

# RAVEN

SUMMER 2014 | No. 21







Allen E. Gant, Jr.  
CEO AND CHAIRMAN

Dear Readers,

With our Raven magazine entering its eighth year, we thought it a good time for a refreshed design that we're launching with this issue. This new look is consistent with our new corporate identity, which is also reflected on our corporate website, [www.glenraven.com](http://www.glenraven.com).

While the look of our magazine has changed, our focus continues on the success of our many innovative customers, including Vanquish Boats featured on the cover. As the marine market is emerging from the long recession, boat builders such as Vanquish are enjoying a resurgence in the demand for quality watercraft.

You'll find two other articles in this issue related to boating, including profiles of Signature CanvasMakers and Carolina Custom Canvas. Signature CanvasMakers is an excellent example of how a husband and wife team can take a business to new levels, while Carolina Custom Canvas illustrates a creative approach to fabricating boat covers using mobile workrooms.

Turning to the indoors is an article on Jordan's Furniture and its Sunbrella® galleries. Founded more than 90 years ago, Jordan's success has been based on many factors, including a commitment to make the shopping experience entertaining. You'll read about their IMAX theaters, laser water show and an integrated marketing approach for Sunbrella fabrics.

Home décor is also the topic of two articles from our Dickson subsidiary. ICA is a Turkish

company that's providing access to leading international home décor brands, while Jardinico of Belgium recently launched a line of modular furniture, Colors®, that features Sunbrella fabrics in stylish and highly flexible components.

One of the most inspiring aspects of our business is the infusion of talent from other industries. Awnings Above of Duluth, Ga., was created by a computer technology veteran who is using his corporate experiences to support a diverse portfolio of shade products.

Also in this issue, we are pleased to introduce our new Glen Raven Global Strategy Team. This group of 16 individuals encompasses operations from all around the world with a mission of using their collective talents to drive innovation.

Finally, rounding out this issue is a feature on our Strata geogrid business, which includes operations in the U.S., India and Brazil. Strata is building a global brand in soil stabilization for public and private construction and infrastructure development.

We would like to thank you again for your business and for your interest in Glen Raven. Our goal with the Raven magazine is to share accomplishments and insights from our customers, which we hope will inspire all of us to more innovative thinking and doing.

*Allen E. Gant, Jr.*

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## ON THE COVER:

VANQUISH BOATS FOCUSES ON CLASSIC, TIMELESS DESIGNS





## VANQUISH BOATS PASSES MARINE STRESS TEST



MORGAN HUNTLEY

The way Morgan Huntley sees it the last few years have been the ultimate stress test for new boat builders. Those that have survived the worst of the recession should be confident in their staying power.

"The resilience of our own company has been a testament to our designs, which are tried, true and classic," said Huntley, president of Vanquish Boats of Newport, R.I. "Our boats are inspired by craftsmanship in the New England tradition and they'll be just as beautiful in 20 or 50 years as they are today."

Huntley purchased Vanquish Boats in 2010 and continued its commitment to building boats based on the design of classic New England runabouts. Since relocating the company to Newport, Huntley and his team have created a line-up of four models that emphasize a Gatsby era look, while incorporating innovations in design and a wide array of custom options. Vanquish boats have been described as "classic yet innovative, beautiful yet practical and unique yet timeless."

"Since the beginning, our goal has been to create a specific brand identity for our company," he said. "Two of the most important ways we've done this are by focusing on inboard models, which is rare

for boats the size we build, and by offering our customers a wide choice of options for customizing their boats. So far, we've only built two boats that were exactly alike."

Also essential to the resilience of Vanquish Boats has been the Vanquish Boats management team that offers a great depth of experience. Huntley is a graduate of the Landing School and International Yacht Restoration School with more than 15 years of boatbuilding experience. He holds a 50-ton U.S. Coast Guard masters license.

Vanquish Boats designer Doug Zurn, who has created more than 150 distinctive power and sail yachts since the founding of his design firm Zurn Yachts in the 1990s, is responsible for the distinctively classic look of Vanquish Boats. He is a graduate of the Westlawn Institute for small craft design and a member of the Society of Naval Architects and Marine Engineers (SNAME).

Ron Martel, production manager, has more than 30 years of experience in boat-building and yacht-production management, and Jake Popek, director of sales, has a decade of boat sales experience with multiple dealerships. This team not only supports



On the web at [www.vanquishboats.com](http://www.vanquishboats.com).



the current line-up but is also actively involved in ongoing design and development.

"One of the hurdles we had to overcome was how our designs would perform offshore," Huntley said. "Our V-hulls and the strength of our engineering can take anything you can throw at them. We've analyzed our bottom laminate – the running surface – and determined that under 32,000 pounds of pressure per square inch it will flex only one-eighth of an inch."

While the company's core market has been the East Coast, Vanquish Boats is expanding nationwide through a growing network of dealers. Also essential to its success are the marine craftspeople and trade partners in the Newport area, as well as a relationship with Glen Raven Custom Fabrics and its Sunbrella® brand of marine offerings.

"We build boats that define the individuality of each owner, and the range of Sunbrella fabric choices lets each buyer create a unique look," Huntley said. "Sunbrella is synonymous with quality and when we go down the checklist of operations we don't have

to sell Sunbrella. We say the fabric will be Sunbrella and that's the end of the conversation."

In terms of brand values, Vanquish and Sunbrella are mutually supportive, with each brand sending a consistent message.

"Vanquish and Sunbrella were really made for each other since both represent a classic, timeless look and absolute dedication to quality," said Vince Hankins, industrial business manager for Glen Raven Custom Fabrics. "Our fabrics support the Vanquish vision of watercraft as art on the water."

Huntley continues to see resurgence in the marine market, particularly at the upper end, with new buyers looking for greater versatility. With its ability to offer customization options, this trend fits well with the Vanquish approach.

"Our buyers want a boat that can be fun for a social day cruise with family and friends with lots of seating area or with the gear needed for a fishing trip," Huntley said. "We can build that kind of flexibility into how we customize each boat."



## JORDAN'S FURNITURE ATTRACTS CUSTOMERS WITH MORE THAN SOFAS

Most people visit furniture stores to shop for and buy furniture. But that's not always the case with Jordan's Furniture.

Jordan's certainly features extensive lines of quality furniture for all rooms of the home at its five expansive locations in Massachusetts, New Hampshire and Rhode Island. But this 96-year-old furniture company doesn't just offer great sofas to bring people into the stores.

At its Reading, Mass., store customers can take a ride on a trapeze, enjoy hamburgers and ice cream and watch a movie in a 500-seat 3D IMAX Theater. The Reading store is also home to Beantown, a replica of downtown Boston made up of nearly 25 million jelly beans.

At Jordan's Natick, Mass., store customers can experience an animated Bourbon Street setting complete with a multi-media Mardi Gras show, and also enjoy roast beef sandwiches and watch movies at Jordan's second wide-screen IMAX Theater.

