

RAVEN™

| Issue No. 6 |



Understanding and satisfying
customer and consumer needs

Seeking out solutions ahead
of customers' current needs

Rewarding skillfully trained and
highly motivated associates



Glen Raven People in the Field

Issue No. 6

Summer 2008

Glen Raven People in the Field



Dear Readers:

There are many ways to stay in tune with the needs of customers and consumers. You can read trend articles in consumer and trade publications, and you can subscribe to the latest market research. Trade shows and conferences also provide venues for staying close to your customers and consumers.

At Glen Raven, we do all of these things and, consistent with our 2020 Quest vision statement, we do even more. 2020 Quest commits us to understand and satisfy customer and consumer needs, drives us to seek out new solutions ahead of our customers' current needs and commands that we respect our associates who are skillfully trained, highly motivated and rewarded for exceeding the needs of our customers. Through collaborations with our customers and trade partners, we translate identified needs and wants into value added products and brands.

In this issue of the Raven, we have included articles that illustrate how Glen Raven associates add value to our customer relationships and assure that we stay in tune with the markets we serve. You will read how our designers and account managers create unique casual fabrics for Crate & Barrel and support Shawmut Automotive's leadership in interior components for new cars.

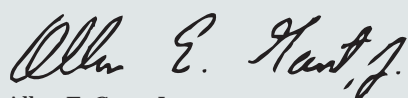
Georgia Tent & Awning of Atlanta turns to our Tri Vantage branch not only for fabrics and hardware but also for inside knowledge from our seasoned staff on the latest fabrics. Our associates fulfill a similar information role for Eclipse Awning Systems, a relatively young company that is demonstrating leadership in the retractable awning industry.

Great Lakes Boat Top and Glen Raven have formed a partnership based on supporting every element of the supply chain, from boat builders to boat owners; and while Chattanooga Tent provides us with insights into the tent business, we provide them with innovative fabrics. Gloster's distribution center in South Boston, Virginia, has come to rely on the leading edge expertise of Glen Raven Logistics associates to ship upscale casual furniture coast to coast in the most cost effective manner possible.

North Cloth and Challenge Sails are as comfortable in our weaving plant in Burnsville as they are in their own offices collaborating on new product development. Laneventure looks to Glen Raven as a design partner who can translate creative visions effortlessly into high-performance casual fabrics. Finally, Belgium-based Winsol has forged a 40-year relationship with Dickson-Constant based on information sharing, trust and mutually shared goals.

Each of these articles illustrates the point that I made at the beginning of my column: Glen Raven is committed to staying in close contact with the needs of our customers and consumers, and we are fulfilling this commitment by deploying hundreds of talented and motivated associates who work directly with customers.

We appreciate your interest in Glen Raven, and I welcome your comments at any time concerning how we can do an even better job of staying tuned into the needs of the customers and consumers we serve.



Allen E. Gant, Jr.
President and CEO



CRATE & BARREL, GLEN RAVEN PARTNER FOR UNIQUE TEXTILES



Each season, Meg Pradelt, manager of sourcing for Crate & Barrel, is challenged with developing casual furniture fabrics that offer the sophisticated style consumers have come to expect from this fast-growing home décor retailer. Two of her closest allies in this annual endeavor are Glen Raven associates Sara Hall, technical design manager, and Chris Price, Southwest and Midwest regional sales manager.

“We are always developing new colors, and we look to Glen Raven to help us support an upscale look and feel that has come to define the Crate & Barrel brand,” Pradelt said. “One of the factors that sets us apart in the outdoor category is the fact that we rely heavily on textiles to make our design visions come alive. Sara and I are always working on developing new stripe layouts and distinctive color combinations.”

“I see Chris and Sara as extensions of my team,” Pradelt continued. “In fact, Sara and I speak a different language that no one else really understands. We know what the other is thinking, and we can complete each other’s sentences.”

Crate & Barrel and Glen Raven began a working relationship more than 15 years ago when Price and Pradelt first met at a trade show. Over the years the relationship has evolved and grown, driven by new textile technologies and ever-changing

consumer tastes. The result has been increasingly sophisticated casual furniture fabrics developed by Glen Raven and offered exclusively by Crate & Barrel.

“Our design collaboration begins in earnest in January with a broad discussion that sets the design tone for the development season,” Hall said. “By working with a CAD (Computer Aided Design) system, we can experiment with styling and color variations until we get the look just right. Technology has made the design process much more enjoyable and has exponentially increased our ability to explore design possibilities.”

“We are always developing new colors, and we look to Glen Raven to help us support an upscale look and feel that has come to define the Crate & Barrel brand.”

Meg Pradelt

Crate & Barrel views Hall and Price as extensions of its design and product development teams. During the seasonal design process, they communicate daily via e-mail and by phone. Occasional visits to Glen Raven’s Anderson plant for fabric weaving trials increases their understanding of the manufacturing processes.



CRATE & BARREL

Founded in Chicago in 1962 by a husband and wife team, Crate & Barrel has grown to 160 stores and more than 7,000 associates nationwide. Crate & Barrel is a recognized leader in offering sophisticated and stylish home décor, including interior and casual furniture, glass and dinnerware, as well as unique home accessories. In addition to its network of retail locations, Crate & Barrel serves millions of customers each year through its fast-growing catalogue and Internet divisions. www.crateandbarrel.com



“Chris is an amazing contact person,” said Sarah Boulay, product manager assistant for outdoor products for Crate & Barrel. “I am always requesting samples, and his quick response is invaluable because I have buying teams waiting for decisions from me. Chris makes it a priority to assure that I can do my job well.”

“Collaboration” is the best word to describe the working relationship between Crate & Barrel and Glen Raven teams. By working together with common goals, everyone learns new things each season.

“Sara is a great teacher, and she also is very patient and willing to share her vast knowledge,” said Pradelt, a 30-year Crate & Barrel veteran. “We apply her knowledge on so many different fronts, including the introduction of new colors, which is important because at Crate & Barrel it is important to stay ahead of the curve.”

Hall commented: “We learn a lot from Crate & Barrel, from how they plan to how they execute. They are a leader in the industry, and they help keep us close to consumer needs at the retail level.”

The successful relationship between Crate & Barrel and Glen Raven is based on individuals with the respective teams.

