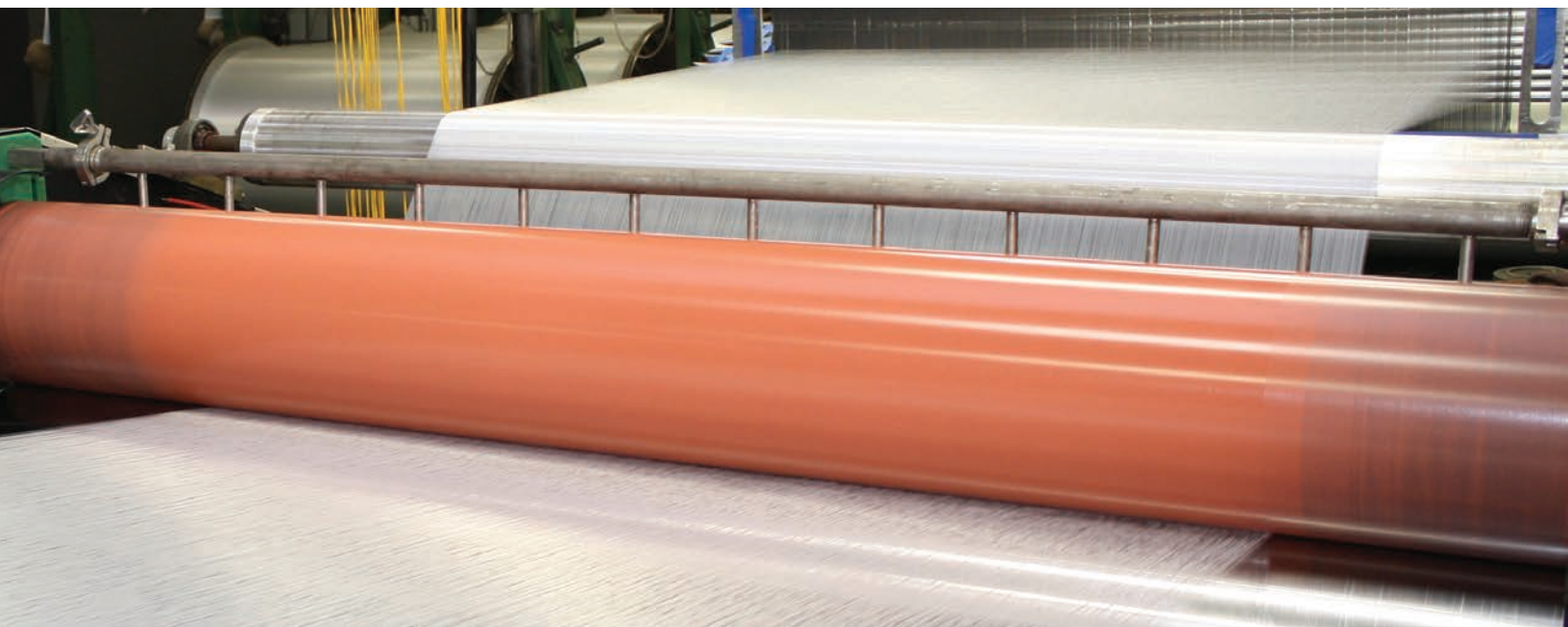


RAVEN

| Issue No. 20 |





Dear Readers,

For this issue of the Raven magazine, we're offering an update on Glen Raven and our three business units – Glen Raven Custom Fabrics, Glen Raven Technical Fabrics and Trivantage. We selected this theme because we want to communicate how we are working hard to provide innovative products and services to our customers all around the world.

Glen Raven Custom Fabrics continues its deep commitment to the support of the Sunbrella® brand, which we believe adds value to every awning, boat cover and upholstered item in which it's featured. Sunbrella brand support this year includes a substantially expanded marketing communications program, investments in our manufacturing centers and continuing innovations in the design and performance features of our fabrics.

Glen Raven Technical Fabrics is a diverse business unit focused on value-added solutions that span an array of markets, including automotive, protective workwear, mining, geosynthetics and water filtration. In all of its product endeavors, Technical Fabrics is working in partnership with other companies who complement our resources, resulting in innovations that would not be possible by any one company working alone.

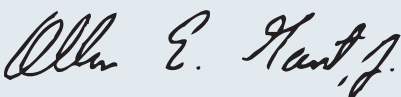
Trivantage, our distribution subsidiary, is in the final stages of a multi-year transformation that has included the construction of a state-of-the-art consolidated distribution center and the recent launch of new information technology. Major changes are now behind us as Trivantage envisions steady gains in efficiency and customer service levels.

In preparing this issue, we wanted to go beyond the description of broad business strategies and give our readers an opportunity to meet some of the people who are on the front lines of producing quality products and serving customers. As you read about our various business units, you will also have an opportunity to meet people such as Farrell Hedrick, a process engineer in weaving at our Burnsville Plant who has trained with some of the world's leading weaving machine innovators.

You'll also meet Regan Hinson, a color technician at our Park Avenue Finishing Plant who has received accolades from new car builders concerning her ability to provide exact color matches; Kevin Wild, who is supporting customers in the U.K. and Ireland with Sunbrella and Dickson product information; Linda Barbuto, a Sunbrella fabrics designer with a special knack for shepherding fabrics from vision to reality; and many others.

As you read the stories of these Glen Raven associates, we believe you will sense their commitment to our customers and gain a deeper appreciation that we are all in this together. Your success is our success, and with a focus on quality, innovation and people, the outlook is bright indeed.

Thank you.



Allen E. Gant, Jr.
President and CEO
Glen Raven, Inc.



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ON THE COVER Glen Raven associates from all around the world are serving customers with quality products and services while creating innovative new ideas.

Top row, left to right, Rudie Bingham (Trivantage – Dallas), Gautam Dalmia (Strata – India), Ulrike Butin (Dickson – PTL).

Second row, left to right, Gregory Lejeune (Dickson-Constant), Xiaohong Deng (Glen Raven Asia), Randy Coggins (Glen Raven Logistics).

Third row, left to right, Fred Moore (Glen Raven Custom Fabrics), Mellisa Gravitis-Bagwell (Trivantage – Atlanta), Keith Purves (Trivantage – Miami.)

INSIDE COVER Trivantage Consolidated Distribution Center in Mebane, North Carolina.