In the Avon, Mass., store customers get a thrill from Jordan's Motion Odyssey Movie (MOM) Ride, which is a 48-seat flight-simulator movie theater with a four-story high screen. Jordan's Nashua, N.H., store features fresh baked chocolate chip cookies, and in Rhode Island, Jordan's store in Warwick includes SPLASH, a custom-designed show with lasers, video, audio and 9,000 water nozzles for an awe inspiring experience. All of the stores except Warwick are stand-alone locations, making them truly entertainment destinations.

"Because people have so many choices when it comes to buying furniture we want to give them reasons to shop our stores," said Josh Tatelman, vice president of merchandising and great-grandson of the company's founder, Samuel Tatelman. "We certainly have quality products, great service and a reputation for integrity, but we add entertainment that creates a shopping experience. When people shop our stores, they have fun."

Barry and Eliot Tatelman, who took over the business from their father, Edward, in 1973, have been the creative energy behind Jordan's. They set the company on a path of steady growth by opening new locations that incorporated shoppertainment and by becoming local celebrities for humorous TV spots that often included parodies of national advertisers. Jordan's innovative approaches caught the attention of Warren Buffet and Berkshire Hathaway, which purchased Jordan's in October 1999 and provided investments for continued growth.

Jordan's focus on finding new ways to attract customers into its stores led to a cooperative venture with Glen Raven Custom Fabrics that was launched in the fall of last year.

"Our philosophy has always been to develop programs in merchandising that create excitement for our customers and give them another reason to come into the stores," Josh said. "I started seeing more introductions of Sunbrella® fabrics for interiors at the High Point furniture market, and we began to think that we could create a merchandising program around Sunbrella because of this fabric's features, benefits and brand equity."

Josh reached out to a leadership team at Glen Raven Custom Fabrics – Dave Swers, president, Hal Hunnicutt, vice president of marketing, and Greg Rosendale, residential market manager. They agreed to work together to launch Sunbrella furniture galleries at Jordan's.

The program has included the design of Sunbrella galleries, sales associate training, supply agreements with leading furniture makers that feature Sunbrella fabrics and a marketing communications program that emphasizes television and online video. With his distinctively warm and conversational style, Eliot Tatelman, Josh's father and the company's president, CEO and chief spokesperson, explains how Sunbrella fabrics are durable and cleanable with bleach. Children enjoying ice cream are included in some of the spots to add a family feel and to emphasize the easy-care, worry-free nature of Sunbrella fabrics.

"Sunbrella is a fabric that kids can sit on every day in the family room and you don't have to worry about spills and stains," Josh said. "I cannot think of any reason you wouldn't use Sunbrella throughout your home."

The new Sunbrella galleries featuring Bauhaus, Capri, Klausner, Kincaid, Four Seasons, Rowe and CMI have achieved the company's goal of attracting shoppers.

"People started coming into the stores and asking for Sunbrella fabrics by name," Josh said. "I cannot recall another merchandising program in which this has happened."

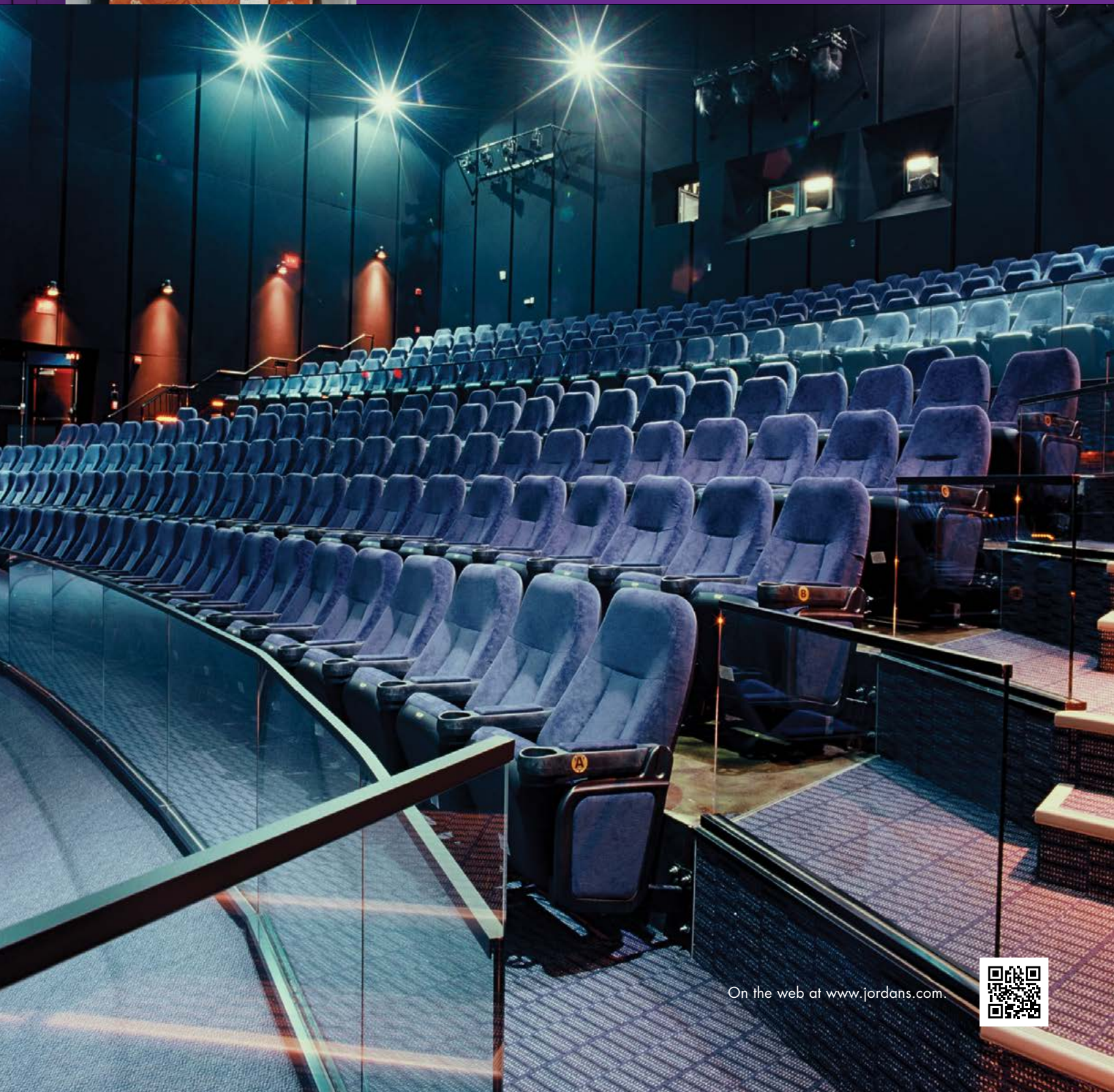
The Jordan's program was nearly a year in development, including a close collaboration among creative, marketing, sales and merchandising teams at Glen Raven and at Jordan's. Hundreds of details have been part of the successful launch, including the ways in which TV spots have conveyed how the Jordan's and Sunbrella brands are highly complementary.