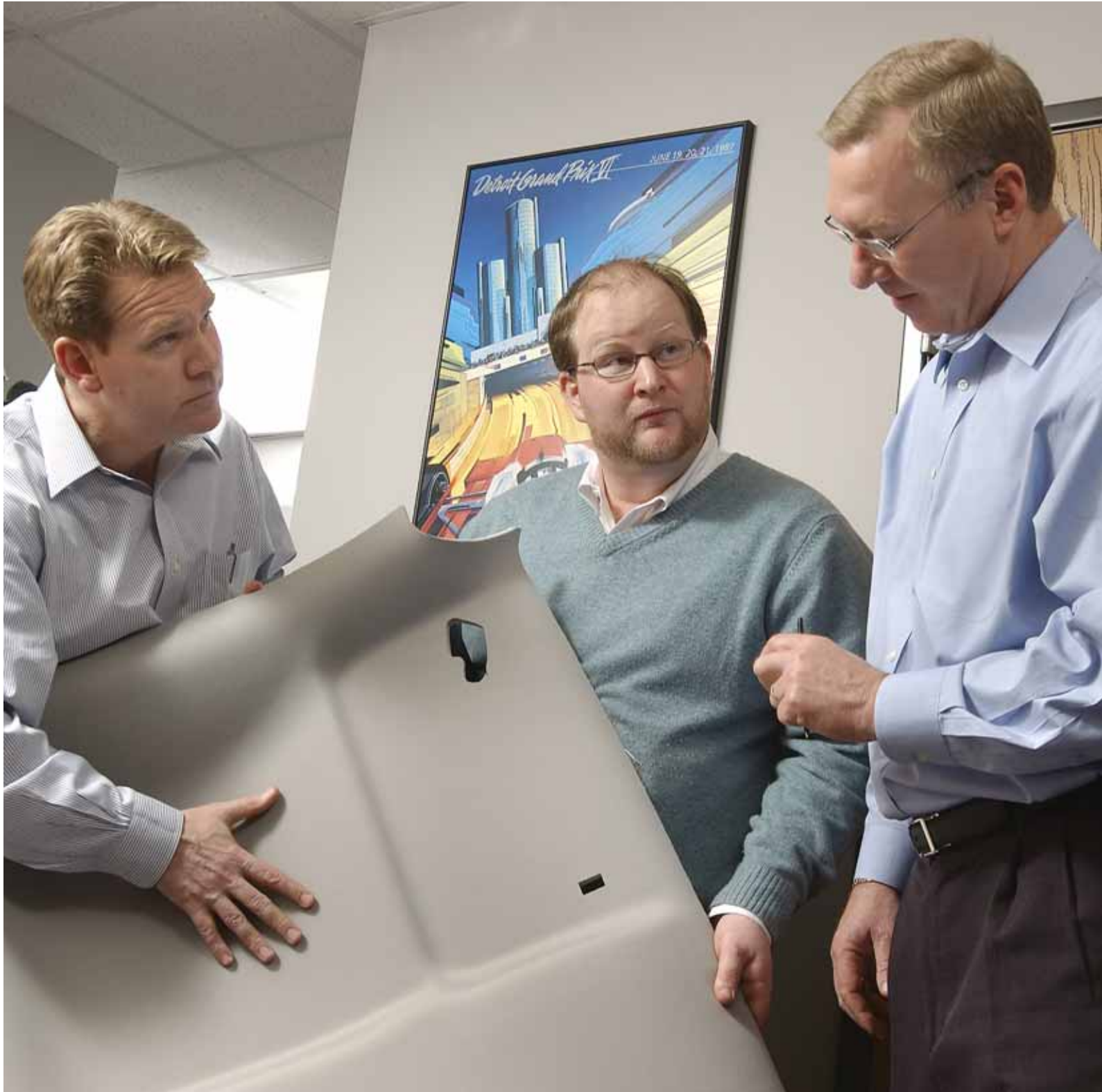
“Chris and Sara are the epitome of what Crate & Barrel wants in a partner,” Pradelt said. “Their commitment to us is both personal and professional. As branding has become more important to our customers, the fact that Glen Raven offers a brand (Sunbrella®) that our customers recognize has also enhanced our own brand.”

Chris Price, Southwest and Midwest regional sales manager, has been with Glen Raven for more than 17 years, concentrating on managing customer relationships. He earned a Bachelor of Arts degree in Business from the University of West Florida.

Sara Hall, recently promoted from senior designer to technical design manager for Glen Raven, has more than 20 years of experience in textile design, including plant-level fabric development and weaving trials. She holds a Bachelor of Fine Arts degree from the University of Georgia.

ABOVE Crate & Barrel Meridian outdoor dining collection featuring Sunbrella® fabrics. LEFT/CENTER Weaving trials at Glen Raven’s Anderson plant support the development of exclusive fabrics for Crate & Barrel. From left, Sara Hall, Glen Raven technical design manager; Meg Pradelt, manager of sourcing for Crate & Barrel; Sarah Boulay, product manager assistant for outdoor for Crate & Barrel; and Chris Price, Southwest and Midwest regional sales manager for Glen Raven.

**SPECIALIZED TEAM
SUPPORTS DETROIT
AUTOMOTIVE INDUSTRY**



SHAWMUT CORPORATION



With state-of-the-art, internationally certified manufacturing facilities, Shawmut Corporation laminates more than 40 million yards annually, making it the largest independent laminator in the U.S. One of the automotive industry's leading soft trim suppliers, Shawmut produces engineered composites for every facet of automotive interiors including headliners, visors, sunroofs, foam-in-place seating, door panel inserts, pillar wraps and package trays. Industry recognized technical support, knowledge and expertise enable Shawmut to serve a variety of industries including automotive, medical, protective and performance wear, military, hospitality and filtration.
www.shawmutcorporation.com

Automotive technology is becoming more complex every year, ranging from GPS navigation systems to video cameras that give drivers a bumper's eye rear view when backing up. In fact, technological innovations have extended to virtually every part of a car, including interior components such as headliners.

"Headliners are highly engineered products," said Patrick Hennessy, automotive business manager with Glen Raven's Detroit office. "We are not only focusing on headliners that are going into today's cars, but we are looking far ahead with futuristic concepts."

When Glen Raven decided to focus on creating fabrics for automotive headliners, deploying a permanent office in Detroit was essential, along with the recruitment of a specialized team of technical experts capable of working with all elements of the supply chain. One of the most essential of these supply chain partners is Shawmut, a national leader in laminated materials for the automotive industry.

"Glen Raven and Shawmut are technically driven organizations that enjoy cultural synergies," said Steve Brandemuehl, executive vice president of sales and marketing for Shawmut Corporation. "There is a strong alignment in values and respect for the technical product requirements of the automotive industry. Both organizations are customer-centric, which results in a congruent view of the customer landscape."

The working relationship between Shawmut and Glen Raven has been essential in supporting the growth of a new generation of headliner materials. Glen Raven designs, engineers and knits fabrics, while Shawmut provides the expertise for laminating those fabrics to foam backing that meets the engineering requirements of each customer. Shawmut provides these laminated materials to Tier One companies who are frontline suppliers of molded headliners to new car makers (Original Equipment Manufacturers).

"No one company could do this alone," says Jeff Michel, vice president for automotive with Glen Raven. "Everyone in our supply chain brings highly specialized expertise."

Hennessy, for example, is adept at working with the design studios of new car manufacturers. His background, which includes textile design and global business, enables him to connect at the designers' level.

"I understand the language of designers and design studios, which gives me the ability to present fabric concepts three to five years out, and even longer," he said. "I serve as the fabrics expert and focus on the aesthetics of fabrics inside the car. It's my job to address fabric construction and to work with Shawmut to assure the feasibility of laminating new fabrics."

On the other hand, Tom Dellinger, Glen Raven technical sales manager, offers specialized experience in automotive parts fabrication. His experience is essential in working with Tier One suppliers who mold laminated materials into headliners.

"I serve as a voice of engineering with the knowledge and experience to analyze fabrication issues and communicate technical issues to Shawmut and Glen Raven," he said. "I can translate the fabricator's needs into fabric and lamination terms that helps get the job done."

"We bring our complementary skills together seamlessly."

Wade Martin

In addition to Hennessy and Dellinger, Glen Raven has also created a position of field quality manager to be located in Michigan. The person in this position is responsible for monitoring Glen Raven fabric quality and assuring that the automotive industry's defect-free requirements for headliner fabrics are met.

"Shawmut and Glen Raven both care about each other's mutual success, which is a key to our working relationship," said Wade Martin, vice president of business development with Shawmut. "Glen Raven concentrates on what it does best, which is the creation of technical fabrics, and that allows us to do our own best work, which is in composite engineering, supporting the Tier One automotive market. We bring our complementary skills together seamlessly."

