garment. As a solution-dyed product, it can withstand long-term commercial laundering and still look great; fire protection is engineered into the fibers and lasts the life of the garment. My goal is to have GlenGuard FR become a brand that is not only recognized but also respected.”

Zumstein is often on the road at trade shows, conferences and sales meetings, delivering the GlenGuard FR brand story.

“Protective work apparel is a growing market with long-term potential for our GlenGuard FR brand,” Zumstein said. “We are taking a long view because we believe in this brand and the potential good that it can do.”



GARY ZUMSTEIN *GlenGuard Brand Manager*

A 32-year veteran of the textile industry, Gary Zumstein joined Glen Raven more than 11 years ago, having worked for a number of industry leaders. He earned a Bachelor of Science degree in finance from Western Carolina University. (gzumstein@glenraven.com)

LEFT: Gary Zumstein championing GlenGuard FR branded work apparel fabrics.

ARCHITECTURAL FIRE PROTECTION BRANDS

Requirements for fabrics used in commercial buildings are among the most stringent in any industry. Not only must these fabrics be long lasting and fashion forward in terms of styling, they must also meet stringent codes for fire retardancy. Glen Raven is responding to this challenge with two leading brands – Firesist HUV® and Firegard.



SÉBASTIEN MIGNOT *Market Manager for Firegard*

Sébastien Mignot joined Dickson six years ago and has held positions as an area sales manager in the west of France for marine and do-it-yourself products. With a background in manufacturing, marketing, product management and sales, he serves as market manager for Firegard, a position he has held since 2003. His education includes degrees in chemistry and business, along with a master's degree in marketing. (smignot@dickson-constant.com)

ABOVE: Sébastien Mignot leading fire protective fabrics in Europe.

Firesist HUV was introduced during 2006, replacing an earlier fire retardant awning fabric, Sunbrella® Firesist. Firesist HUV has all of the fire retardant features of Sunbrella Firesist, along with other advantages in terms of strength, dimensional stability and water resistance.

The Firegard brand was created by Dickson® for a collection of fabrics for commercial spaces, meeting fire codes in Europe.

FIREGARD BRAND INCREASES FOCUS ON STYLING

It's not enough for a fire retardant fabric to meet strict fire codes. It must also offer colors, styling and textures that meet the demands of discriminating architects, interior designers and building owners. Firegard, a brand name first introduced in Europe in 2001, is meeting this demand for fabrics used in wall coverings and draperies.

"Our first fire retardant fabrics were launched in the 1970s when legislation was enacted in Europe," said Sébastien Mignot, market manager for Firegard.

"Our earlier collections were more technical than decorative, which we are correcting with our newer offerings," he continued. "We will launch a new product very soon that is a 100 percent flame retardant polyester that is very decorative in 30 trendy colors that coordinate with Sunbrella and Dickson awning fabrics. This new collection has a very soft hand that is close to the feel of cotton."

According to Mignot, the demand for fire retardant fabrics in public spaces is broad, covering schools, museums, libraries, restaurants, night clubs, office buildings and hotels.

"More and more places, even ones not covered by the legislation, are turning to fire retardant fabrics, but they want decorative products more than technical fabrics," he said. "The market for these fabrics includes interior designers, custom workrooms for draperies and upholstery, as well as specialty firms that specialize in designing and decorating public spaces."

The new Firegard styling is being well received by customers, according to Mignot, who specializes in product development and marketing for Firegard.

firesist
HUV®

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(Firegard)



ARCHITECTURAL
FIRE PROTECTION

AWNING

HARRY BUTLER *Vice President, Marketing, Tri Vantage™*

Harry Butler began his career with The Astrup Company more than 30 years ago after earning a Bachelor of Business Administration degree from Augusta State University. During his career with Astrup, Butler has held increasingly responsible positions in branch operations, including senior vice president and regional sales manager at the time of the Astrup merger with Glen Raven. He is currently serving as vice president of marketing for Tri Vantage™. (hbutler@glenraven.com)

BELOW: Harry Butler promoting the Glen Raven awning brand family.