"We definitely created a buzz, and Sunbrella has become a household name for our customers," Josh said. "People come to us with confidence that they will be treated well, and that comes across in our TV spots. My dad has a great reputation in the market, and with Sunbrella we have a product that we all can believe in."





**FAR LEFT** Eliot Tatelman, president, CEO and chief spokesman of Jordan's, appears in television commercials and in online video to emphasize the kid-friendly nature of easy-clean Sunbrella® fabrics. **LEFT** Josh Tatelman, vice president of merchandising with Jordan's, left, with Greg Rosendale, residential market manager for Glen Raven Custom Fabrics. **BELOW** IMAX theater at Jordan's furniture.



On the web at [www.jordans.com](http://www.jordans.com).





# MARINE FABRICATOR HAS TRAILERS, WILL TRAVEL

The classic adage that “time is money” is especially true in the marine fabrication business. The work can be highly seasonal with demand far exceeding capacity during the spring and summer months which means the most efficient fabricators are among the most successful.

Dan Weaver, owner of Carolina Custom Canvas of Lake Norman, has taken this bit of wisdom to the ultimate with a business model that is completely mobile. He operates from two trailers that are equipped with everything he needs to custom fabricate boat covers and enclosures for a clientele located primarily on Lake Norman, which is about 30 minutes north of Charlotte, N.C.

“I learned this business working from mobile units in upstate New York where just about every marine fabricator is mobile,” he said. “We moved south because down here we can pretty much work all year round, and mobile is the only way I know how to operate.”

Weaver is currently operating two mobile marine fabrication trailers, one of which is 24 feet in length and the other 26 feet. Inside the trailers you’ll find everything that you’ll find in a traditional marine fabrication shop – cutting table, sewing machine, frame bending set-up, fabrics and hardware. He designed the interior layout to maximize the available space and to achieve the greatest possible efficiency. Racks and bags along the sides of the trailer keep things organized and within easy reach.

“We put all of our heads together to come up with the way the trailer is organized inside,” he said. “It’s a small space, so we used bags and racks on the sides of the trailer to keep things off the floor.”

Weaver currently operates with three employees, including himself, and has enjoyed steady growth of his business. He attributes a great deal of his success to his mobile operation.

“As far as I’m concerned, mobile is the only way to go.”  
DAN WEAVER







# CAROLINA CUSTOM CANVAS

"With our mobile units, we go where the boat is and do the complete fabrication and installation with the boat in the water, usually in a day," he said.

On the typical project, Weaver and one of his employees will team up for the greatest efficiency. They take measurements working together and then Weaver works inside the trailer cutting and sewing while his associate completes the installation. With most jobs requiring four to six hours, this team can typically complete one large project and start on another from a single location on the same day. Trailers can also be dropped off near installations to reduce travel costs.

Mobile proved to be an advantage during the recession for Weaver and his team with the ability to go after available work in locales three to five hours from Charlotte, including the Carolinas coasts. He continues to enjoy an expanded geographic reach, but as the economy has improved, Lake Norman boaters are keeping Carolina Custom Canvas on the move. Weaver's mobile units are also an inexpensive and effective form of advertising, regularly generating leads for more work.

"It's like we have two traveling billboards all around the lake all the time," he said. "We do a lot of work at marinas and it's not

unusual for people to walk up to us and ask us if we can do a project on their boat."

Trivantage, Glen Raven's distribution subsidiary, provides Sunbrella® fabrics and other materials that Weaver needs for his business with next day delivery to his home base.

"Dan has earned a great reputation around the lake, everybody knows him," said Kevin Nieters, senior account representatives for Trivantage. "Mobile operations are not for every marine fabricator because of the space limitations, but Dan uses his trailers to advantage around Lake Norman."

Weaver estimates that the cost for a fully up-fitted mobile marine fabrication trailer is about \$25,000, which can be recouped in about two years depending on the skills and efficiency of the fabricator.

"Anyone who is interested in going mobile should visit with a mobile operator first to get an idea of what's involved," he said. "As far as I'm concerned, mobile is the only way to go."



To watch Carolina Custom Canvas in action go to:  
[www.youtube.com/watch?v=SKjpX-upzD0](http://www.youtube.com/watch?v=SKjpX-upzD0)



To view a video on Carolina Custom Canvas go to:  
[www.youtube.com/watch?v=J07ukrkUGcg](http://www.youtube.com/watch?v=J07ukrkUGcg)



## ICA BRINGING WORLD OF HOME DÉCOR BRANDS TO TURKEY

The home décor marketplace has become truly global in its reach, and you'll find no better example of this expansive world view than ICA Home and Garden of Turkey. Founded in 1990, this family-owned business located on the Asian side of Istanbul, provides access to a wide variety of the world's leading home décor brands, including Ralph Lauren, Whitecraft, Century, Gloster, Weber, Sunbrella®, Dickson® and many others.

"Our philosophy has always been to provide the best products available in each class with the best service possible at the best price to our customers," said Cenk Kilbey, managing director of ICA. "This trilogy is essential to the development and future planning of our company because if one of these values is missing, then the other two lose their essence and power. Our strategy has been to be the preferred business partner for our customers by providing immaculate products and services."

ICA operates three warehouses encompassing 110,000 square feet of storage space and nine showrooms with 170,000 square feet of display area. The company supplies industrial textile products and indoor and outdoor furniture and accessories to wholesale and retail sales channels. Additionally, the company features spare parts and machinery for industrial textile operations along with product training,

collateral materials and after-the-sale services. The company's customer base includes awning and tent makers, boat builders, cushion manufacturers, interior designers and home builders.

Dickson plays a central role in the ICA business strategy, assuring access to Sunbrella® and Dickson® brands along with insights into new marketing and product trends.

"As the largest and oldest industrial textiles distributor in Turkey, Dickson plays an essential role in our business strategy," Kilbey said. "Innovative products from Dickson assure that we remain the market leader. Dickson's commitment to social responsibility and environmental friendly practices is also important to our customers and aligns well with the social policies of ICA."

ICA's retail showrooms and sales offices are located on Asian and European sides of Istanbul, Izmir and Antalya. The company is primarily serving the Turkish market but is anticipating expansion to neighboring countries to the east.

"We are representing both Sunbrella and Dickson brands in Turkey," Kilbey said. "For Sunbrella we feature awning, upholstery and marine fabrics, along with accessories such as braids, vinyl,





ICA

**CENK KILBEY**  
managing director  
of ICA Home and  
Garden of Turkey

*ICA Home and Garden of Turkey focuses on Sunbrella and Dickson brands at industry trade shows.*

On the web at [www.ica.com.tr](http://www.ica.com.tr).



performance threads and machines. For Dickson, our product lines include fabrics for awnings and sun protections as well as PVC materials for black-out fabrics and winter covers distributed to more than 500 active clients all around Turkey."

Solar protection is especially important in Turkey, which makes performance fabric offerings available through Dickson particularly important to ICA.