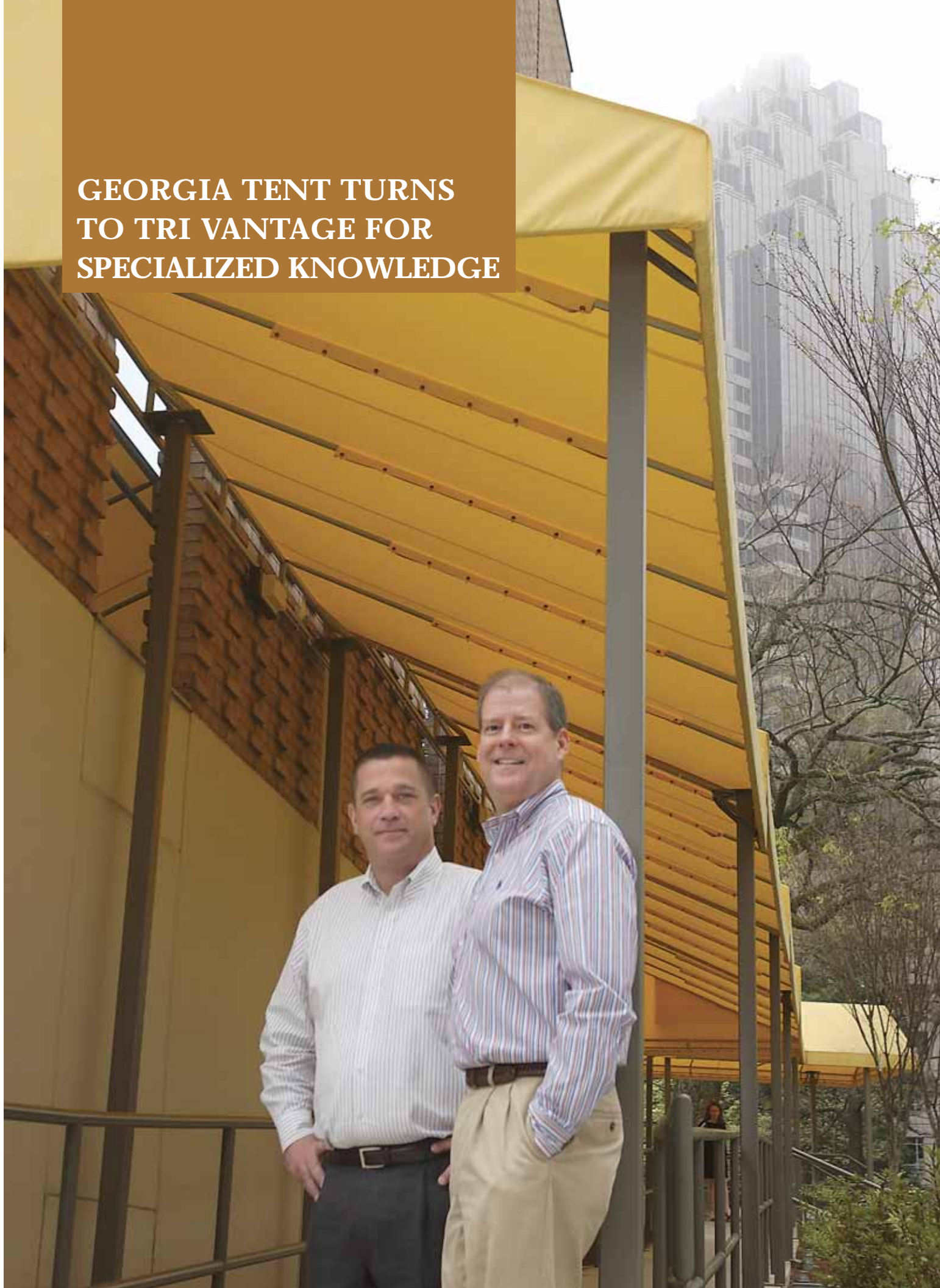
Tom Dellinger, technical sales manager with Glen Raven, earned a Bachelor of Science degree in Mechanical Engineering from the University of Toledo. He has more than 20 years of experience in parts fabrication for the automotive industry.

Patrick Hennessy, auto business manager with Glen Raven, earned a Bachelor of Science degree in Textile Science from the University of Massachusetts and an MBA in Global Management from the New York Institute of Technology.

Jeff Michel, vice president for automotive for Glen Raven, has overall responsibilities for Glen Raven's product development and marketing. He is an 11-year veteran with a Bachelor of Science degree in Business Administration from Elon University.

OPPOSITE PAGE (top) Steve Brandemuehl, executive vice president of sales and marketing for Shawmut, left, with Tom Dellinger, Glen Raven technical sales manager. (bottom) Left to right, Wade Martin, vice president of business development for Shawmut, Patrick Hennessy, automotive business manager, Glen Raven, and Jeff Michel, vice president, automotive, Glen Raven. ABOVE Innovative headliners showcasing Glen Raven fabrics.

**GEORGIA TENT TURNS
TO TRI VANTAGE FOR
SPECIALIZED KNOWLEDGE**



GEORGIA TENT & AWNING

Georgia Tent & Awning has been one of Atlanta's leading awning companies for almost eight decades. From the original canvas awnings on the famous Varsity restaurant to colorful awnings and canopies at Turner Field, Georgia Tent & Awning has completed some of the region's more prominent applications. The company works with Atlanta's top architects, designers and builders, completing projects for residential and commercial needs. Georgia Tent & Awning also excels with industrial sewn products, including industrial fabric structures, tarps, curtains, covers and bags. www.georgiatent.com



From Turner Field to Hartsfield airport and from tarps to curtains, Georgia Tent & Awning handles an amazing diversity of projects, which is what you would expect from one of Atlanta's oldest and most prominent awning companies. A vital link to handling this great diversity of work is the Atlanta branch office of Tri Vantage, which serves as a storehouse not only of products, but also knowledge.

"The people with Tri Vantage are a highly valued information resource," said Georgia Tent President Ken Spooner. "They advise us on materials, and they are not limited just to awning fabrics. We may find that a product typically used for marine will be best for a commercial application. They also know about products that they don't carry on a regular basis but can source for us."

This level of product and application knowledge is invaluable to a company such as Georgia Tent & Awning, the go-to resource for many of the region's largest and most complex shade assignments. Product knowledge from Tri Vantage is essential given continuing innovation in technical fabrics for commercial and residential applications.

"Georgia Tent & Awning considers us a trusted partner, which means that we are more than glad to jump through hoops for them."

Brett Baird

Wayne Smith, Tri Vantage branch manager, and Brett Baird, assistant branch manager, lead Tri Vantage's cadre of customer service professionals in Atlanta. With a combined experience of more than 50 years, there are few applications they haven't seen. By attending trade conferences and by working closely with Glen Raven research and development staffs, Smith and Baird remain on the leading edge of the industry.

"Our primary focus, of course, is on the availability and delivery of industrial fabrics and accessories to our customers throughout the region," Smith said. "But many of our customers, such as Georgia Tent, also rely on us as consultants. For most jobs, our customers know exactly what they need, but for others they are looking for recommendations, which we are glad to provide. Georgia Tent comes to us with many creative ideas and we work hard to fulfill their needs."

A recent example was an assignment that Georgia Tent received from a telephone company for cargo netting in service vans. Tri Vantage sourced a fire resistant webbing material that was ideal for the application.

"Georgia Tent & Awning considers us a trusted partner, which means that we are more than glad to jump through hoops for them," Baird said. "Everything in this business is relationship driven, which means you get to know your customers well. I have always said that anyone can take an order – that's the easy part. The challenge is when there are special needs or issues. That is where we strive to excel."