GLEN RAVEN CUSTOM FABRICS FOCUSING ON SUNBRELLA® BRAND

The overriding mission of Glen Raven Custom Fabrics is support for the Sunbrella® brand, spanning research and development, manufacturing, design, marketing and branding. Throughout its 50-year history, the Sunbrella brand has continually evolved, and this commitment to sustained improvement and brand support continues today.

“The Sunbrella brand adds value for all of our customers’ products, encompassing awning, marine, upholstery and contract markets,” said Leib Oehmig, president of Glen Raven Custom Fabrics. “We are investing significantly in all aspects of brand support, including our manufacturing centers, research and development and marketing services. It’s essential that we keep the Sunbrella brand strong and growing.”



◀ Wendy Shoffner

Director of Customer Service | Custom Fabrics

A team of 14 customer service representatives watch over the telephones at Glen Raven Custom Fabrics, fielding calls from trade customers and consumers alike. When you call Glen Raven, you get a live person on the line, ready to answer any question. Leading this group is Wendy Shoffner, director of customer service, a 20-year Glen Raven associate.

“We see ourselves as the front line, the voice of Glen Raven, and we want every caller to know that we value them as a customer and will do everything possible to meet their needs. Our team is well seasoned in the Sunbrella brand, and there’s great satisfaction when we know we’ve helped a caller: whether it’s a customer checking on the status of an order or a consumer asking where they can buy Sunbrella fabrics.”



▲ Brandon Hughes Technical Service Specialist | Custom Fabrics

The primary mission of the Technical Services team at Glen Raven Custom Fabrics is resolution of warranty claims as quickly and as fairly as possible. An equally important mission is to view claims as opportunities to find new ways to improve. Brandon Hughes, a 20-year Glen Raven associate, has been a member of Technical Services for 17 years.

“We want our customers to know that when they buy the Sunbrella brand, they are also buying the service that stands behind the product. We work closely with our customers to resolve issues, and we’re here to provide information and guidance to customers and to our manufacturing and sales teams to prevent issues from coming up again. By analyzing claims and by listening to our customers, we find ways to continue improving.”



▲ **Fred Moore** Expediter | Custom Fabrics

Each weekday morning Fred Moore, expeditor at Glen Raven's Anderson Plant, convenes a meeting at 8:30 with the plant manager and managers of finishing, inspections and planning. The objective is to review priority items for the day and gain consensus that essential orders can make their way through the plant and out the door to customers. Fred, a 36-year Glen Raven associate, follows priority shipments throughout the day.

"By monitoring the flow of priorities, I can spot bottlenecks. There may be a roll of fabric that has completed weaving, but hasn't been taken off the weaving machine and moved to finishing. I can alert weaving that the roll needs to be doffed and moved along. It's that type of attention to detail that keeps us on track. We communicate well as a team across all departments. There's a positive attitude and if you ask for someone's help, they will jump right in."

▶ **Debra Gann**
Cost Specialist | Custom Fabrics

As a cost specialist, it's Debra Gann's job to analyze detailed information concerning the construction and content of every Sunbrella style so that a fair and accurate price can be computed. At the same time, Debra, a 30-year Glen Raven associate, plays a key role in monitoring inventory values for reporting purposes.

"I've seen tremendous growth in Sunbrella since I joined the company. In 1984, we had a very limited number of styles that I could name from memory. Today, we not only have hundreds of different styles, but the complexity of our fabrics has increased tremendously from plain weaves to multicolored jacquards using many different yarns. I'm here to assure that when a customer orders fabric, the costing is done as accurately as possible."





EXPANDED MARKETING SUPPORT

During 2013, Glen Raven launched a significantly enhanced marketing communications program for the Sunbrella brand, including increased print and online advertising, a new website, growing social media presence and a consumer electronic newsletter.

One of the most important areas of growth for Sunbrella brand marketing is in the category known as brand experiences, which include placement of Sunbrella fabrics within designer show homes all across the country. These special events result in significant news media coverage and firsthand exposure for thousands of consumers who are eager for the latest ideas in home décor. Brand experiences also include outreach to key market influencers such as architects and interior designers through presentations and special promotions.

◀ Jeff Adams Plant Engineer | Custom Fabrics

As plant engineer for Glen Raven's Anderson Plant, it's Jeff Adams' job to ensure that the million-square-foot plant runs smoothly and reliably. He is also charged with helping it run more efficiently and "greener" as Glen Raven pushes to control costs while protecting the environment through a reduction in the use of energy and other resources. A 26-year veteran of Glen Raven, Jeff heads a team of 17 associates that includes virtually every trade specialist: from electrical and welding to HVAC and plumbing.

"We have reduced energy consumption at the Anderson Plant through multiple projects, including the installation of variable frequency drives on all HVAC fans and the replacement of metal halide light fixtures with T5 fluorescent fixtures. Water consumption has been reduced by more than 10 million gallons a year. Operating our plant efficiently requires having the right people in the right places with good leadership. The job becomes more technical every year, but we just take it one day at a time."

▶ Janet Foster

Accounts Payable Manager | Custom, Technical, Trivantage

When it comes to accounts payable, Janet Foster follows the Golden Rule: do unto others as you would have them do unto you. A 25-year veteran of Glen Raven, Janet was recently placed in charge of a consolidated accounts payable service area for Custom Fabrics, Technical Fabrics and Trivantage. The goal of her team is the efficient processing of payments to the vendors that Glen Raven relies upon to serve its customers.

"Our new system is helping us improve our relationships with suppliers, allowing them to submit invoices electronically, which saves them time and money. With everything electronic and virtually paperless, it's easy to answer questions and to research issues. My experience at Glen Raven has been that we are on the cutting edge of new ideas that will make us more efficient for the ultimate benefit of customers. We want our vendors to have a good feeling about Glen Raven because we depend on each other to serve our customers."



PROVIDED FOR SUNBRELLA® BRAND

Within the expanded marketing communications program this year, Glen Raven introduced a “Sunbrella Home” strategy. While Sunbrella is well established in product categories such as awnings and outdoor upholstery, the use of Sunbrella on indoor upholstery is relatively new, as are products such as throws and rugs.

Through the Sunbrella Home positioning, Glen Raven is emphasizing how Sunbrella fabrics are ideal for every aspect of the home, from decks and patios to family and dining rooms. The photos used in the new ad campaign and on the website support this positioning with compelling imagery that has been well received by both consumers and the trade.

▼ Gray Stout

Process Engineer | Custom Fabrics

To meet customer needs for diversity in upholstery fabrics, Glen Raven Custom Fabrics has created a new yarn plant in Burlington, N.C., custom designed for flexibility. This new facility, located inside an existing building, is incorporating an innovative machine layout that will support the production of specialty yarns to be woven at Anderson Plant. Gray Stout, a process engineer with Glen Raven and an associate since 1993, is a member of the team that has guided the creation of this new facility.