"The Dickson group is recognized as offering world-class expertise in the solar protection field," Kilbey said. "This expertise enables us to have the most innovative, durable and sun resistant products available. Design-wise, Dickson assures us of access to the most innovative patterns, color combinations and marketing materials available. Their customer-oriented approach and after-sales services are also essential advantages."

Burçin Salmaner serves as Dickson's market manager for Turkey and is the contact for ICA alongside Philippe Herrault, export manager for eastern European countries.

"ICA is the bridge into Turkey from different suppliers all over the world," Salmaner said. "They are one of the largest importers in

their segments which means that they are fulfilling demands for specific goods that are not manufactured domestically."

According to Salmaner, ICA not only provides access to world-leading brands and products, but maintains close contacts with customers in support of a solutions-based approach.

"ICA is a very solutions-oriented company which means they understand the needs of their markets and that inspires us to find solutions to satisfy those needs," she said. "When we introduce new products, ICA works closely with us to take those new offerings to market successfully; it's a very dynamic relationship and a win-win situation for everyone."

For ICA, the respect and beneficial relationship is mutual.

"Dickson people are highly experienced and not only make good colleagues, but also good friends," Kilbey said. "Their knowledge of markets and technical expertise gives us great confidence and comfort when working with our colleagues at Dickson."

# BELGIAN COMPANY CREATES INDOOR-OUTDOOR SOFAS







With the blurring of indoor and outdoor décor, demand continues to grow for furniture that can be used inside or out. Jardinico, a company based in Belgium with an international reputation for high quality cushions, is addressing this need with a new line of sofas developed with support from Dickson-Constant.

"There is definitely a market for outdoor sofas that offer casual fun to bring friends and family together," said Bruno Vandeputte, who owns Jardinico with his brother Bram. "Relaxing in comfort was the concept that led to the creation of this new line."

Jardinico's indoor-outdoor sofa line is called "Colors®," which emphasizes the availability of a wide variety of Sunbrella® fabrics. Based on a modern, modular design, items in the Colors collection can be used in a variety of settings that range from poolside to family rooms. Built-in handles make rearranging the modular units quick and easy.

"Our markets for the Colors collection include high-end furniture stores, as well as project developers and architects," Bruno said. "The modern design and modular concept along with the fact that we can deliver in three weeks in any color makes this collection one of a kind in the market."

Also making the Colors line distinctive is its construction, which features EZ DRY foam, a coating on interior surfaces and venting that allows water to pass through. Sunbrella fabrics were selected for their bright, fade-resistant colors, water resistance and durability. Jardinico and Dickson-Constant collaborated on the creation of the line, with Pieter Verhelst, indoor and outdoor furniture market manager, serving as the lead contact for Dickson.

"We have a close working relationship with Dickson as our

largest fabric supplier," Bruno said. "They provide daily delivery of fabrics, and we can assist their other customers when they need cushions on a short deadline."

Jardinico was established in 1999 as a manufacturer of cushions and children garments. In 2001, garment manufacturing was closed as the company focused on cushions; a second division of the company offers an extensive line of shade products, including garden umbrellas and decorative accessories. The company is headquartered in Avelgem, Belgium, with a production facility in Gorzow, Poland.

The company serves customers in the European Union, Asia, Australia and New Zealand with a focus on made-to-measure cushions for high-end furniture brands. Jardinico, which has been a Dickson customer for 14 years, is well regarded for its quality production and its ability to deliver cushions in three weeks in a variety of shapes and colors.

"Jardinico is a company focused on quality and on innovation, which makes our partnership with them an ideal match," Verhelst said. "The Colors collection has generated a great deal of attention in the marketplace as evidenced by the international trade shows we attend. It's a line that aligns perfectly with today's casual lifestyles."



On the web at [www.jardinico.com](http://www.jardinico.com).









# ENTREPRENEUR ADDS HIGH-TECH SKILLS TO AWNINGS



Jerry French had been working in the high-tech world of corporate America for several years when he decided it was time for a change. While he had been successful as a consultant assisting large companies with the installation of enterprise software, he and his wife had four small children at home and it was time for him to get off the road.

"In the awning business we saw a market where there weren't any defined national leaders and few large regional players," French said. "To us it was an untapped market where I could apply my business and technology background to create an efficient operation."

French formed his new company, named "Awnings Above," in Duluth, Ga., during 2005. His vision was for a company that would offer a broad array of related shading products, apply technology to all aspects of the business, focus primarily on commercial work while also pursuing targeted residential opportunities and expand throughout the Southeast.

"I didn't want to tie the business to a single product line, and we wanted to avoid seasonal peaks and valleys," he said. "Architects today specify all types of shade structures, including awnings, canopies and shutters. By offering a wide range of products, general contractors can hire us to do everything, which is a real advantage to them and to us."

The menu of products from Awnings Above ranges from fabric awnings and canopies to retractable awnings, shade sails and Bahama shutters. While the products are diverse, they can be supported with a common skill set by his team of 15 employees.

"We've seen a lot of growth in shade sails for commercial and residential projects," French said. "They're out of the ordinary and add a nice architectural touch to a home or office. There's also been a nice uptick in Bahama shutters that also have a great look."

In terms of the use of technology, French has used his corporate experience to bring added efficiency to his awning business.

"Technology has been a key to our success," he said. "It really adds efficiency to every part of the business from estimating to getting things fabricated to how we interact with customers. Large general contractors that we work with appreciate the ways we apply technology."

With its focus on commercial construction, the ability of Awnings Above to work on projects throughout the Southeast has also been essential.

"The geographic area we cover is a function of the relationships we've built over the years," he said. "Our customers want to work with us in a lot of different markets, so it's a real plus that we can meet their needs by traveling to their job sites."

French also enjoys growth opportunities in upscale residential communities, providing shade sails for residential common areas such as swimming pools and ball fields. Retractable awnings are also a growth opportunity with consumers.

"One of the things that's important to us are products that we don't have to fabricate," French said. "That's one of the attractive things about Solair® retractable awnings. When we order a Solair model all we have to do is schedule and install."

Solair retractable awnings from Trivantage are just one element of what French sees as a strategic partnership with Trivantage, Glen Raven's national distribution company.

"Trivantage is definitely one of our key partners in the business," French

said. "We have great relationships with everyone there and whenever we are faced with challenges, Trivantage steps up and addresses them."

Trevor McDaniel, account representative for Trivantage, serves as a primary point of contact for Awnings Above.

"Awnings Above is exciting to work with because Jerry wants to try new things and grow his business," McDaniel said. "He was one of the first to see the potential for shade sails and really ran with it. Shade sails are just one example of how Jerry is driven for success."

For French, the move from business computer software to awnings has been a fulfilling experience.

"In this business you have a tangible product where you can touch and feel the quality that you bring to the table," he said. "We've found that the construction industry has great people who we like working with. It's an open industry where you can build relationships and get things done."

On the web at [www.awningsaboveus.com](http://www.awningsaboveus.com).