Tri Vantage's importance to Georgia Tent has grown during the past several months as The Astrup Company and John Boyle & Company merged their Atlanta branches as a result of Glen Raven's acquisition of Astrup and Boyle. The immediate goal in the merger process was to avoid disruptions in service as the operations were combined. The longer term goal is enhanced supply chain efficiency and innovative new products and services.

"The transition has been very smooth, and the best thing we can say is we have not had any issues," Spooner said. "It will be good for us to have one company for all our project needs rather than having to go between two companies."

Smith and Baird are quick to point out that they are continually learning new things from Georgia Tent, which keeps them in close contact with market needs.

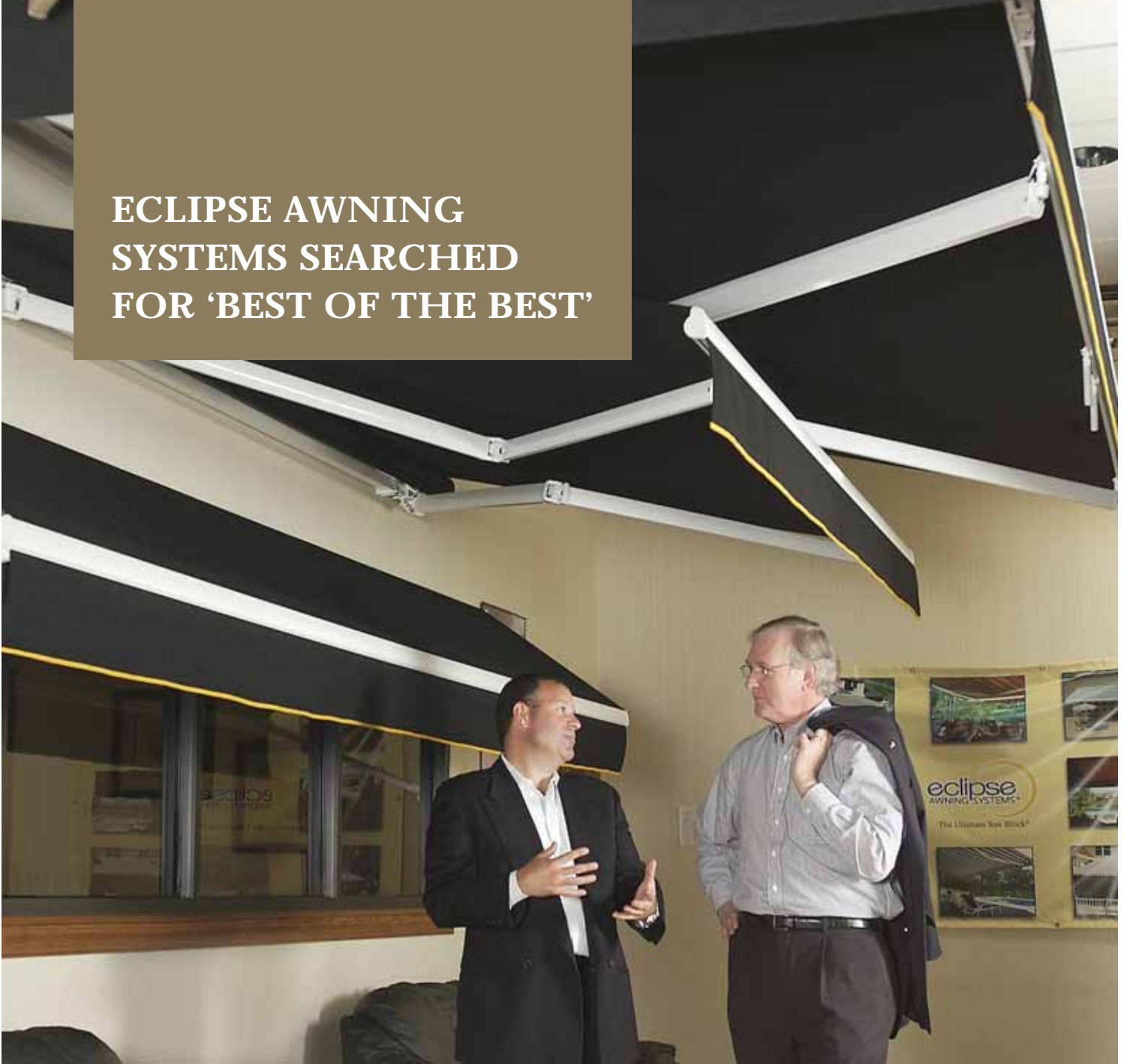
"If there is sufficient demand that justifies the creation of a new product, then Glen Raven and Tri Vantage will consider it," Baird said. "By staying close to our customers, we have developed the ability to react quickly and fill special niches in the market."

Wayne Smith has more than 40 years of experience in industrial fabrics, including 32 years of service as a branch manager with The Astrup Company and now Tri Vantage. He attended Troy State College.

Brett Baird has nearly 20 years of experience with Astrup in account and branch management. As a result of the merger, he has transitioned to operations manager. Baird is a graduate of Frostburg State University in Maryland with a degree in Business Administration and Marketing.

OPPOSITE PAGE Brett Baird (left), assistant branch manager for Tri Vantage in Atlanta, with Ken Spooner, Georgia Tent & Awning president, at a Georgia Tent installation in downtown Atlanta. ABOVE Georgia Tent & Awning installation.

ECLIPSE AWNING SYSTEMS SEARCHED FOR 'BEST OF THE BEST'



When John Dearden and his partners founded Eclipse Awning Systems six years ago, their focus was on securing the “best of the best” when it came to materials and trade partners. Dearden said it was only natural that they turned to Glen Raven and Sunbrella® fabrics.

“When we started this business we wanted to be the best in every area, from products and service to our trade partners,” said Dearden, Eclipse Systems managing director. “Sunbrella is not only the most respected brand in the business, they also have quality people.”

Eclipse Awning Systems provides complete retractable awning systems to a network of more than 180 dealers nationwide from Belfast, Maine, to San Diego, California. Authorized Eclipse dealers include a wide variety of companies that specialize in home accessories and outdoor products, including

awning companies, fireplace shops and window, door and pool companies.

During its relatively short history, Eclipse has established a reputation for quality components and the ability to ship a complete retractable system within five business days of receiving an order. Every retractable awning system is made to order, including extensions of up to 16 feet, 6 inches, which is another hallmark of Eclipse’s fabrication expertise.

According to Dearden, while he and his partners (Doug Brown, Ferd Croce, Tracy Griffin and Jeanie Webb) brought substantial experience in the industry to their new business, they have relied heavily on a few key trade partners not only for quality products and service but also for value-added information concerning industry trends.

“We meet with Glen Raven two or three times a year to share outlooks on trends within the industry,” Dearden said. “Glen Raven also participates in our dealer meetings and sponsored a tour of their Anderson plant, which was quite valuable for our dealers. As our business model has flourished, Glen Raven has remained on track with us and offered support all along the way.”

Ocie Ford, Glen Raven vice president and business manager for industrial products, has been involved with Eclipse Awning Systems from a strategic standpoint since the company’s founding. Mike Cornell, Glen Raven account manager, provides ongoing support, visiting the Eclipse headquarters throughout the year.

“Mike Cornell is our contact for day-to-day needs and gets the first call when we have a need or concern,” Dearden said. “The responsiveness of Glen Raven has been a big part of our customer service capabilities.”

“We built this business on relationships and on trust and that is what we have with Glen Raven.”

John Dearden

Ford heads up a team of seven Glen Raven account managers who log thousands of miles of travel each year, supporting customers such as Eclipse Awning Systems. This team’s responsibilities include responding to service requests and staying in tune with ever changing customer needs.