“It was exciting to see the new yarn plant come together. It began with blueprints and proposed layouts in 2008 and has progressed through many iterations. We will be producing high quality yarns, and we’ll be capable of providing a greater variety of colors in support of our customers. It will be a facility that we can be proud of, and it will make a positive contribution.”



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▶ Wendy Miller

Customs Compliance Manager | Custom Fabrics

As customs compliance manager, Wendy Miller assures that when Glen Raven Custom Fabrics ships products to locations as remote as Australia, all of the legal requirements for customs clearance are met so the fabrics arrive safely and on time. Wendy, who has been with Glen Raven since 1999, is also an encyclopedic resource for Glen Raven customers anytime they have questions related to customs regulations and international trade.

“International trade has grown more complicated over the years as global commerce has increased and as new security regulations have been implemented since 9/11. We are readily available to customers when they have questions concerning shipments, including free trade agreements, tariffs and customs regulations. We have helped customers in numerous situations, and we often work with smaller companies that don’t have customs specialists on staff.”





▲ **Jodie Kraushaar** National Retail Accounts Specialist | Custom Fabrics

Service to the customers of Glen Raven Custom Fabrics begins with Sunbrella fabrics, a brand that has been built over a 50-year period and renown for beauty, comfort and durability. But the story doesn't stop there. Adding value to the Sunbrella brand is warranty protection, communications support and marketing services. This model of one-stop product and marketing support continues to be successful with leading national retailers through a commercial team that focuses on this segment. Jodie Kraushaar, national retail accounts specialist and a 25-year Glen Raven associate, is a vital part of that team which also provides coordination among retail buyers, manufacturers and Glen Raven.

"Glen Raven has the resources and the commitment to support all of the markets we serve from end-to-end, beginning with product design and carrying through to production, supply chain management and marketing support, right down to the point of sale. Our knowledge of various markets allows us to help buyers in making fabric selections, and then we follow through with order placement, production planning and meeting tight delivery schedules. It's crucial that we handle many different areas to meet our customers' needs."

▶ **Linda Barbuto**
Designer | Custom Fabrics

Glen Raven Custom Fabrics has the word "custom" in its name for a very good reason – the company's ability to develop exclusive offerings that reflect its customers' brands and that reach specific market segments. Linda Barbuto has been a member of the Sunbrella design team for eight years, working directly with customers in designing unique creations, and shepherding these creations through the production process to ensure a quality, durable fabric that is true to design inspirations.

"Customers appreciate our ability to forecast color trends, which they can apply in creating fabrics for their brands. Our Sunbrella design team travels across Europe and Asia, and from this exposure we develop trend presentations on colors and patterns that customers find valuable in creating their own fabric lines. In addition to the design phase, we work with the Anderson Plant for quality testing and to assure that the final creations can be produced efficiently and with the quality that our customers expect."





▶ Pat Craft

Product Development Coordinator | Custom Fabrics

Sunbrella fabrics represent a balance of beauty and technology. The fabrics must look and feel wonderful, while also sustaining the Sunbrella brand promise of durability and easy care. These two attributes of Sunbrella come together every day on Pat Craft's desk at the Glen Raven Anderson Plant. It's her job to provide a link between design inspirations and technical considerations. A 25-year Glen Raven associate, Pat coordinates the latest offerings from the Sunbrella design team, consulting with textile engineers and manufacturing as these styles are detailed, entered into the system and produced.

"Change is a constant. There are new styles all the time with new constructions and new yarns. Our designers are creating beautiful fabrics, and we make sure that everything comes together in fabrics that are beautiful and technically correct. With the greater complexity, it's more important than ever that everything is checked and double-checked and that there is good coordination among the designers, engineers and weaving."



▶ Malvin Hargrove Manufacturing Manager | Custom Fabrics

Located just a few miles from the Virginia border in the farming community of Warren County, North Carolina, Glen Raven's Norlina Plant is an essential element in the success of the Sunbrella brand. The associates at Norlina are a crucial source of quality yarns that are woven into Sunbrella fabrics, all under the watchful eye of Malvin Hargrove, Norlina manufacturing manager and a 30-year veteran. It's Malvin's job to assure that safety, quality and production remain the top three objectives every day.

"To be an effective manager, you have to know all of your people as individuals, what makes them tick, and you have to earn their respect by leading by example. I spend 80 percent of my time on the floor, not in the office. It's on the floor where the product is made and that's where I need to be. Every day is a new challenge and that's what makes this job exciting. We are never really there. We are always reaching for another plateau – the next level."

DICKSON MEETING CHALLENGES OF EUROPEAN ECONOMY

Glen Raven's Dickson associates in France are responding well to the troubled European economy through production process enhancements, Sunbrella and Dickson brand marketing, and more efficient distribution through a new logistics center and the introduction of new products, such as a commercial woven flooring line.

Custom Fabrics' other global business unit, Glen Raven Asia, continues to perform well as Glen Raven serves manufacturers in this region and as the domestic Asian economy evolves. Our Glen Raven Asia associates are partnering with domestic companies throughout the region, providing Sunbrella fabrics along with merchandising and retail channel support.



◀ Alexia Hermant

Sales Assistant – France | Dickson-Constant

Alexia Hermant joined Dickson-Constant in January of this year as a sales assistant serving customers in Paris and surrounding cities. She is the primary point of contact for customer orders arriving by phone, email and fax, verifying inventories and delivery dates. Alexia also assists customers with samples and resolving any issues related to quality.

“We are in a key position, listening to the customer and being available to assist in any way needed. It’s important that my customers know that they can count on me every time. This job involves a team spirit between the sales assistants and sales representatives who are on the ground. The service we offer our customers is just as important as good quality products.”

▶ Jean-Paul Paccalet Technical Quality Manager | Dickson PTL

After 22 years as a production team manager with Dickson PTL, Jean-Paul Paccalet is today applying his hands-on knowledge as technical quality manager. He reviews customer quality issues, gathering all of the facts, analyzing the issues and resolving claims to the customer’s satisfaction. Equally important, Jean-Paul, who joined Dickson in 1989, focuses on how customer claims can be used to develop process improvements that result in stronger product offerings from Dickson PTL.