## HUSBAND AND WIFE TEAM 'ALL IN' FOR MARINE CANVAS

Every small business owner understands the phrase “all in” when it comes to running a business. This phrase takes on even more significance when the owners are a husband and wife team, such as the case with Signature CanvasMakers of Hampton, Va.

“There really is no ‘off’ switch for our business,” said Chandler Clark, who runs Signature CanvasMakers with his wife, Charlene. “We both had other careers before we started this business, but now we’re together 24/7 and there really is no leaving the office. It’s on our minds all the time.”

The Clarks are passionate about their growing marine canvas business and find their partnership rewarding, exciting and fulfilling.

“We absolutely share the same vision and there is unequivocal trust between us as business owners and as husband and wife,” Charlene said. “Chandler and I are boaters as well as business owners so it’s a passion and a lifestyle for us as we look for opportunities to make the business more successful.”

Chandler, a retired senior chief in the U.S. Navy, had his sights set on the marine canvas business for many years, working pro bono

with a sail loft to learn the craft while stationed in New Orleans. After his retirement from the Navy, he returned to Virginia in 2006 where he partnered with an established canvas shop and further honed his skills. In 2008, he established Signature CanvasMakers and not long after Charlene left a 20-year career in marketing to join the business.

“The business had grown to the point that it was a challenge for Chandler to do everything – run the shop, meet with customers, manage the business,” Charlene said. “It was a leap of faith when I joined the business but it was something we needed to do to keep growing. Chandler is the craftsman, visionary, salesperson and the face of Signature CanvasMakers; he’s the expert in the field,” Charlene said. “My role is the business manager, operations and customer service.”

The division of labor is working well for the Clarks, who are avid boaters with a sailboat, fishing boat, dinghy and paddleboards. Their life on the water and in the business is part of the 24/7 nature of working in marine canvas.



"One of our greatest strengths is the fact that we are boaters, which gives us credibility with our customers who see us out on the water."

**CHANDLER CLARK**

On the web at  
[www.signaturecanvasmakers.com](http://www.signaturecanvasmakers.com).



**CHARLENE AND CHANDLER CLARK**

"One of our greatest strengths is the fact that we are boaters, which gives us credibility with our customers who see us out on the water," Chandler said. "We know the importance of quality work and getting the job right the first time. Our work keeps us close to a boating lifestyle and our customers are successful, happy people who enjoy being on the water just as much as we do."

The company's move in 2012 to a larger building not only provided much needed space for marine fabrication, but also led to the opening of a retail shop, "The Bay Scene," which specializes in upscale marine accessories and gifts. Signature CanvasMakers continues to see signs of growth within marine canvas following the challenging years of the recession.

"There are a variety of customers these days," Chandler said. "Boat owners who kept their old canvas for as long as they could, but now finally have to replace it and people who got a great deal on a boat and are ready to invest in upgrades. The marine business is coming back in increments. It's been slow, but it's coming back."

Success in the challenging world of marine canvas requires solid trade partners, which is where Trivantage® and Sunbrella® come into

the picture for Signature CanvasMakers. Trivantage provides access to an array of needed components, including Sunbrella fabrics.

"Chandler builds all of his canvas projects as if he were going to use them himself and only the best will do," said Len Stielper, mid-Atlantic sales manager for Glen Raven Custom Fabrics. "Charlene brings so much energy and animation to the business, and her background in marketing has been a big part of their success. The final ingredient, and perhaps the greatest attribute of Signature CanvasMakers, is Chandler and Charlene never lose sight of making a life, not just making a living."

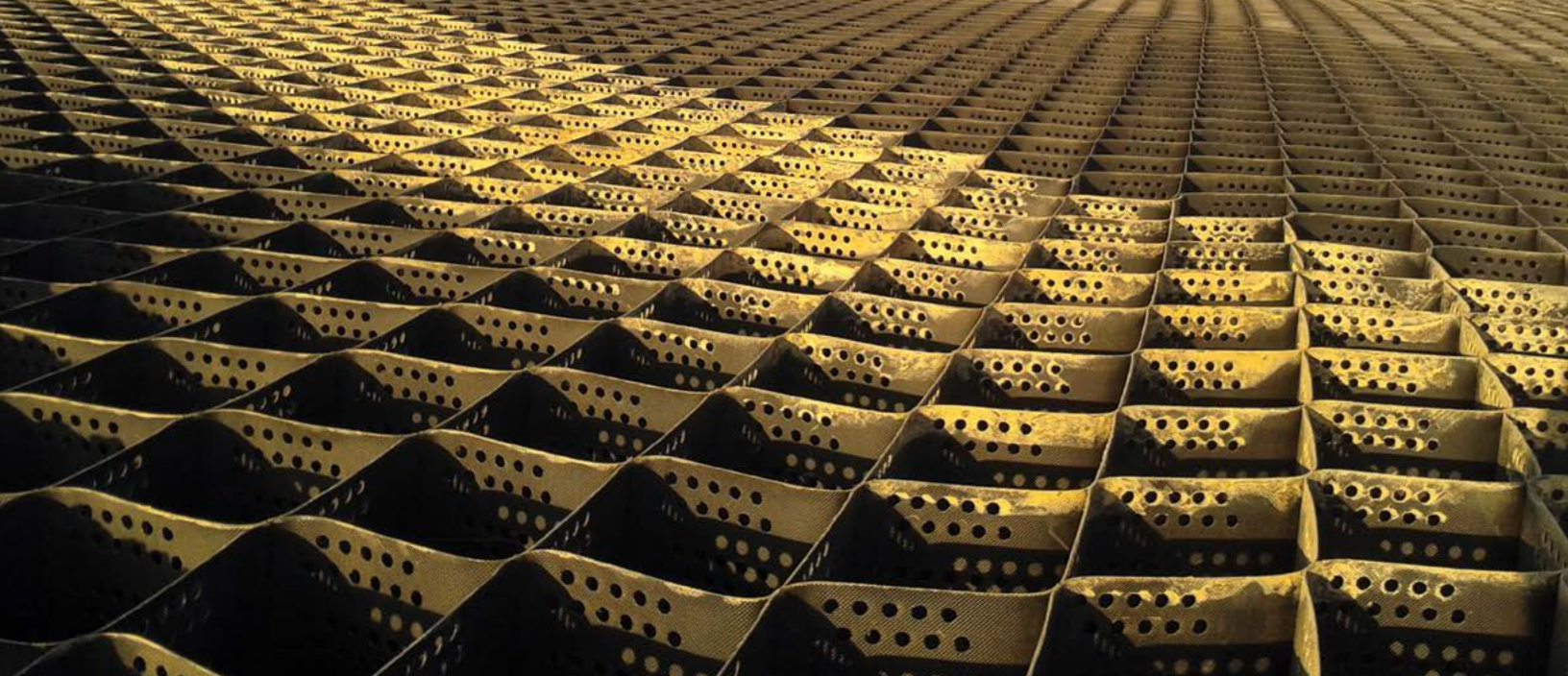
For Charlene and Chandler Clark, the opportunity to work with people who enjoy life on the water as much as they do is one of the greatest rewards of their business.