AWNING BRANDS

When it comes to awnings and shade systems, Glen Raven offers the industry's most comprehensive family of brands. Sunbrella® revolutionized awning fabrics when it was introduced in 1961 as an alternative to treated cotton, offering fade resistance, ease of cleaning and durability that have made Sunbrella the leading awning brand today. Sunbrella Firesist®, the industry leading fire retardant fabric, was replaced during 2007 by Firesist HUV®, a new offering with enhanced performance features.

Orchestra and Rhythm & Harmony awning fabric brands from Dickson enjoy lead positions in Europe, Asia and the Middle East. These European styled fabric brands also fulfill an international design niche in North America.

Glen Raven's acquisition and merger with The Astrup Company and John Boyle & Company during 2007 led to the addition of several awning brands. Solair® is a retractable awning systems brand that not only includes lateral arm awnings, motorization and fabric covers, but also features comprehensive marketing support materials for fabricators. Other awning brands include Gulf Stream® (traditional residential awning fabric popular in the Northeast), Main Street™ (flame retardant awning fabric, which can be used for banners and other applications), Patio™ 500 (vinyl laminated, waterproof, flame retardant awning fabric) and AwnTex® (mesh awning fabric woven from vinyl encapsulated yarns, offering enhanced breathability for extreme climates.)

AWNING BRANDS FORM BROAD UMBRELLA

As marketing director for Glen Raven's distribution subsidiary, Tri Vantage™, Harry Butler is in an enviable position when it comes to the awning market. He can fulfill virtually any awning or shade application with a branded offering.

You want the market leader in awning fabrics for nearly 50 years? Sunbrella is the leader. Looking for a proven method for entering the retractable awning market? Solair gives you everything you need, right down to installation and marketing support. Searching for awning fabrics with a European style? Orchestra and Rhythm & Harmony from Dickson are the leaders.

If you are in the desert Southwest, consider an awning made from woven mesh AwnTex, which provides shade, durability and breathability. When it comes to fire protection in commercial products, Firesist HUV is the most advanced offering on the market today.

“Our goal has been to create a true family of brands that we can clearly communicate to the awning industry,” said Butler, a 30-year veteran with The Astrup Company, previously serving as a regional manager. “The Sunbrella brand has over many years demonstrated the value of a brand to the awning marketplace, and we are building on this knowledge for the benefit of all of our awning fabrication customers.”



“Our goal has been to create a true family of brands that we can clearly communicate to the awning industry.”

AUTOMOTIVE



AUTOMOTIVE BRANDS

Products that Glen Raven supplies to the automotive industry are primarily branded Glen Raven. Solution-dyed acrylic fabrics similar to the Sunbrella® brand have been used for convertible car tops since the early 1970s, and Glen Raven enjoys a leading market position for both domestic and foreign name plates. Glen Raven also enjoys a lead market position in fabrics used for automotive headliners.

In both of these applications – convertible car tops and headliners – Glen Raven is responsible for products and technical support to trade partners who supply finished components to car makers.

Other automotive brands from Glen Raven include SunBrite® (aftermarket headliner fabric) and AutoGuard™ (automotive parts packaging material.)

GLEN RAVEN MEASURES UP TO AUTOMOTIVE STANDARDS

Any company looking to be a player in the automotive industry would be well advised to strap their seat belts on tightly. Exacting quality standards, strict cost control and constantly changing business environments make supplying the automotive industry a segment that the faint at heart should avoid.

“The fabric used for a convertible car top is a relatively small part of the car in terms of cost, but it is tremendously important because it is right at eye level,” said Al Johnson, vice president of business development for Glen Raven. “When you are paying upwards of \$100,000 for a car, the fabric on the convertible top must be perfect.”

Glen Raven entered the convertible car top niche in the early 1970s after car makers discovered the classic good looks and durability of solution-dyed acrylic fabrics. Working in partnership with the industry’s leading converters, Glen Raven has earned the lead position in fabrics for convertible tops on both domestic and foreign models.