“My work is diverse and requires a deep knowledge of Dickson PTL products. We conduct detailed tests in order to promote the use of innovative materials that can better meet the needs of our customers. I am involved in the various aspects of the production process, which enables me to recommend changes to improve product quality. As quality manager, I have to be autonomous and rigorous, but also communicate well because teamwork is essential to quality improvements.”



◀ Gregory Lejeune

Dealers Network Communication Manager | Dickson-Constant

The Dealers Network is an essential part of Dickson-Constant’s customer service model, providing support for the marketing of awnings throughout Europe. Gregory Lejeune, who joined Dickson-Constant in 2012, provides multi-channel marketing support for network members, including concept store designs, point-of-sale advertising, special events and promotions.

“I am in close contact with our dealers to understand their issues and challenges. We bring them concrete solutions to support their businesses and generate results in the field. During such challenging economic times, marketing and communications have never been more essential. Our marketing team is able to develop and implement simple and pragmatic solutions to help our customers through these difficult times.”





◀ Emilie Bialorucki

Export Assistant | Dickson-Constant

As an export assistant, Emilie Bialorucki focuses on an extremely broad geographic region: from Eastern Europe to Latin America, and from the Pacific Rim to Cyprus and many points in between. Emilie, who joined Dickson in 2007, is a central point of contact for her global customers, coordinating the activities of production, accounting and logistics.

“I love the contact with the customers. I have worked with some customers for several years now, and I consider some of them colleagues, not just customers. Because I work with people in many different geographic areas, the ways I communicate with customers from Eastern Europe or from Latin America are completely different. I really enjoy using the languages I’ve studied while learning more about different cultures.”



▶ Ulrike Butin

Export Sales Assistant | Dickson PTL

A significant portion of business activity for Dickson PTL involves customers outside of Europe, which makes Ulrike Butin an essential member of the team. An associate since 1999, she manages the hundreds of details required for filling customers’ orders, ranging from confirming inventory availability to export documentation: and she does all of this work in four different languages.

“I enjoy direct individual contact with our customers in their own language as well as translating technical brochures, which allows me to continue applying my language studies. It’s important that customers know they can rely on us for excellent service, good prices for good materials and accurate information on the status of their orders. When your customers appreciate your professional order fulfillment, technical advice, prompt and careful execution and quality of work, you develop good business relationships and earn their loyalty.”



◀ Kevin Wild

UK Market Manager | Dickson-Constant

Kevin Wild joined Dickson-Constant in 1999, initially responsible for the Dickson awning market in the United Kingdom, which has since evolved into responsibility for both Dickson and Sunbrella brands in the UK and Ireland. Kevin works primarily through distributors in the traditional awning and marine markets but with the advent of new products, such as contract fabrics and Dickson woven flooring, he is also focused on developing relationships with interior designers, architects and contractors.

“The Internet and email are fantastic ways of communicating with customers, but at the end of the day, there is no better way than good old-fashioned face-to-face contact. I regularly find myself in different situations in front of different sorts of customers. One day I may be discussing fabrics with an existing awning dealer and the next introducing our range of fabrics to an interior designer and seeing their genuine interest and excitement. My job is important to customers because through me they are updated about our existing products and informed of new and innovative ones.”

OPPORTUNITIES INCREASE FOR RESIDENTIAL INTERIORS AND CONTRACT

Residential interiors and contract applications, such as hotels, restaurants and healthcare facilities, are among the strongest growth opportunities for Glen Raven in the U.S. and Europe. Glen Raven is pursuing these opportunities on several fronts, including dedicated market managers, increased emphasis on designs appropriate for these markets, new trade relationships with decorative jobbers for market distribution, joint marketing programs with customers, industry-specific marketing communications and ongoing support of fabric design and retail merchandising.

Because of the significant potential for growth in upholstery fabrics, Glen Raven has created a new yarn manufacturing center within an existing manufacturing building in Burlington, N.C. This center, the new “Burlington Plant,” has been up-fitted with new yarn manufacturing equipment and innovative systems that will result in enhanced flexibility. These new capabilities are needed to produce a wide variety of fabric designs in smaller quantities with faster turn-arounds that the furniture industry requires.

Glen Raven is also continuing to invest each year in Anderson Plant, which remains one of the most advanced and efficient in the global textile industry. The growing diversity of Sunbrella offerings has also had an impact on Anderson Plant, which has responded effectively with equipment and process enhancements complemented with continuing associate training.



► Chantal Beaudé Shipping Assistant | Dickson Saint Clair

Shipping accuracy is a must for Dickson Saint Clair, which serves customers throughout several European countries. Shipping Assistant Chantal Beaudé, who has been with the company since 1995, is responsible for ensuring the accuracy of shipments and preparing documentation that will guarantee smooth transit. Chantal is also the voice of the customer, following up with carriers to keep them on schedule.

“The accuracy of shipping is a key point of our quality of service and one of our decisive competitive advantages. For our customers, having the certainty that their orders will be delivered on time is a necessity, which means that I’m always bugging carriers to ensure timely shipments. This job has many different sides and every day is a new day.”



◀ Weifang Chen (Grace) Lab Supervisor | Glen Raven Asia

Weifang Chen (Grace) serves as lab supervisor for Glen Raven Asia, responsible for the daily management of the lab, yarn quality and accuracy of lab testing equipment. Her typical day begins with a check of email for urgent requests, followed by updates on outstanding quality reports and interface with the plant’s yarn supplier. Grace has been part of the team at Glen Raven Asia since the business center’s early days in 2006.

“Quality of our products depends on many things – the accuracy of lab testing and reports, along with good communications with our yarn supplier and our production managers. We are always learning new things as we make continuous efforts to guarantee our quality. Our high sense of quality control is how we are creating satisfaction for the end-users of our fabrics.”



◀ **Stève Lacroix**
Palletizer | Dickson Saint Clair

Providing quality products to customers requires attention to detail every step of the way, including that final step when fabrics are loaded for shipment. This stage is where Stève Lacroix with Dickson Saint Clair comes into the picture. Joining the company in 2005, Stève has held several different positions, including warehousing, dispatch, packaging and order preparation. In his current position as palletizer he is one of the last Saint Clair associates to touch a customer order.

“Our goods are heavy and cumbersome, yet fragile. This part of our operations might not look impressive or critical, but it’s very important to ensure that the goods reach our customers in perfect shape. Our team prepares the packing and places the fabrics on pallets based on the destination country. My goal is to send the right roll to the right place and assure that it’s in perfect shape when it leaves and is well protected to avoid damage during transport.”