"What we love about this business is that every day is different and we meet very interesting people – people who have cruised all over the world and have great stories to tell," she said. "We're also fortunate to have a great team of employees; it's like a family here where we treat our customers as part of the family."





# STRATA CREATING GLOBAL BRAND IN GEOSYNTHETICS



With operations in the U.S., India and Brazil, Glen Raven's geosynthetics subsidiary, Strata Systems, is creating a global brand in soil stabilization technology that encompasses not only the manufacture of geogrid materials, but also technical design and construction.

Strata Systems became part of Glen Raven in 2007 as part of the company's acquisition of John Boyle & Company. Since then, Glen Raven Technical Fabrics has invested in continuing innovations in geogrid materials as well as global expansion that encompasses not only the U.S. market, but also India and Brazil. Strata's products and technical expertise are used to stabilize soils in a wide variety of applications including highway construction and retail, residential and commercial development. Through the use of its solutions-driven approach, construction is made possible both technically and financially in sites that otherwise would not be feasible for development.

Strata India, which began operations in 2004, has grown from a marketing office of four to a workforce of 160 that not only manufactures Strata geogrid products in India, but also designs and builds crucial elements of the country's infrastructure, including retaining walls and reinforced steep slopes for highways, overpasses, industrial sites, landfills and power plants. Strata India also manu-

factures Strataweb™ geocells and is a licensee for design and construction of BEBO® precast segmental concrete arch bridges.

Strata's work in India has included a number of milestone events that have solidified its reputation as one of the nation's leading providers of geogrid solutions. These projects have included construction of one million square feet of retaining walls in only six months and execution of the country's largest retaining wall contract at 2.7 million square feet.

In September 2013, Glen Raven completed a joint venture agreement with Geo Soluções, a 12-year-old company founded in Sao Paulo, Brazil, by Victor and Julio Pimentel, who are brothers. The company originally focused on the licensing of innovative segmental retaining wall systems invented by Victor. About five years ago, the company began to expand into geotechnical engineering services and today offers design and construction services, as well as Strata's products, with a staff of nearly 200.

"Brazil's needs for infrastructure are accelerating and with Glen Raven's investment our company can continue to grow to meet those needs," Victor said. "We will not only introduce Strata





The Strata executive management team includes, left to right, Victor Pimentel, president of Strata Brazil; Chip Fuller, president of Strata Systems; and Narendra Dalmia, CEO of Strata India.

Glen Raven's geogrid subsidiary, Strata, is providing soil stabilization solutions throughout the world from operations in the U.S., India and Brazil. Strata's geogrid materials and technical expertise are being applied to a diverse range of projects, including public and private construction, highway building, landfills and oil and gas infrastructure.



geogrid products in Brazil, but we will also have access to the technical knowledge from Strata in the U.S. and India."

Geo Soluções has completed more than 100 projects that typically entail the construction of retaining walls and stabilization of steep slopes, which are crucial for construction in Brazil's mountainous terrain. Among the company's many projects are Rodoanel, a 110-mile beltway in Sao Paulo, and Aerovale, the nation's first large private airport.

Chip Fuller, president of Strata Systems, had been searching for an opportunity to enter the Brazil market for several years before he met Victor. Over a two-year period, they worked together to formulate a joint venture agreement and operating plan that leverages capabilities throughout the Strata global operation.

"Our goal is to grow the Strata brand globally as one of the leaders in geogrid technology," Fuller said. "We now have excellent partners in India and Brazil who are eager to share their knowledge and resources to make that goal a reality."

Fuller envisions global collaborations among its operations in the U.S., India and Brazil as engineers and marketers share their knowledge and experience. A Strata global technology summit was held in May of this year.

"We are continuing to improve our products in India through our hands-on experience in all aspects of geosynthetics, from geogrid and concrete block manufacturing to actual construction," said Narendra Dalmia, CEO of Strata India. "By using our own products in construction, we have a much deeper understanding of every aspect, which creates opportunities for continual innovation."

On the web at [www.geogrid.com](http://www.geogrid.com).





GLEN RAVEN

## GLEN RAVEN, INC. ADOPTS NEW CORPORATE IDENTITY

Glen Raven, Inc. has introduced a new logo and corporate identity reflecting the company's continuing commitment to innovation and ingenuity in meeting customer needs around the world. Subtle shades of gray and green have replaced bright red and green and refinements have been made to the company's "ribbon raven." Introduction of the new identity is being phased in worldwide.

"Our new corporate identity symbolizes collaboration, creativity, ingenuity, sustainability and innovation," said Hal Hunnicutt, vice president of marketing. "We refined our iconic raven as a forward-looking symbol for new ideas, optimism for the future and a rich heritage. The green color acknowledges that working together creatively is how we choose to do business, and gray represents opportunities offered by leading edge technology

in how our products and services are designed, manufactured, marketed, delivered and serviced."

The previous Glen Raven corporate identity was adopted more than 15 years ago in recognition of the company's commitment to pursue a vision that was market driven and globally focused. Adoption of the new identity signifies Glen Raven's successful transformation from a traditional textiles company and continued commitment to advance as a global solutions provider.

"The innovation culture at Glen Raven has accelerated over the last decade, and creativity has taken us into new markets around the globe," Hunnicutt said. "Glen Raven protects coal miners in West Virginia, soldiers in the Middle East and petroleum workers



1880



1990



2013



2014



"Our new corporate identity symbolizes collaboration, creativity, ingenuity, sustainability and innovation"

**HAL HUNNICUTT**



EN<sup>®</sup>

in Texas. We reinforce highways in the U.S., India, and Brazil and we accent luxury resorts in exotic destinations while helping to purify drinking water in third-world countries. We promote energy conservation throughout Europe and we turn humble decks and patios into outdoor rooms."

The new corporate identity is prominent in the redesign of the corporate website at [www.glenraven.com](http://www.glenraven.com). The new site emphasizes Glen Raven's breadth of products and services created to provide customer solutions in a variety of industry segments. Also featured on the new site is the company history, vision and values, leadership team and global locations.



On the web at [www.glenraven.com](http://www.glenraven.com).

*A new corporate website incorporates the new identity and features the broad array of markets in which Glen Raven is a leading solutions provider.*

# INTRODUCING GLEN RAVEN'S GLOBAL STRATEGY TEAM

Glen Raven has created a "Global Strategy Team" consisting of members of management from around the world and chaired by Eugene Deleplanque, president of our Dickson subsidiary in France.

Focused on supporting Glen Raven's mission, vision and values, the team was created to recommend strategic opportunities to Glen Raven's Executive Committee both within and outside of the company's traditional markets. Additionally, the team is charged with identifying strategic challenges and solutions while also recommending systems and methods to improve Glen Raven's international integration and capabilities.

In this issue of the Raven magazine, we are introducing members of the team who have years of experience that encompass all aspects of Glen Raven's global operations, from marketing to manufacturing and from supply chain management to customer service. This team is dedicated to making Glen Raven a stronger company that is better able to provide the innovative products and services our customers need.