“We not only provide support for Eclipse Awning Systems at their headquarters location, we are also available to assist throughout the supply chain,” Cornell said. “Our business model has always included support throughout the awning market, including dealers and ultimately consumers.”

Beyond technical expertise from Cornell and Ford, Eclipse has also benefitted from its association with the Glen Raven and Sunbrella brands.

“By participating in our dealer conferences and lending their brand name to our efforts, we have increased our credibility in the marketplace,” Dearden said.

Glen Raven’s relationship with Eclipse Awning Systems, as is true for most customers, is not only business, but also personal.

“We built this business on relationships and on trust and that is what we have with Glen Raven,” Dearden said. “Trust is why we get new customers and why we keep them. People can trust us and one of the reasons we can be trusted is because of our careful selection of trade partners.”

Ocie Ford, vice president and business manager for industrial products, joined Glen Raven in 1998 after several years with John Boyle & Company. A graduate of Auburn University with a Bachelor of Science degree in Business, Ford has managed a team of Glen Raven Custom Fabrics marketing representatives since joining the company.

Mike Cornell, an account manager with Glen Raven, has more than 19 years experience in the industry, including 12 years with Glen Raven. A graduate of the University of Massachusetts with a Bachelor of Arts degree in History, Cornell covers seven states in the northeast region as well as eastern Canada.

OPPOSITE PAGE John Dearden, managing director, Eclipse Awning Systems, (left) and Ocie Ford, vice president and business manager for industrial products, Glen Raven, in the Eclipse showroom. BELOW Retractable awning systems are custom made and ship within five business days from Eclipse Awning Systems.



ECLIPSE AWNING SYSTEMS

Located one hour north of New York City near Middletown, Eclipse Awning Systems provides retractable awnings to dealers throughout the country. The company was founded six years ago with a goal of making quality retractable awnings more accessible to consumers through a network of qualified installers. A technical department of engineers specializing in solar protection and a management team with a combined experience of 60 years back Eclipse systems products, which incorporate Sunbrella® fabrics, Somfy® motors and aluminum and steel components sourced globally.
www.eclipseawning.com

GREAT LAKES, GLEN RAVEN REACH FROM OEM TO BOAT OWNERS



GREAT LAKES BOAT TOP

Great Lakes Boat Top is one of the nation's oldest and largest original equipment manufacturers (OEM) of marine canvas products, including boat covers, bimini tops and many other products that leading boat manufacturers ship with new boats. Because of its relationships with boat manufacturers, Great Lakes Boat Top also offers factory replacement boat canvas direct to consumers, with access to more than 15,000 patterns. The company was founded in 1957 in Michigan and has manufacturing operations today in Florida and Tennessee.
www.greatlakesboattop.com

The way Jim Wilson, president of Great Lakes Boat Top, sees it the key to his company's successful relationship with Glen Raven is both companies' commitments to add value throughout the marketplace, from original equipment manufacturers (OEM) to boat owners on lakes, rivers and oceans.

"There is a lot of value added in our relationship with Glen Raven through customer relations," says Wilson, a 25-year veteran with Great Lakes. "Glen Raven operates just as we do all the way from OEM (Original Equipment Manufacturers) to individual boat owners. If there are any issues, we can resolve them quickly at any level."

Headquartered near Knoxville in close proximity to several major boat building companies, Great Lakes Boat Top specializes in the fabrication of canvas accessories for new boats, typically ranging from 14 to 36 feet in length. Having invested extensively in digital technology, Great Lakes is a valued resource to boat designers, providing CAD (Computer Aided Design) illustrations from concepts through manufacturing.

Digital design, patterning and cutting systems assure quality, precise fit and finish and enable Great Lakes to provide replacement covers as far back as 1993. One of the fastest-growing segments of the company is replacement covers for boat owners, supported by an Internet presence and on-line customer ordering.

Great Lakes' relationship with Glen Raven dates back to the founding of Great Lakes in 1957 on the shores of the Great Lakes in Michigan. The relationship has grown steadily as the Sunbrella brand has become the industry leader in the marine segment and as Great Lakes has strengthened its position as a lead supplier to the marine industry. The company's relocation to Tennessee was a strategic move to relocate closer to the growing number of new boat builders in Tennessee and elsewhere in the Southeast.

"There is a lot of value added in our relationship with Glen Raven through customer relations."

Jim Wilson

Because of its industry leading Sunbrella® marine fabrics brand, Glen Raven is a key supplier to Great Lakes, supporting manufacturing centers that produce boat tops within seven business days of each order. Bill McDaniel, a 28-year veteran of the performance fabrics industry, is the Glen Raven account manager for Great Lakes, frequently visiting facilities in Tennessee and Florida.

"Great Lakes provides us with invaluable information on performance characteristics of Sunbrella fabrics," McDaniel

said. "We respect proprietary information on both sides of the relationship, but are still able to share information on what we are seeing in the marketplace and what Great Lakes is seeing. We may disagree at times, but the partnership remains strong and we work through the issues."

Glen Raven's design and marketing teams work directly with new boat manufacturers, developing fabrics that will complement hull colors and create a total boating package. Because of the five-year warranty on Sunbrella fabrics, Glen Raven also works with individual boat owners should any issues arise related to performance.

"There are rarely any quality issues with Sunbrella fabrics," said Carie Bores, customer service/warranty manager for Great Lakes. "On the rare occasions that issues arise, Glen Raven responds very quickly at either the OEM or the boat owner level to reach a solution. Response time is always very quick."

McDaniel is often in the lead position on those responses as are other members of the Sunbrella marine fabrics team. He is a member of the Glen Raven marketing and support team that includes regional representatives who fulfill similar support roles for marine and awning customers from coast to coast.

"It greatly enhances our customer service to have Bill available to us," Wilson said. "He will travel to wherever he is needed so that he can actually see a problem and resolve it as quickly as possible."

Bill McDaniel has 28 years of experience in performance fabrics including 15 years with Glen Raven. He earned a Bachelor of Arts degree in Economics from the University of North Carolina Charlotte.

OPPOSITE PAGE (above) Sue Damstetter with Great Lakes demonstrates CAD capabilities with Great Lakes President Jim Wilson (center) and Glen Raven account manager Bill McDaniel at Glen Lakes Tennessee headquarters. OPPOSITE PAGE (below) Great Lakes Boat Top serves several of the nation's leading boat manufacturers as well as replacement needs by individual boat owners.

FIRST INFORMATIONAL MEETING LED TO ONGOING RELATIONSHIP



Juan Hernandez, an account executive for Dickson Coatings assigned to market media fabrics from the Atlanta sales office, became intrigued by the potential of expanding his product offerings to include Dickson structural fabrics. He first learned of Dickson's innovative Sunblock fabrics during a sales meeting in France and returned to the U.S. dedicated to exploring the marketplace for tent fabrics.

"Chattanooga Tent was the closest tent manufacturer to Atlanta, so I called the owner, Andy Nolan, to see if he would meet with me to offer insights into the tent industry," Hernandez recalled. "Andy generously agreed to make time for me on his calendar and we met in Chattanooga."

While the intent of this first meeting was for Hernandez to gain insights into the tent industry and its fabric needs, the conversation eventually included a discussion of Dickson's Sunblock fabric. Hernandez offered samples and Nolan agreed to give Sunblock a trial.

"Sunblock handles and seals well and it's a good value," Nolan said. "One of the things we really like about the material is the fact that it resists pin holes. Pin holes can really detract from the look of a tent and can be difficult to repair, which has made Sunblock one of the major materials we use today."

Unlike many tent rental companies, Chattanooga Tent manufactures the vast majority of the tents it rents, which range in size from seven feet by five feet to as large as 165 feet wide by 200 feet long. You will find Chattanooga tents at major events throughout the Southeast, Midwest and Northeast.