▼ **Yuhe Huang** Facility Section Leader | Glen Raven Asia

Yuhe Huang and his team at Glen Raven Asia are responsible for the smooth running of all of the various systems at Glen Raven Asia, from heating and air conditioning to electrical and wastewater treatment. A member of the Glen Raven Asia team since 2006, Yuhe joined the company as a technician, later being promoted to a lead position working with a team of technicians.

“We are the safeguards for ensuring the smooth running of our facility, which is essential to good quality products. Our team is continually making improvements, innovating and obtaining better skills and techniques to meet higher requirements from our customers.”





▲ **Ming Zhao (Duke)**
Technician | Glen Raven Asia

The efficiency and quality of fabrics from Glen Raven Asia rely heavily on well-maintained systems and equipment, which is the job of Ming Zhao (Duke) for the finishing department. His colleagues often praise his technical knowledge and attention to detail.

“Mechanical and technical maintenance are essential to our operation and have a direct impact on the quality of our products. We are continually monitoring equipment while it’s running and also running weekly, quarterly and yearly maintenance schedules. Our customers depend on the quality of our products, and by working as a team we are meeting our targets.”



▲ **Duobao Jin**
Inspector | Glen Raven Asia

For Duobao Jin no fabric defect should ever get by her watchful inspection. The measure of success is simple – no complaints or returns from customers because every defect is found, fabrics are graded correctly and yardage orders are precise. It’s an ambitious goal, but one that Duobao and her associates at Glen Raven Asia are dedicated to every day at each stage of the manufacturing process.

“We cannot let any defects in our fabric escape us if we want to avoid customer complaints and returns. Because of our good work, our customers should have no worries about any unidentified defects and the length of the rolls. This is how we will keep Glen Raven Asia growing.”



▲ **Xiaohong Deng**
Warp Preparation Operator | Glen Raven Asia

Quality fabrics begin with quality preparation, and no one knows that better than Xiaohong Deng, a warp preparation operator at Glen Raven Asia since 2006. It’s her job to flawlessly prepare warps for weaving Sunbrella fabrics.

“Our goal is to make no mistakes in preparing the warps for weaving – everything has to be exactly as on the worksheets. Good fabrics must have good preparation, and perfect patterns on the fabrics result from the exactness of our warp-preparation. We lay the basis for weaving fabrics so our work is very important, and we take great pride in the beautiful patterns of the fabrics produced in weaving.”

BUSINESS COMPLEXITY INCREASING FOR GLEN RAVEN CUSTOM FABRICS

Glen Raven Custom Fabrics is not only investing in plant, equipment and systems, but also in people, from machine operators through middle and executive management. We are fortunate to have loyal, dedicated and engaged teams of associates whose records of service are exemplary.

One of the distinguishing aspects of Custom Fabrics throughout our history has been a commitment to support our customers through associates who add value to every aspect of our business, from design and manufacturing to service and merchandising.

GLEN RAVEN TECHNICAL FABRICS FOCUSING ON VALUE-ADDED DEVELOPMENT WITHIN DIVERSE PRODUCTS PORTFOLIO

Glen Raven Technical Fabrics supports a diverse portfolio of products and markets based on a clear strategic direction that focuses research and development on highly technical, value-added offerings. In order to achieve this goal, Technical Fabrics is not only investing in its own research and development programs and manufacturing assets, but is also nurturing strategic partnerships across a number of industries.

“The technical markets we serve today and the ones we are targeting for the future require a high level of collaboration with our trade partners,” said Harold Hill, president of Glen Raven Technical Fabrics. “When we combine our own asset base and technical expertise with that of other companies, the range of opportunities grows exponentially for all of us.”



▲ **Regan Hinson** Color Technician | Technical Fabrics

Just as beauty is in the eye of the beholder, the same is true for color. No one knows this better than Regan Hinson, color technician at Glen Raven’s Park Avenue Finishing Plant. It’s her job, working with color lab manager Vikki Turner, to meet the exacting color standards of new car manufacturers. With more than 19 years of experience and backed by the latest in color matching technology, Regan has helped Park Avenue win accolades from leading car builders for its ability to produce exact color matches for the fabrics going into the headliners of new cars.

“It feels so good when you are recognized by customers for doing a good job. You work so hard and when you hear that you got it right, it adds to your confidence. Nobody ever gives up here, and we will work and work until we get the color match perfect. Our color lab works closely with production; we respect each other and we know we are all in it together to get the color right for our customers.”

Rodney Peterson began work right out of high school in 1993 sweeping floors at Technical Fabrics' Burnsville Plant. It wasn't long before he was promoted to an entry level position in yarn preparation, where he continued to progress as a supervisor trainee and ultimately shift supervisor. In 2004, Rodney became a process technician dedicated to product development, and along the way he has completed most of the requirements for a college degree.

“For this type of work, there is no substitute for experience. When we are doing new things, it can be a process of trial and error, tweaking until you get it right. With the right knowledge and the right attitude, there isn't much that we can't do. It's impressive the amount of experience you'll find in our plant. It's very common for people to have 20, 30 or more years of service working with very technical products. For the products that we produce it requires that level of time on the job.”



◀ **Mike Murray**
Mechanic | Glen Raven Logistics

In Mike Murray's way of thinking, a well-maintained truck is a safer truck, and that's his goal as he oversees a fleet that includes 26 trucks and 200 trailers. Mike joined Glen Raven Logistics two years ago and has been a member of the team that created a newly enlarged maintenance area at the Logistics headquarters.

“Safety is my No. 1 thing, so whenever something goes wrong with one of our trucks, I always think – was there something I could have done to prevent it? You never stop learning in this job and just when you think you have seen everything, something new pops up. I've always been fascinated by how things work, and I'm thrilled when things are not working right and I can fix them.”

◀ **Lance Carter** Technical Director | Strata

When it comes to geogrid products for soil reinforcement and stabilization, there can be no compromises. Many vital structures, from healthcare facilities and shopping centers to bridges and road construction, rely on geosynthetic materials that must perform for 75 to 100 years or more. No one appreciates this requirement more than Lance Carter, technical director for Strata. As a licensed professional engineer, Lance applies his 24 years of experience in reviewing technical specifications and recommended uses for Strata's product line. He is also a valued consultant to Strata's customers for input on design and construction, including the best materials to use and their effective application.

“As technical director, it's my job to ensure that the Strata product being used has the technical characteristics needed for the application. I strive to develop effective specifications that promote our systems, applications, and products; I also develop installation guides and product characterization data key to engineering design. There is a lot of interaction with our customers' engineers, including on-site visits, application review, and product or design education. I also work closely with our manufacturing center to ensure that we adhere to stringent quality standards.”