**JOHN MELSON**



**JOHN COATES**



**XAVIER CHRISTOPHE**



**VINCE HANKINS**



**THIERRY MOSA**



**SUZIE ROBERTS**





**STEVE HUNDGEN**



**HUA LI**



**CHIP FULLER**



**CRAIG YOKELEY**



**DAVID CORFMAT**



**EUGENE DELEPLANQUE**



**LEE WHITNEY**



**RANDY BLACKSTON**



**PATTI BATES**



**PATRICK RAGUET**



**JOHN MELSON**

Vice President, Strategic Planning  
Glen Raven Technical Fabrics

Strategic business planning – 13 years with Glen Raven – Formerly chief operating officer of a textiles company and commercial banker with a major New York bank – BA in economics from Middlebury College and MBA from the University of Michigan

**STEVE HUNDGEN**

Vice President of Sales and Marketing  
Glen Raven Technical Fabrics

Multi-market sales management – 22 years with Glen Raven – Career experiences include management with a leading supplier of yarns and fabrics – BA in mathematics from Boston University

**HUA LI**

General Manager, Glen Raven Asia

Asian business unit management – 9 years with Glen Raven – Led team in start-up and management of Glen Raven Asia – Prior experience with textile companies in China and Indonesia – BS in textile apparel and technology and an MS in textile technology from NC State University

**CHIP FULLER**

President/Managing Director  
Strata Systems

Management of international geogrid business – 7 years with Glen Raven – More than 30 years of experience in the civil engineering products industry – BS in Ocean Engineering and MBA from Florida Atlantic University

**CRAIG YOKEYLEY**

Vice President of Operations, Trivantage

Operational efficiency for Trivantage network – 14 years with Glen Raven – Formerly director of manufacturing services at Sunbrella® manufacturing center in Anderson, S.C. – BS in mechanical engineering from NC State University

**DAVID CORFMAT**

General Sales Manager, Dickson-Constant

International sales management – 18 years with Dickson – Formerly director of industrial sales with a Spanish company – Studied at Ecole Supérieure du Commerce Extérieur in Paris

**EUGENE DELEPLANQUE**

President/Managing Director  
Dickson

International business unit management – 34 years with Dickson – International sales and marketing experience spanning North and South America, South Africa and Europe – Completed university studies in business and economics in Paris

**LEE WHITNEY**

Assistant General Manager, Trivantage

Ongoing operations, human resources, finance, IT and customer service – 13 years with Glen Raven – Prior experience in financial management in agriculture, textiles and banking – BS in business administration and economics from High Point College and MBA from Wake Forest University

**PATRICK RAGUET**

Marketing Director  
Dickson-Constant

Management of design, product development, research and development, brand management and integrated communications – Prior experience in international publishing – 13 years with Dickson – Studied at the IEA business school in Paris

**PATTI BATES**

Vice President, Operations  
Glen Raven Technical Fabrics

Management of multiple manufacturing centers – 25 years with Glen Raven spanning industrial engineering, human resources, planning, purchasing, customer service and product development – AA and AS from Peace College and BS in textile management from NC State University

**RANDY BLACKSTON**

Vice President of Operations  
Glen Raven Custom Fabrics

Operational management including Sunbrella manufacturing center in Anderson, S.C. – 21 years with Glen Raven including Anderson Plant design team, process engineering, manufacturing manager and sustainability leader – BS in textiles from Clemson University and associates in industrial management and quality engineering from Tri County Technical College

**SUZIE ROBERTS**

Vice President of Sales – Americas  
Glen Raven Custom Fabrics

Sales management spanning awning, marine and upholstery – 23 years with Dickson and Glen Raven encompassing customer service, residential, casual and decorative fabrics markets – Attended Georgia Southern University

**THIERRY MOSA**

General Manager, Dickson PTL

Management of French subsidiary specializing in technical fabric solutions – 16 years with Dickson including R&D, sales, marketing and technical team management – Engineering studies in textiles and polymer chemistry

**VINCE HANKINS**

Industrial Business Manager  
Glen Raven Custom Fabrics

Market and product management for awning and marine segments – 22 years with Glen Raven in technical sales, business development and management within various business units – BS in textile chemistry from NC State University

**XAVIER CHRISTOPHE**

General Manager, Dickson Saint Clair

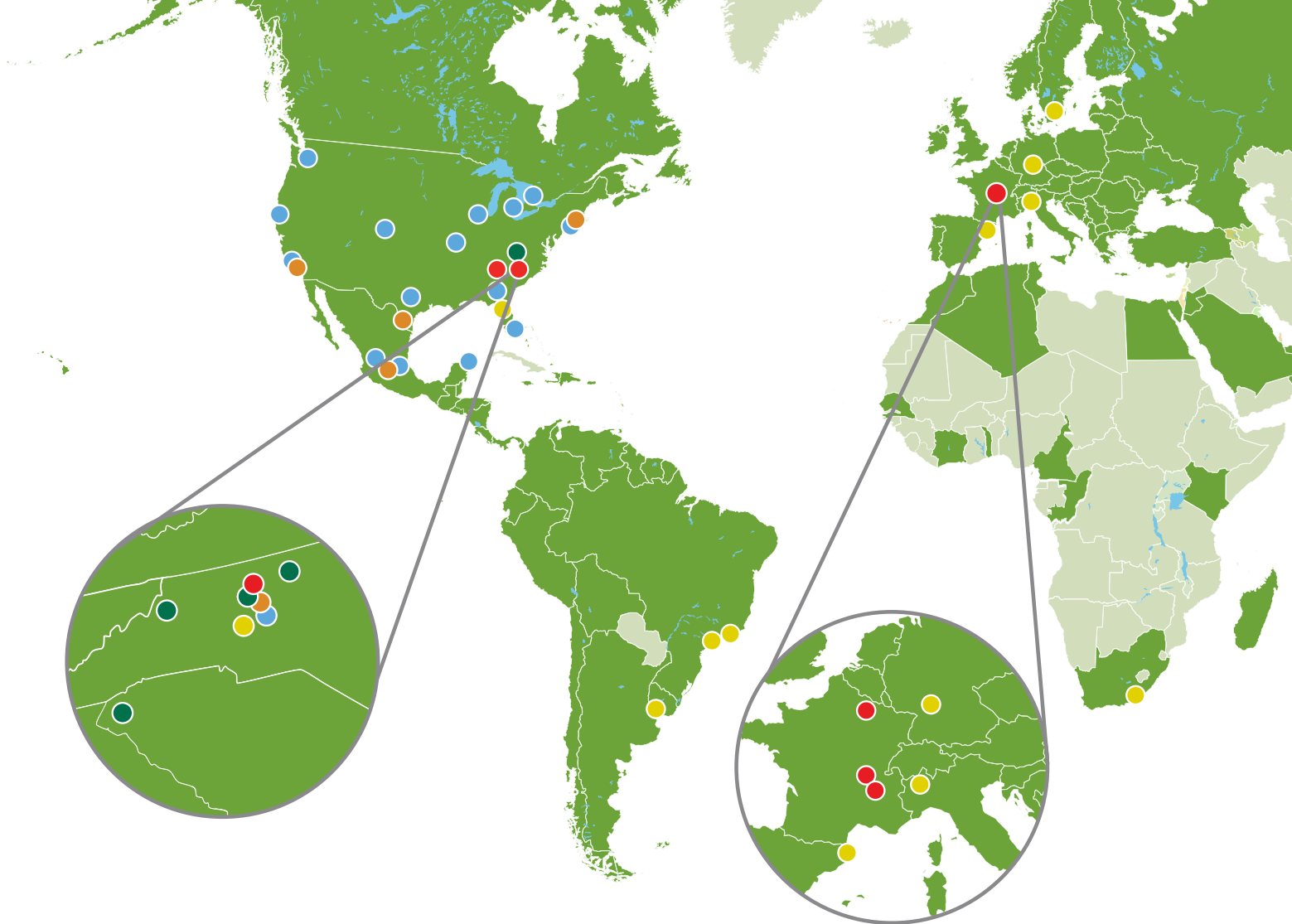
Business unit manager specializing in materials for industrial tarps, solar protection and printed media fabrics – 25 years with Dickson in manufacturing, product development, sales and marketing – Degree in mechanical engineering from Ecole Centrale de Lyon