At any given time, Chattanooga Tent installation crews may range from Houston to Key West and from New York to Kentucky. The company has provided tents for Kentucky Derby parties for the past 37 years and has also provided tents for the inauguration of the governor of Tennessee. Each tent is custom designed and built to order, with Chattanooga Tent providing turnkey service from manufacturing to installation and take down.

Andy Nolan's father founded the company as an awning and shade fabricator, but later switched to tent making following a factory fire in 1960. Nolan purchased the company from his father in 1968 and subsequently brought his brother, Dan, into the business. In addition to its Chattanooga headquarters, the company also maintains a sales office in Atlanta.

"I don't see everyone who calls me, but Juan was well spoken on the phone and so I decided to meet with him," Nolan recalled. "You have to give people a chance and I was glad to offer my knowledge."

Hernandez recalls that Nolan was generous with his time and knowledge of the tent industry and the low-key meeting helped to foster the relationship.

"I really met with Andy to learn about the tent industry, not to sell him a product," Hernandez said. "It turned out, however, that Chattanooga Tent was my first contact in the industry and my first customer."

"Chattanooga Tent illustrates the value of building a relationship based on the sharing of information"

Juan Hernandez

Chattanooga Tent is served today through the Atlanta office of Tri Vantage while Hernandez continues to market a full complement of Dickson Coatings products, including media fabric, tire liners, structural fabrics and fabrics for protective apparel. He calls on customers throughout North and South America and continues to stay in touch with Nolan.

"Chattanooga Tent illustrates the value of building a relationship based on the sharing of information," Hernandez said. "If I had called Andy Nolan just to sell fabric, I doubt that we would have formed the long-term relationship that we have today. It's all about value-added services in the technical fabrics markets we serve and about being available to consider new ideas."

Born in Colombia, South America, **Juan Hernandez** came to the U.S. to attend the University of Georgia where he earned a Bachelor of Arts degree in International Business. He decided to remain in the U.S. and was recruited by Dickson Coatings to assist with its sales and marketing in the U.S.

ABOVE A major festival installation by Chattanooga Tent with fabrics from Dickson-Coatings. OPPOSITE PAGE (above) Chattanooga Tent owner Andy Nolan (left) reviews Sunblock fabrics with Dickson Coating account executive Juan Hernandez in the fabrication center for Chattanooga Tent Company. (below) Chattanooga Tent specializes in high-end social events, from weddings to corporate entertaining.



CHATTANOOGA TENT COMPANY

Chattanooga Tent Company, founded in 1934, is a full-service tent rental company as well as a tent manufacturer, offering tent design, fabrication and installation. The company provides custom high-end tents of all sizes for a wide variety of applications throughout the Southeast, including major public festivals, corporate and sporting events, weddings and government ceremonies. Chattanooga Tent has provided tents for Kentucky Derby parties for 37 years. The company has been family owned throughout its history and is today owned by a second generation management team.
www.chattanoogatent.com

GLEN RAVEN LOGISTICS SERVES AS GO-TO RESOURCE FOR GLOSTER



Whenever Brad Mele, manager of logistics and quality control for Gloster's South Boston Virginia distribution center, has a complex shipping requirement, his first call is typically to Glen Raven Logistics. That's because he can count on a quick response and a straightforward solution.

"We work with a lot of carriers, but Glen Raven is one of the first that I go to because I know they have our customers' best interests in mind," said Mele, who assumed his position at Gloster in late 2007. "If a solution can be found, they will find it and if something is not going to work, they tell me it won't work and I respect that."

Gloster's South Boston Virginia distribution center imports casual furniture into the U.S. from locations all around the world. The center then arranges for shipments to casual furniture retailers, cruise lines and hospitality venues nationwide – a demanding assignment that requires attention to detail and white glove handling of high-end products.

"My constant challenge to Glen Raven is to find the most cost-effective solutions possible and assure that our products are touched as few times as possible to prevent damage," Mele said. "Whenever I have a particularly tough assignment, I give it to Glen Raven."

Gloster's logistical needs are met by a team that includes Dan Cox, director of sales and marketing for Glen Raven Logistics and a 30-year veteran of the industry, and Clint York, account executive. York handles day-to-day management of services, while Cox lends his expertise with value-added insights.

"The great thing about working with Gloster is the consulting nature of the relationship," Cox said. "We are always searching for solutions for Gloster, which has unique demands from its customers.

"Because of our experience, expertise and resources, we welcome the tough assignments that allow us to differentiate our service from others," Cox continued. "Our job is to map out the best solutions, including desired transportation routes and the best partners serving those routes. It could be a Glen Raven truck or it could be trucks of another carrier. We look for the best solution regardless of who is doing the driving."

Examples of unique needs abound for Gloster. For example, Gloster serves numerous customers on the West Coast from its Virginia distribution center. To increase efficiency Glen Raven arranges consolidated shipments of multiple orders coast to coast. After shipments arrive on the West Coast, Glen Raven arranges for individual delivery to specific retail locations.

"Communication is key in the transportation business and Glen Raven's communication is excellent."

Brad Mele

In the logistics and shipping industry special needs are an every day occurrence. For example, Glen Raven Logistics provides unpacking and set up services popular with hotels that enjoy a turnkey approach for installing new casual furniture. Not only does Glen Raven unpack the furniture, it also recycles packaging materials.

Gloster has been a customer of Glen Raven Logistics since 2005. The relationship has expanded over the years as Glen Raven has enhanced its expertise beyond transportation to include pool distribution and consolidation, warehousing and expedited services.



“We really learn from each other,” York said. “Gloster brings us unique challenges that we can solve with equally unique approaches. We then use this knowledge in the future for Gloster and for the benefit of our other customers.”

Effective communications is at the heart of Glen Raven’s relationship with Gloster. Mele receives an at-a-glance daily update of every shipment that Gloster has in process.

“Communication is key in the transportation business and Glen Raven’s communication is excellent,” Mele said. “They respond immediately to any question that I have.”

Dan Cox, director of sales and marketing for Glen Raven Logistics, has more than 30 years experience in logistics and transportation. He is a graduate of the U.S. Merchant Marine Academy with a Bachelor of Science degree in Nautical Science and Marine Transportation.

Clint York, account executive with Glen Raven Logistics, earned a Bachelor of Science degree in Chemistry from Elon University. He joined Glen Raven Logistics four years ago.



GLOSTER

Gloster is a global leader in the manufacture of premium casual furniture. Founded in the United Kingdom, the company built its leadership position through the creation of high-end teak furniture. During recent years, Gloster has greatly expanded its product line to include 300 different offerings in sling, teak, aluminum, stainless steel and all-weather woven materials sold in 50 countries on six continents. Gloster’s design leadership and attention to detail has led to numerous awards for excellence in the casual furniture category. www.gloster.com

OPPOSITE PAGE (left) Gloster furniture group. ABOVE Clint York, account executive for Glen Raven Logistics (left) confers with Brad Mele, manager of logistics and quality control for Gloster’s South Boston, Virginia distribution facility (center) and Dan Cox, director of sales and marketing for Glen Raven Logistics. (right) Upscale casual furniture by Gloster.