▲ Amy Massey

Customer Service Representative | Glen Raven Logistics

Amy Massey's job is much like that of a travel agent with one important exception – instead of moving people around the country, it's her job to move all types of freight, from fabrics to furniture and everything in between. As a customer service representative for Glen Raven Logistics, Amy uses her 30 years of experience in transportation to assist customers in moving goods from point A to point B in the most cost effective way possible.

“When a customer calls, I get all of the details and use our Raven Rater software to find the best option in price and schedule. After the shipment is scheduled, I follow up to ensure that the goods arrived on time and in good condition. After customers call us, they don't have to worry about the shipment any more. It's in our hands and we'll take it from there.”



▲ Daisha Davis Purchasing Agent | Technical Fabrics

When Glen Raven decided to transfer the coating of its Strata geogrid fabrics from Statesville, N.C., to the Park Avenue Finishing Plant in Burlington, N.C., Daisha Davis was given a key role on the transition team. She was again given a lead role on a team charged with developing more eco-friendly processes for these same fabrics at Park Avenue, drawing on her several years of experience as a machine operator and section leader. Today, she serves as a purchasing agent for Park Avenue with more than 10 years of service with Glen Raven.

“Glen Raven is willing to take a chance, to try new things, to do things differently. With the way things are going today you have to operate like that. A market you have today can disappear tomorrow, so you have to be continually improving the markets you're in and developing new markets, which is what Glen Raven is good at. Working with our R&D department was a great experience for me because I enjoy learning new things.”



▲ **Farrell Hedrick** Process Engineer – Weaving | Technical Fabrics

Glen Raven's Burnsville Plant in North Carolina's Blue Ridge Mountains can weave virtually any technical fabric you can imagine, from sailcloth to fabrics for the military. This reputation has been earned by long-time associates such as Farrell Hedrick. He has more than 30 years of experience gained as the Burnsville Plant has updated its technology over the years. Farrell has completed two training sessions with Picanol weaving machine experts in Belgium and played a lead role in the start-up of Glen Raven's Asian manufacturing center.

"Our team in Burnsville all grew up in this together. It has been a great experience for me to go from fly shuttle looms to the electronics of microprocessors on air jet machines today. We are willing to try new things at Burnsville and we're aggressive. We look at challenges as a team, and we take all of our experiences and ideas to see what works best. You have to use all of the ideas that are available to you if you are to succeed. If we have a problem we fix it, but we do it as a team. We can weave anything with our group of people. It's not one of us, but all of us."



◀ **Charlotte Bowen**
Marketing Assistant | R.J. Stern

Charlotte Bowen was born and raised in Logan, West Virginia, the heart of the nation's coal industry, which makes her job at R.J. Stern, Glen Raven's mining products company, very personal. She knows many people who've worked in the coal mines, and these relationships give her a special appreciation for the role that Stern's mine ventilation curtains play in making mining safer. Charlotte has worked part time in the Stern plant in Logan since high school and has held her current position for 15 years.

"The crew in our factory is the best in the industry: very precise and continually looking for better ways to do things. They are really experts in what they do and the quality shows. All of our customers have unique specifications, and we can meet all of them. Customers know exactly what they are looking for and depend on us to handle this level of diversity. It's personal for us since we know so many people who work in the coal mines, and we know the industry couldn't get along without ventilation products."



Lynette Hooper

Account Manager – Automotive | Technical Fabrics

Careers are built on milestone events, and Lynette Hooper has one for which she is rightfully proud – the successful launch of Glen Raven’s headliner fabrics for the automotive industry. Lynette grew up in and around the textile industry, joining Glen Raven 16 years ago with the automotive development team. Today she remains heavily involved in the automotive headliner market, monitoring production schedules and inventory levels to ensure responsive service to a demanding marketplace.

“When we were developing the automotive market, we just did whatever we had to do: talking with customers, talking with Tier 1 suppliers and working hard to get the market off the ground for Glen Raven. It was an exciting day when we received our first automotive order, and it’s still exciting today. Because automotive programs and colors change so quickly, we have redefined the meaning of “just in time.” In automotive, quality is always first and if we say the fabric will be delivered on a specific date, it will be delivered.”

Penny Hensley

Customer Service Representative | Technical Fabrics

The global recession and slow economic recovery mean that businesses are proceeding with greater caution than ever before, keeping a watchful eye on inventories. This environment has placed added pressure on facilities such as Glen Raven’s Burnsville Plant, which weaves fabrics for a diversity of applications, including flag and banner, military and sailcloth. Penny Hensley, customer service representative at Burnsville and a 30-year Glen Raven veteran, is dedicated to meeting customer needs in this challenging environment.

“It’s very common for customers to order in small quantities for quick delivery and then reorder as needed. Technology allows for real-time tracking of fabric through the plant so we know the exact status of each customer order at all times. I know my customers well, and we’ve developed good working relationships with open and honest communication. If we are not able to make a customer’s delivery date, I always tell them as soon as I know so they can make plans. We can often come up with a creative solution.”

AUTOMOTIVE, OUTDOOR MARKETS LEADING PRIORITIES FOR TECHNICAL FABRICS

The resurgence in automotive sales has resulted in growing demand for the high-performance headliner fabrics designed and manufactured by Glen Raven Technical Fabrics.

Over the past several years, Glen Raven has achieved a significant market share in headliner fabrics, diversifying its customer base among leading car manufacturers. Success in the automotive segment has been the result of Glen Raven’s ability to work collaboratively with the automotive design community and Tier 1 suppliers to create flawless materials demanded by car builders.

Glen Raven’s outdoor markets, which include flag and banner, sailcloth and marine fabrics, have also experienced renewed growth. The SurLast® brand of solution-dyed polyester for marine covers has gained favor with boat builders and manufacturers of sport watercraft. SurLast is a value-oriented product that is ideal for trailer applications and complementary to Sunbrella® marine fabrics, which lead in the premium category.





18 ▲ **Randy Coggins** Manager – 3PL and Customer Service | Glen Raven Logistics

Logistics has never been more challenging than it is today. Just-in-time delivery has become the standard, and every business wants to maintain the lowest possible inventory consistent with good customer service. For Randy Coggins, manager of 3PL (third party) and customer service for Glen Raven Logistics, it's a matter of forming relationships with carriers all over the country that can be called on to supplement Logistics' own fleet of trucks and trailers. With 30 years of experience, Randy's industry knowledge and relationships run deep.