“Quality standards for this segment are unlike any other,” Johnson said. “We typically inspect fabrics at the rate of 40 to 50 yards per minute. With car top fabrics, we inspect the fabric at six yards a minute and use two inspectors. Every flaw must be removed.”

The ability to meet exacting standards also accounts for Glen Raven’s lead market position in fabrics for automotive headliners. Having developed the most technically advanced headliner fabric in 20 years, Glen Raven works through a trade partner to make this fabric available for domestic and foreign cars. One of the secrets to Glen Raven’s success with convertible car top and headliner products is vertical integration, from yarn through weaving or knitting and finishing.

“We maintain an inventory of 40-50 active colors in car tops and can run samples on short notice,” Johnson said. “This level of responsiveness and quality control are a direct result of our vertical integration.”



AL JOHNSON *Vice President, Business Development*

Al Johnson joined Glen Raven in 1993 as a market manager in Custom Fabrics after several years in performance fabrics and high-tech coatings and sealants. Johnson has served in business development for Custom Fabrics and Technical Fabrics and was recently named vice president of business development for Glen Raven’s distribution subsidiary. He continues as market manager for convertible tops, a position he has held for 14 years. Johnson earned a Bachelor of Science degree in textile technology at N.C. State University and a Masters of Business Administration from the University of Tennessee. (aljohnson@glenraven.com)

ABOVE: Al Johnson reviewing BMW with Glen Raven fabric top.

MILITARY BRANDS

During the past year, Glen Raven has introduced its first branded fabric for military applications – HaloTech™ FR. HaloTech FR represents an important innovation in fabrics for military applications, including ballistic vests, load carrying equipment and packs. HaloTech FR is the first branded fabric offered to the military that combines superior features in all key performance areas – strength, abrasion resistance, water repellency and low weight, plus flame retardancy.

HALOTECH™ FR TAKING PERFORMANCE TO NEW LEVELS

For the nation's military, the need for burn protection for the individual warfighter has become increasingly apparent due to injuries from IED's (Improvised Explosive Devices) and other threats. However, there was no available flame retardant fabric durable enough for use in equipment items exposed to the harsh environment of individual combat.

HaloTech FR is a new branded fabric for the military from Glen Raven that takes performance to a new level, marrying performance qualities that were not possible in a single fabric in the past. Using a base material of nylon to assure strength, durability and abrasion resistance, HaloTech FR fabrics incorporate technology that results in superior water repellency and flame retardancy, which are vitally important for the military.

“HaloTech FR is representative of our focus today on developing value added, high-technology, branded products with unique performance features,” said Liz Johnson, Glen Raven military market manager. “Our goal was to provide the military with a flame retardant fabric that also offered superior performance in every other area. It was a complex development process that has resulted in an offering that the military is very excited about.”

Glen Raven, which has been involved in supplying fabrics for the military since World War II, provides HaloTech FR fabric to prime vendors involved in the fabrication of non-apparel equipment for the military. Johnson and



LIZ JOHNSON *Military Market Manager*

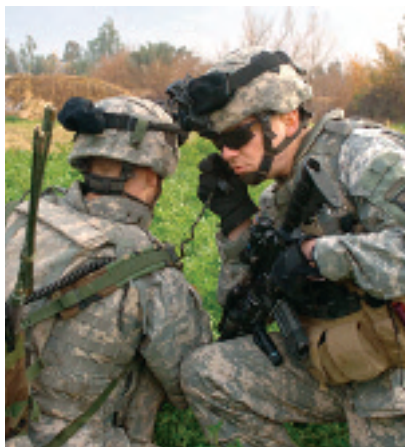
A 14-year veteran with Glen Raven, Liz Johnson specializes in fabrics for military applications, including the recently introduced HaloTechFR brand. Based in the Northeast, Johnson earned a Bachelor of Science degree in marketing management from Siena College. (ljohnson@glenraven.com)

ABOVE: Liz Johnson communicating Glen Raven's first branded military product.

others at Glen Raven worked directly with the armed services in developing and testing the performance features of HaloTech FR fabrics.

“As a result of HaloTech FR, Glen Raven is seen in a whole new light by the military as an innovative company that can create unique offerings,” Johnson said. “We have nearly 20 other development projects underway for the military.”