GLEN RAVEN EXTENDS SAILCLOTH EXPERTISE TO NORTH, CHALLENGE



NORTH CLOTH, CHALLENGE SAILCLOTH

North Cloth weaves, sources and converts fabrics for high-performance sails that are crafted by North Sails and marketed to boat owners worldwide, including the leading syndicates competing in America's Cup. Founded in 1957, North Sails is recognized by the sailing community as a leader in performance sailboat racing. Challenge Sailcloth, founded in 1986, offers one of the industry's most extensive lines of sailcloth to sail lofts around the world. Serving both cruising and racing markets, Challenge also offers extensive lines for a variety of marine accessories.

www.northsails.com • www.challengesailcloth.com

Brian Doyle, director of engineering for North Cloth, feels at home whether he is at the company's headquarters in Milford, Connecticut or in the weaving department of Glen Raven's manufacturing facility in Burnsville, North Carolina. In many ways the two operations function as one.

"Companies have personalities that come from the leaders of those companies," said Doyle who regularly attends sailcloth weaving trials at the Burnsville location in the North Carolina mountains. "The personalities of North Cloth and Glen Raven are perfectly matched because there is an openness and honesty that clicks with the people involved."

Glen Raven and North Cloth began their working relationship in 1997 when one of North's primary weavers of sailcloth exited the business.

"Glen Raven is a superb supplier and a great company to work with," said Tom Davis, president of North Cloth. "We have five or six companies that we consider as partners and Glen Raven is one of them."

Steve Hundgen, vice president of sales and marketing for Glen Raven Technical Fabrics, initiated the relationship with North Cloth and with Challenge Sailcloth and continues to provide strategic input. Kirk Fitzsimmons, a Glen Raven account manager who had previous experience with a sailcloth converter before joining Glen Raven, serves as the primary relationship manager for North and Challenge.

"We are not standing still at North Cloth and North Sails, which means we are constantly looking for ways to innovate and make a better product," Davis said. "Glen Raven's ability to create weaving trials for new ideas in a full scale manufacturing environment in Burnsville encourages us to innovate."



Hundgen agrees that Glen Raven's innovation focused culture has been a key to relationships with both North and Challenge. He is also quick to give credit to weaving experts in Burnsville, particularly Farrell Hedrick and Tony Allen.

"Our added value for North and Challenge is support for their focus on innovation," Hundgen said. "North and Challenge are industry leaders in making sailcloth a highly engineered, technical product and we support their continuing innovation. We are nimble and we can transform ideas into fabrics quickly."

Shortly after Glen Raven became a primary supplier to North Cloth in 1997, the company was approached by Challenge Sailcloth for its weaving expertise. While North Cloth focuses primarily on service to North Sails sail lofts, Challenge primarily serves independent sail lofts. This difference in focus has allowed Glen Raven to serve both companies without conflict.

"I have known Glen Raven for nearly 40 years, dating back to a company owned by my father," said Bob Bainbridge, president of Challenge Sailcloth. "My father's company was one of the first to adopt Sunbrella® fabrics when introduced in the 1960s."

"Glen Raven's ability to create weaving trials for new ideas in a full scale manufacturing environment in Burnsville encourages us to innovate."

Tom Davis

While his history with Glen Raven is long, the relationship intensified beginning in 2000 for the same reason that North Cloth reached out to Glen Raven – the exit of a sailcloth weaver from the industry.

"We have a great partnership with Glen Raven," Bainbridge said. "We pick only the best companies to work with and Glen Raven offers excellent quality, stability and a culture and character than aligns with our own."

This effective working relationship has allowed Challenge Sailcloth to meet the special needs of the sailing community, including providing sailcloth for the 430-foot Maltese Falcon, the largest sailing yacht in the world.

"The fiber for sailcloth is highly specialized, and we have worked closely with Glen Raven on fiber development and testing," Bainbridge said. "We used one of these special fibers for the Maltese Falcon – arguably the most visible sailing yacht in the world – and it has worked fabulously. The owner and crew could not be more pleased."

Steve Hundgen is vice president for sales and marketing with Glen Raven Technical Fabrics. He earned a Bachelor of Arts degree in Math from Boston University and had served for many years as a sales professional before joining Glen Raven in 1992. Hundgen assumed overall responsibilities for Technical Fabrics sales and marketing two years ago.

Kirk Fitzsimmons is a Glen Raven account manager who focuses on the marine segment. Prior to joining Glen Raven, Fitzsimmons was technical director for a sailcloth converter. He graduated from the University of Massachusetts at Dartmouth with degrees in Textile Technology and Marketing

OPPOSITE PAGE The Maltese Falcon, the largest sailing yacht in the world, uses sailcloth created through a collaboration of Challenge Sailcloth and Glen Raven. BELOW Left to right, Kirk Fitzsimmons and Steve Hundgen (Glen Raven) with North Cloth President Tom Davis and Director of Engineering Brian Doyle in a North Sails sail loft.



LANEVENTURE FINDS GO-TO DESIGNER AT GLEN RAVEN



When Patti Frye, fabric merchandise manager for Laneventure, begins the development process for a new offering of casual furniture, one of her first steps is to call Greg Voorhis, decorative fabrics design manager for Glen Raven.

“Greg is my go-to guy for casual,” says Frye, a 20-year veteran of Laneventure. “If I need a special fabric, Greg and I brainstorm together on potential directions. From there, Greg provides a CAD drawing that illustrates the fabric. We make tweaks until I get a CAD drawing that we like. Greg then gets a sample weaving done, we review and tweak some more. Pretty soon we have an exclusive fabric pattern for Laneventure.”

Voorhis is part of a service team dedicated to meeting Laneventure’s needs for upscale, exclusive fabric patterns each season. Other team members include Suzie Roberts, vice president and business manager for furniture fabrics, and Greg Rosendale, market manager for residential furniture fabrics. This group continually collaborates on designs, shares information and assures that fabric offerings remain true to the Laneventure brand.

“While Greg Voorhis focuses on fabric design, Greg Rosendale and I focus on the logistical and operational sides,” Roberts said. “We assure that production schedules are met and that we are responsive to all of Laneventure’s needs.”

Rosendale is the newest member of the Laneventure team having arranged a recent tour of Glen Raven’s Anderson manufacturing center. A cross section of Laneventure’s team attended, including customer service, purchasing, quality and design.

“Glen Raven brings a close-knit feeling to the relationship that is personal and professional all at the same time.”

Patti Frye

“The plant tour was an effective collaboration exercise, enabling members of the Laneventure team to better understand how Sunbrella® fabrics are made,” Rosendale said. “This tour is illustrative of the close working partnership that we want to establish with all of our customers.”

While the introduction of new casual furniture collections is the primary goal of the Glen Raven and Laneventure team, special needs often arise that call on Glen Raven to be responsive and creative.

“Several years ago, Glen Raven developed a fabric that was eventually discontinued,” Frye said. “A dealer called recently requesting additional yardage for new cushions for a hotel renovation. Suzie was able to arrange for production to meet our dealer’s need. That is the kind of going beyond the call of duty that keeps our relationship strong.”

Collaboration between Glen Raven and Laneventure extends throughout each organization, ranging from manufacturing centers to Glen Raven’s design studio.

“I visit the Glen Raven studio to explore new ideas,” Frye said. “I will see something that Glen Raven designers are working on and ask them to revise it to fit the Laneventure look. Our customers want the most luxurious fabrics possible at a good value.”

According to Voorhis, he and Frye benefit from having worked closely together for several years.

“I can anticipate some of the looks that Patti will like, and she also sends me ideas,” Voorhis said. “I offer suggestions for pattern and color direction as well as fabric construction so we can complete her vision for each season. I add value with my knowledge of fabric constructions along with market and trend knowledge gained from trade shows and consumer events I attend in the United States and Europe.”

Technical fabric expertise and market data underpin the Glen Raven and Laneventure collaboration, but the relationship is fundamentally about people who respect and like each other and who share common goals.