"Every day in logistics is different, and the transportation puzzle solution we put in place today won't work tomorrow. By forming relationships with third party carriers, we increase our options for shipping goods for customers, helping them control costs while maintaining high service levels. What feels good at the end of the day is when all of the puzzle pieces come together and the customer's freight is delivered on time and safely."



▲ **Janice Reid**
Southeast Regional Manager | Strata

For Janice Reid, there is no better day than when she's at a construction site assisting customers with the installation of Strata's soil reinforcement products. As southeast regional manager for Strata, Janice is often the first point of contact for construction projects within a 10-state region. Whether it's a shopping center or highway construction, Janice applies her civil engineering degree and 25 years of experience to assist customers in developing project designs and cost proposals using Strata projects to ensure stable soils.

"Our approach to customer service at Strata is turnkey. We help our customers develop designs and cost proposals, we supply geogrid and other materials, and we provide on-site assistance, answering questions and providing input on the best ways to use our products. The focus today is on selling solutions that may entail a number of different products. We want our customers to see us as a team that is highly knowledgeable and a partner in making them successful."

PROTECTIVE WORKWEAR, LOGISTICS OFFER DIVERSE PERSPECTIVE

Glen Raven's outlook on the protective workwear segment, including our GlenGuard® brand, remains positive due to the superior performance characteristics of this fabric and the increasingly stringent government regulations for worker safety. Our goal for the coming year is to work closely with companies serving the workwear market, focusing on the robust U.S. oil and gas industry.

Glen Raven Logistics is continuing to optimize its balance between the tractors and trailers it owns and the contract

carriers it works with as trade partners. Logistics has formed a seasoned team of professionals and developed proprietary logistics software, providing online access to competitive shipping rates developed through its long-term contracts with third-party carriers. As the economy rebounds and global supply chains become increasingly important, there is growing demand for logistics and transportation services.

► **Rajesh Sunke** General Manager – Sales & Marketing | Strata India

Rajesh Sunke began his sales career immediately after graduating from engineering college in 1995, devoting nearly seven years to the promotion of epoxy coatings for steel reinforcement in various civil engineering structures in coastal belts of India. Rajesh's experience also includes service as a business development manager for a construction company specializing in industrial structures and bridges. He began his career in the geosynthetic industry in 2002 and joined Strata in 2010.

"We want our customers to know that Strata India can provide engineered products that are hassle-free and innovative. Our focus is on creating solutions rather than simply promoting our latest product offerings, so customers can rely on us for relevant recommendations. We're experts in the business segments we serve, and we take full responsibility for solving our customers' problems by proactively suggesting new ideas."



◀ **Shahrokh Bagli** Chief Technology Officer | Strata India

Early in his career, Shahrokh Bagli headed the geotechnical group of a leading firm of consulting engineers, gaining experience in thermal, nuclear and hydroelectric power plants and systems. Other career experiences have included management of the technical group for the India Natural Gas Company. He joined Strata India in 2012 where he manages projects including reinforced soil, geocells and precast concrete arches, while also supporting project innovation and new business development.

"We recently commenced an initiative, K^S ("Knowledge to the Power of Sharing"). We send out bulletins in the form of case studies and technical write-ups about our projects, innovations and developments through emails to officials of various infrastructure agencies, as well as to academicians in India and abroad. The response to this initiative is excellent, and the idea has evoked several inquiries from agencies, which otherwise may not have contacted us for their tenders and projects."

► **Sanjeev Khurana**

General Manager – Human Resources and Administration | Strata India

Sanjeev Khurana is the central contact for all of the resources – material and human – that Strata India uses in its geogrid manufacturing and construction operations. Joining Strata in 2009, Sanjeev has more than 20 years of experience in the marketing of synthetic yarns, as well as success in leading a startup company in mobile devices and digital TV. His role at Strata includes recruiting and mentoring the team, while serving as the single point of contact for raw materials as well as manager of logistics, customs and inventory.

"We are proud that Strata India is an equal opportunity employer that is democratic in its thoughts and deeds. We strive to offer our associates stable careers with professional and personal growth opportunities for achievers. One of my most important missions is to create a platform for existing employees and for new associates to perform and grow within our organization."





▲ Dinesh Darak

General Manager – Projects | Strata India

Strata India has expanded significantly beyond its original mission to manufacture geogrid products. Today, Strata India is building fly-overs (overpasses) throughout the country as India expands its national highway system. Dinesh Darak joined Strata in 2008 and is responsible for controlling, monitoring and supervising Strata site work throughout India. Previous experiences include 15 years marketing textile yarns and five years in the narrow elastic industry.

“Our focus is on achieving optimum output without compromising our quality, which requires maintaining harmonious relationships with site staff as well as various clients. We also emphasize the highest ethical practices in terms of project execution. Working as a member of the Strata team is a learning experience, both professionally and personally, with new challenges every day.”

▼ Gautam Dalmia

Manager – Business Development | Strata India

Gautam Dalmia joined Strata India in 2011, having previously worked for an investment bank in the development and management of an automated arbitrage trading division. He then went on to do a post-graduate program at the Indian School of Business in Hyderabad where he honed his skills in business strategy, management and entrepreneurship. His position at Strata is also highly technical, focused on products and systems for soil reinforcement and stabilization. Rigorous quality standards and industry benchmarks add to the complexity of these challenges.

“We deal in technical solutions for the civil construction sector, such as highways and other elements of infrastructure. My job is to serve as a bridge between all roles and requires a working knowledge of all aspects of the solution – design, commercial, installation and sales. During the initial stage of a program, we work with a small group of people who have a broad understanding of the overall project scope and objectives. As the project progresses, we engage with people with specialized knowledge in the execution phases.”



INNOVATIVE PRODUCTS, SERVICES PURSUED IN GEOSYNTHETICS, MINING, WATER FILTRATION

In terms of growth opportunities, Technical Fabrics is concentrating on three market segments – geosynthetics, mining and water filtration. While the Strata geogrid subsidiary has been affected by the recession over the past three years, it is experiencing a return of commercial construction and public sector infrastructure investments.

Our Strata India subsidiary is continuing to grow as a result of its expanded capabilities. Strata India manufactures geogrid materials and also constructs overpasses as part of the growing national highway system. It is also building a new plant to manufacture StrataWeb, an innovative solution for



▲ Chandrashekhhar Kanade

Chief Operating Officer – Technical Textiles | Strata India

Chandrashekhhar Kanade joined Strata India in 2007 after career experiences in the flexible packaging and cable manufacturing industries. As COO for technical fabrics, Chandrashekhhar is responsible for Strata India’s geogrid and geocell manufacturing plant as well as media fabric and mine mesh marketing.

soil confinement that is applied to ground improvement and slope protection.