**JOHN COATES**

Vice-President, Supply Chain  
Glen Raven Custom Fabrics/Trivantage

Strategic supply chain management for Glen Raven Custom Fabrics and Trivantage – 19 years with Glen Raven as corporate process engineer, engineering manager and vice president of research and development – BS in industrial engineering from NC State University





# GLEN RAVEN GLOBAL LOCATIONS

## GLEN RAVEN, INC.

- Corporate Office  
Glen Raven, NC  
336.227.6211

## GLEN RAVEN CUSTOM FABRICS

- Corporate Office  
Glen Raven, NC  
336.227.6211
- Anderson Plant  
Anderson, SC  
864.224.1671
- Burlington Plant  
Burlington, NC  
336.227.6211
- Norlina Plant  
Norlina, NC  
252.456.4141
- High Point Showroom  
High Point, NC  
336.886.5720

## GLEN RAVEN TECHNICAL FABRICS

- Corporate Office  
Glen Raven, NC  
336.227.6211

- Burnsville Facility  
Burnsville, NC  
828.682.2142
- Park Avenue Facility  
Glen Raven, NC  
336.229.5576

## TRIVANTAGE

- Corporate Office  
Glen Raven, NC  
336.227.6211
- Consolidated Distribution Center  
Mebane, NC  
877.540.6803
- Texas Distribution Center  
Irving, TX  
800.786.7610
- Washington Distribution Center  
Tukwila, WA  
800.213.1465
- Southern California Distribution Center  
City of Industry, CA  
800.841.0555
- Northern California Distribution Center  
Hayward, CA  
800.786.7607

- Colorado Distribution Center  
Denver, CO  
800.786.7609
- Florida Distribution Center  
Miami, FL  
800.786.7605
- Georgia Distribution Center  
Lithia Springs, GA  
800.786.7606
- Illinois Distribution Center  
Elmhurst, IL  
800.786.7608
- Ohio Distribution Center  
Cleveland, OH 44113  
800.786.7601
- Missouri Distribution Center  
Maryland Heights, MO  
800.786.7603
- New Jersey Distribution Center  
Somerset, NJ  
800.786.7602

## TRICAN CORPORATION

- Mississauga, ON  
Canada  
800.387.2851

## TUNALI TEC

- Tunali Tec Cuernavaca  
Jiutepec, Morelos  
Mexico  
800.00.88625
- Tunali Tec Guadalajara  
Guadalajara, Jalisco  
Mexico  
800.00.88625
- Tunali Tec Cancun  
Cancun, Quintana Roo  
Mexico  
800.00.88625

## DICKSON-CONSTANT

- Corporate Office  
Wasquehal, France  
33.(0)3.20.45.59.59
- Dickson-Constant Italia SRL  
Gaglianico, Italy  
39.015.249.63.03
- Dickson-Constant GMBH  
Fulda, Germany  
49.(0)661.380.82.0
- Dickson-Constant Nordiska AB  
Goteborg, Sweden  
46.31.50.00.95



- Corporate
- Distribution
- Manufacturing
- Sales/Service
- Logistics
- Countries Sold Into

- Sales Office  
Barcelona, Spain  
34.93.635.42.00

**DICKSON COATINGS**

- Dickson PTL  
Dagneux, France  
33.(0)4.37.85.80.00
- Dickson Saint Clair  
Saint Clair de la Tour, France  
33.(0)4.74.83.51.00

**STRATA SYSTEMS**

- Corporate Office  
Cumming, Georgia  
800.680.7750

**STRATA GEOSYSTEMS (INDIA)**

- Corporate Office  
Mumbai  
0091.22.40635100
- Daman Plant  
Bhimpore, Daman  
91.260.2220160

- Hyderabad Sales Office  
Hyderabad  
0091.040.40037921

- Gurgaon Sales Office  
Gurgaon, Haryana  
0091.9321728585

**GEO SOLUÇÕES, (A STRATA COMPANY)**

- São Paulo, Brazil  
11.3803.9509
- Rio de Janeiro, Brazil  
11.7813.2008

**GLEN RAVEN ASIA**

- Corporate Office  
Jiangsu Province, Suzhou  
86.512.6763.8151
- Sales Office  
Xuhui District, Shanghai  
86.21.5403.8385
- Sales Office  
Haidian District, Beijing  
86.10.6870.0138
- Sales Office  
Luohu District, Shenzhen  
86.755.2238.5117

**SUNBRELLA/DICKSON GLOBAL**

- Northern Latin America Sales Office  
Fort Myers, FL  
239.466.2660
- Southern Latin America Sales Office  
Montevideo, Uruguay  
+59826013143
- Northern Pacific Rim Sales Office  
Xuhui District, Shanghai  
86.21.5403.8385
- Vietnam Sales Office  
Ho Chi Minh City, Vietnam  
+84.8.38.27.72.01
- Indonesia Sales Office  
Jakarta, Indonesia  
62.21.5289.7393
- South Pacific Rim Sales Office  
New South Wales, Australia  
61.2.997.44393
- South Africa Sales Office  
Port Elizabeth, South Africa  
+27.(0)41.484.4443

**GLEN RAVEN LOGISTICS**

- Corporate Office  
Altamahaw, NC  
800.729.0081
- Laredo Office  
Laredo, TX  
956.729.8030
- Mexico Sales Office  
Mexico City, Mexico  
525.55.561.9448
- New Jersey Terminal  
Avenel, NJ  
800.729.0081
- California Terminal  
City of Industry, CA  
800.729.0081
- Texas Terminal  
Laredo, TX  
800.729.0081

**R.J. STERN**

- Wilkinson, WV  
800.292.7626