“It is all about the personal touch,” Frye said. “We are all family. Glen Raven brings a close-knit feeling to the relationship that is personal and professional all at the same time.”

Greg Voorhis is decorative fabrics design manager for Glen Raven Custom Fabrics. A graduate of Lander University with a Bachelor’s degree in Fine Art, Voorhis has more than 13 years of experience.

Suzie Roberts is vice president and business manager for furniture fabrics with Glen Raven, with more than 20 years experience. She attended Georgia Southern University.

Greg Rosendale is market manager for residential furniture fabrics with 20 years of experience. He earned a Bachelor of Arts degree in Business Management from California State University, Fullerton.

OPPOSITE PAGE In the Laneventure High Point showroom, left to right, Greg Voorhis, decorative fabrics design manager for Glen Raven, Patti Frye, fabric merchandise manager for Laneventure, Greg Rosendale, market manager for residential fabrics, and Suzie Roberts, vice president and business manager for furniture fabrics, Glen Raven. RIGHT Laneventure offerings that feature Sunbrella® fabrics.



LANEVENTURE

Laneventure operates more than 500,000 square feet of manufacturing facilities in three finishing, upholstery and distribution facilities in Conover, North Carolina, along with frame factories in Asia and Central America. As a division of Lane Furniture Industries, Laneventure has offered one of the most recognized and respected names in furniture since 1912. Laneventure’s parent company, Furniture Brands International, a NYSE listed corporation (FBN), is the nation’s largest manufacturer of residential furniture. Furniture Brands includes such respected names as Thomasville, Broyhill, Henredon and Drexel Heritage in addition to Lane. www.laneventure.com

40-YEAR RELATIONSHIP BUILT ON INFORMATION SHARING, DEALER NETWORKS



In today's constantly changing business world, relationships can change quickly and it's rare for two companies to work together continuously for more than four decades. But that is the history enjoyed by Winsol and Dickson-Constant.

"We benefit from Dickson's knowledge as a leader in Europe," said Hubert Degrande, production director for sun control products with Winsol. "We often exchange facts and views on the markets we jointly serve (Belgium, France, UK, Ireland). On our side, with the teams we have in the field, we can sense the direction markets are taking. We don't hesitate to share this information with Dickson."

Assuring a continual flow of information is a Dickson team that includes Peter Winters, sales director for Europe, Patrick Raguet, director of marketing, and Filip Meganck, country manager.

Winters has the greatest longevity in working with Winsol with more than 16 years. Raguet manages sales and marketing programs that benefit Winsol, including personalized sales tools for Winsol retail stores in Belgium, France and the United Kingdom. Meganck is responsible for day-to-day account management which includes keeping Winsol informed on new developments related to Dickson products.

"We support Winsol's marketing of our awning and technical solar protection fabrics all the way down to the dealer level," Raguet said. "We also provide training for their field personnel and marketing support for Winsol dealers who are members of our dealer network program (SAD)."

According to Degrande, one of the most important value-added aspects of his company's relationship with Dickson-Constant is the technical information that Dickson provides related to innovations in materials and fabrication.

"Dickson keeps us updated on the latest technologies regarding awning fabrication such as new gluing techniques," Degrande said. "This information influences our investments in new machinery. We also benefited from the Light & Comfort study that Dickson sponsored some years ago examining consumer perceptions of awnings. These interactions give us valuable knowledge."

With Dickson and Winsol serving markets throughout Europe, there are often opportunities for joint marketing activities.

"When we expanded into the UK and Ireland, Dickson helped us with an initial stock program, and we ultimately became a distributor for them," Degrande said. "Dickson also helps us coordinate some of our marketing activities between the countries we both serve, such as Belgium, France and the UK. We have annual meetings between Dickson and our board of directors to share market outlooks."

The Dickson team assigned to Winsol is also a resource whenever issues arise concerning product applications and performance.

"Some years ago, we were receiving questions concerning a 'waffling' effect with our fabrics, particularly in the morning," Degrande said. "Dickson provided the education that our dealers and customers needed to understand that what they were seeing is simply a natural characteristic of acrylic fabrics. From this training, we developed marketing tools that we use whenever questions arise."

Winsol and Dickson are also engaged in consultations related to new product development, with Dickson serving as the technical resource and Winsol providing valuable information on customer needs.

"This is a two-way relationship that is beneficial for both parties..."

Hubert Degrande

"With the smoking ban in restaurants and bars in the U.K. there has been interest in a waterproof version of our Sun-worker fabric," Raguet said. "We are currently working on the development of such a product which we will test jointly with Winsol prior to its market introduction."

After 40 years of working together, Winsol and Dickson consider their relationship "permanent."

"We have had close contact between our companies over the years which has helped establish a strong relationship based on trust," Degrande said. "This is a two-way relationship that is beneficial for both parties - not just a supplier/ client relationship."

Peter Winters is sales director Europe with Dickson-Constant. He has 20 years experience, including 17 years with Dickson. Winters has earned degrees in economics, language and export management.

Patrick Raguet is director of marketing for Dickson-Constant with 15 years experience, including eight for Dickson in Australia and France. Raguet earned a degree in management with a focus on international trade.

Filip Meganck is country manager for Belgium, Luxemburg, and Switzerland for Dickson-Constant. A 10-year veteran of the industry, he earned a Master's Degree in marketing and sales management.

ABOVE Winsol corporate headquarters in Belgium. OPPOSITE PAGE (top) Hubert Degrande, production director for sun control products with Winsol, left, with Patrick Raguet, director of marketing, Dickson-Constant. (below) Product offering in Winsol showroom.



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Strata Systems, Inc.
Cumming, GA
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France
Dickson-Constant
Wasquehal, France
33-3-20455959

Dickson St. Clair
Saint-Clair de la
Tour, France
33-4-74835100

Italy
Dickson-Constant
Gaglianico, Italy
39-015-249-63-03

Spain
Dickson-Constant
Barcelona, Spain
34-93-635-42 00

Germany
Dickson-Constant GmbH
Fulda, Germany
49-661-380820

Scandinavia
Dickson-Constant
Nordiska AB
Göteborg, Sweden
46-31-500095

Latin America
Sunbrella/Dickson
Fort Myers, FL USA
239-466-2660

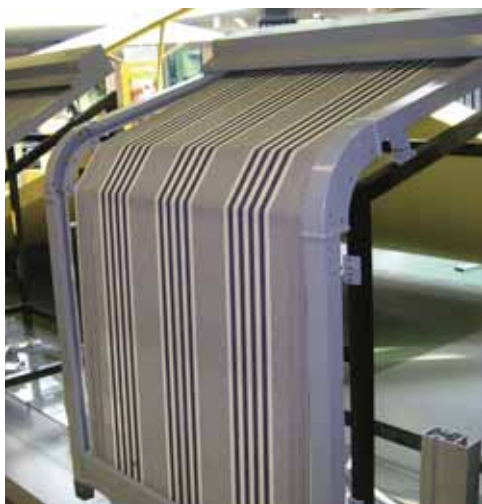
South Africa
Sunbrella/Dickson
Port Elizabeth, South Africa
27-41-4844443

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South Pacific Rim
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WINSOL

Based in Belgium, Winsol produces a wide range of products, including PVC and aluminum doors and windows, roller shutters and security grills, sectional garage doors, sun awnings, indoor blinds, balustrades and folding doors. The company has more than 600 employees with production units in Belgium, France, the United Kingdom and Ireland, emphasizing made-to-measure service. Its products, which incorporate Dickson awning and sun production fabrics, are sold throughout most of Europe by an extensive dealer network. www.winsol.be

RAVEN

Issue No. 6 | Summer 2008



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