The brand name “HaloTech FR” was created as a take-off on the word “halo,” which connotes protection. The brand name is being applied to a whole family of Glen Raven fabrics offering flame retardant protection to men and women in combat areas.



TENTS/ STRUCTURES

BTF-19™

Lac 650 SL

Big Top™

Nu Tent™ Plus

PRO-TEC
2000

Sunblock

Renter's Choice™

TENTS/STRUCTURES BRANDS

Glen Raven offers an extensive family of branded products for tents and tent-like permanent structures. Big Top™ is the oldest tent fabric brand in the family, having been launched by John Boyle & Company in 1922 and debuting with the Barnum & Bailey Circus. Other tent brands include Nu Tent™ (block-out fabric for tent tops), Pro-Tec® 2000 (tent side walls) and Renter's Choice™ (value oriented tent fabric for tops and sides.)

In terms of structural fabrics, Glen Raven offers BTF-19™, Sunblock and Lac 650 SL, which are available in widths up to 118 inches. Tent and structural fabrics are manufactured or sourced by Glen Raven's Statesville, N.C. distribution/manufacturing center.

BRANDS COVER PARTY TENTS TO STRUCTURES

When it comes to fabrics for tents and tent-like permanent structures, Glen Raven's family of brands has the market covered. From the Big Top brand, one of the oldest and best known in the industry, to Renter's Choice, a value oriented brand, Glen Raven can provide a total package approach.

"We offer our tent customers just about anything they need, from material to replace a single panel or a top to fabrics for structures up to 100 feet wide or larger," said Dan Sinto, market manager for digital, tent and industrial products. "Our fabrics meet the California Fire Marshal Title 19 standard as well as NFPA 701- 99 for Test Method (large scale) fire specifications. Customers can buy from us with confidence."

Glen Raven's presence in the tent and structures market is driven by products that are manufactured or sourced by the former John Boyle & Company. This resource assures broad offerings from a single source for customers.

"The tent and structures market is relatively stable in terms of growth," Sinto said. "As long as people enjoy parties, there will always be a demand for our products."

DAN SINTO *Market Manager, Digital, Tent and Industrial Products*

Dan Sinto has the ideal background for his position as market manager for digital, tent and industrial products – 29 years with photo films, plus service with laminating and digital products companies. Sinto, who was with John Boyle & Company for five years before its merger with Glen Raven during 2007, earned a degree in applied photographic science from the Rochester Institute of Technology. (dsinto@glenraven.com)

LEFT: Dan Sinto demonstrating Glen Raven tent and structure brands.



TECHNICAL SUN PROTECTION BRANDS

Glen Raven continues its leadership role in technical sun protection as evidenced by Sunvision, Sunworker and the Sunbrella® Shade brand extension. Sunworker, developed by Dickson in Europe, is a PVC-coated, micro-perforated fabric used to reduce heat gain in commercial buildings. Sunvision is a PVC/acrylic open weave fabric for residential applications in shading and privacy protection. Sunbrella Shade is an open-weave sub-brand of Sunbrella fabrics designed for market umbrellas and other applications in which partial shading is desired.



VINCENT BAUDELET *Solar Protection Market Manager*

Vincent Baudelet has been with Dickson for six years in the areas of industrial marketing and product management. Previous positions have included awning product manager, marketing manager and solar protection market manager since September 2007. He holds a degree in economics and business. (vbaudelet@dickson-constant.com)

ABOVE: Vincent Baudelet demonstrating windows protected with Dickson fabrics.

SUN PROTECTION BECOMING CRITICAL ISSUE

With growing concerns over global warming and the harmful effects of UV rays, there is increasing demand for technical sun protection products. Glen Raven is addressing this need with branded fabrics, including Sunworker, Sunvision and Sunbrella Shade.

Dickson launched the Sunworker brand in 2000 and the Sunvision brand in 2007. Sunworker is targeted to commercial buildings, providing an effective level of heat gain protection; Sunvision is designed for the residential market, used in the fabrication of shading products for privacy and sun protection.

“Sunworker contributes to energy savings by reducing the use of air conditioning,” said Vincent Baudelet, solar protection market manager for Dickson. “Sunworker fabrics repel up to 94 percent of the solar heat and prevent the ‘greenhouse effect’ in a room.

“Sunvision is an open weave fabric for residential,” he continued. “Sunvision filters the sun and controls the glare.”

Filling a similar niche is Sunbrella Shade, an open weave extension of the Sunbrella brand. It is designed for light filtering applications, such as market umbrellas, as well as privacy screening for indoor and outdoor spaces.

Baudelet believes that the market for technical solar protection products will continue to grow, and Dickson is continuing to invest in its brands. A broader array of colors is in development for Sunworker and a fire retardant version of Sunvision will be launched soon. Marketing and sales programs for both brands are being expanded.

“Sunvision will benefit from the booming residential interior decorating trend, and demand for commercial technical solar products such as Sunworker will increase because of concerns over global warming,” he said. “Buildings consume more than 40 percent of all primary energy in Europe and there are new regulations in place related to energy consumption. New buildings will have to reduce their energy consumption by 20 percent and solar protection devices are part of the solution.”



TECHNICAL SUN PROTECTION



FURNITURE

DAVE SWERS *Vice President, Commercial Business Manager*

Dave Swers joined Glen Raven in 1989 after having served as director of investor relations for a leading regional bank. During his career with Glen Raven, Swers has served in sales, brand management and product development for furniture fabrics. He was recently named vice president, commercial business manager with responsibilities in all commercial areas of Custom Fabrics. Swers earned a Bachelor of Arts degree in economics from the University of Rochester and Master of Business Administration from Duke University. (dswers@glenraven.com)

ABOVE: Dave Swers with Lee Brooks, design assistant, conferring in fabrics library.



“In evaluating where we take any of our brands, we refer to our core values – integrity, innovation, quality and marketing.”

FURNITURE BRANDS

Since its introduction in the early 1980s, the Sunbrella® furniture brand has become the market leader for premium casual furniture available through specialty patio shops and upscale catalogs. The strength of the Sunbrella furniture brand is evidenced by numerous extensions, including Sunbrella fabrics for residential interiors (made possible through jacquard weaving and technical innovations,) Sunbrella Sling (for high-end sling furniture) and Sunbrella Sheers (decorative fabric panels for inside and out.)

In terms of furniture brand strategy, Glen Raven also offers SunSharp®, a middle-market casual furniture brand, and GlenTuff®, a brand for mass merchants. SunSharp and GlenTuff are being re-energized during 2008 as part of Glen Raven’s market approach of “good, better, best” to meet diverse market needs.

GROWING UP WITH SUNBRELLA® FURNITURE

You might say that Dave Swers grew up with the Sunbrella furniture brand. He has fond memories from the early 1980s of watching his father and mother work across the kitchen table on new colors and styling for what was then a fledgling brand.

Fast forward to 2008 and the brand that Dave’s father, Allen Swers, envisioned has become the leading fabric for premium casual furniture worldwide. Dave joined his father at Glen Raven in 1989 to help grow the Sunbrella furniture brand and has since taken on broad responsibilities that encompass related markets.

“Our brand strategy is to be the best in every segment – premium, middle and mass,” said Swers, vice president, commercial business manager. “At the premium level, Sunbrella is the best of the best. We are pursuing a similar approach for middle and mass markets under our SunSharp and Glen Tuff brands.”

For Swers, the Glen Raven corporate brand has been essential to his success. With turmoil in the textile industry, Glen Raven is seen as a healthy, dependable, growing supplier. However, furniture manufacturers and retailers also understand the value of the Sunbrella brand with consumers, owing to continual product improvement, styling innovation, legendary performance, brand promotion, advertising and public relations.

“We are fortunate today to have more opportunities than we can take advantage of,” Swers said. “In evaluating where we take any of our brands, we refer to our core values – integrity, innovation, quality and marketing. It’s these values that guide our decision making when it comes to brand strategy.”



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