Technical Fabrics has also used innovation to expand products and services to the mining industry. Our R.J. Stern subsidiary, a long-time leader in the manufacture of materials used for mine shaft ventilation, has expanded into materials for stabilizing walls and ceilings in active mining areas.

Water filtration is the latest area of innovative product development by Technical Fabrics. We have created a new material that substantially increases the efficiency of reverse osmosis filtration, creating opportunities in market segments that include global water desalination. Our product development and marketing teams are working closely with a number of reverse osmosis filter manufacturers and anticipate adoption of our new materials as a core element in a new generation of reverse osmosis systems.



“Our initiatives, innovations and constant striving for superior products and services support our customers with timely deliveries, consistent quality and effective project cost management. We thrive on challenges because we see them as opportunities to make new things and learn about different engineering aspects every day.”



▲ Mujib Katrawala

Chief Operating Officer | Strata India

Mujib Katrawala brings a diverse career background to his position as chief operating officer for Strata India. Before joining Strata in 2008, he was involved in establishing a construction chemicals business for BASF in the State of Gujarat, India. Other career experiences include marketing responsibilities for a government-owned chemicals and fertilizer manufacturer and developing and managing concrete repairs for a multi-national company in Qatar and Bahrain.

“I can draw on many of these experiences in my position with Strata where I manage sales, operations and commercial functions. Strata India is building its reputation based on adherence to high-quality standards and overall efficiency in completing our customers’ projects. Through our cost-effective methods and quality-conscious work, we ensure that customers breathe easy on the work assigned to us.”

INVESTMENTS CONTINUING IN PEOPLE, SYSTEMS, BURNSVILLE AND PARK AVENUE

Glen Raven Technical Fabrics is a dynamic business that is innovative and entrepreneurial. This team is focused on identifying and capitalizing on emerging market opportunities that leverage Glen Raven’s intellectual capital, manufacturing asset base and resources of trade partners. Additionally, this team is leading strategic investments in its manufacturing centers – Park Avenue Finishing and Burnsville Plant – to enhance sustainability, increase efficiency and improve quality.

TRIVANTAGE COMPLETING ESSENTIAL BUSINESS BUILDING FOUNDATION

During the past six years, Trivantage has focused on establishing a stronger foundation for serving its customers. The goal has been to prepare Trivantage for more efficient service to existing markets, such as awning and marine, while growing new segments, including shade solutions and upholstery.

“Change has certainly been a constant for Trivantage in recent years, and we appreciate our customers working with us through this process of transformation,” said Steve Ellington, president of Trivantage. “The good news is that the major changes have been completed and we anticipate continuing improvement in our service levels.”



▶ Becky Walker

Customer Service Manager | Trivantage

While Becky Walker is relatively new to Trivantage, having joined the company less than two years ago, she is no stranger to customer service, having worked in the family building supply business for 25 years and for a leading home products company for more than seven years. Becky’s focus is on supporting customer service representatives in the 12 Trivantage locations, providing access to information, training and other resources.

“Even with the growth of e-commerce, there is still very much the need for a personal touch, particularly for our customers who are accustomed to working directly with a customer service representative. Our goal is a level of service in which any issue can be resolved during a single call. We are also striving to increase the product knowledge of our customer service representatives across our product offerings with additional training planned for the off-season.”

◀ Victoria Dawson

Furniture Fabric Account Representative – West Coast | Trivantage

Victoria Dawson is on a mission – to reach out to every aspect of the furniture industry in a region that spans Santa Barbara, San Diego and Palm Springs. From relatively large furniture manufacturers to small family-owned upholstery shops, Victoria is emphasizing that Trivantage can be a valued resource for business growth: offering a great diversity of upholstery fabrics and other materials for everything from pillows and cushions to chairs and sofas. She joined Trivantage in January after 12 years of experience in the casual furniture industry and already has a contacts list of more than 400 customers.

“My career began in set design for the movie industry and from there I’ve worked in just about every aspect of the furniture industry – product design and development, marketing, trade shows and fabrics. I know what it’s like to sit on the other side of the desk, and I know we have many resources that can help our customers grow, whether they are a large furniture maker or a small upholstery shop.”



MEBANE CONSOLIDATED DISTRIBUTION CENTER ESSENTIAL TO EFFICIENCY

The construction of the Mebane Consolidated Distribution Center in North Carolina was an essential strategic move to enhance the efficiency of the Trivantage network. The Mebane center incorporates the latest in warehouse management systems, receiving shipments from vendors and managing inventories throughout the Trivantage network, using automated replenishment guidelines for each of the 12 branches. Mebane also provides direct shipments to customers.

Other operational improvements for Trivantage have included:

- **inContact Call System** – The installation of this networked calling system enhanced Trivantage’s ability to respond to customer calls by leveraging the branch network. Call volumes are monitored automatically and individual calls are routed to the location that is best able to receive the call in the shortest timeframe.
- **Branch network improvements** – Trivantage has completed the consolidation of its branch network by eliminating overlapping locations, which allows for concentration of resources at fewer sites. At the same time, Trivantage recently opened a new branch in Seattle to improve coverage in the northeastern U.S. and Canada.

- **Training and organization** – Training of associates has been an important focus over the past several years with an emphasis on more effective service approaches for customers. Sales and service teams have been reorganized to achieve a sharper focus on customer needs in both areas.

- **New technology platform** – One of the most important investments Trivantage has made was the recent launch of new information technology for order and warehouse management and e-commerce. This software represents a substantial investment to replace existing systems with current technology that establishes a platform for continued growth and service enhancements in the future.

These operational improvements are in direct support of the Trivantage mission. With last year’s IFAI Expo, Trivantage launched a mission statement based on customer research. The mission statement – Order. Done. Good Call. – is based on customer feedback indicating the primary need of fabricators is for the most efficient, reliable and user friendly order placement system possible.

▼ Rudie Bingham Site Manager – Dallas Distribution Center | Trivantage

It would be hard to find anyone in the Trivantage organization with more experience than Rudie Bingham. She joined a distribution services company in Dallas in 1984 which was eventually acquired by The Astrup Company, which became Trivantage in 2007. During her career, she has worked in virtually every role you can imagine, from customer service representative to assistant branch manager and today site manager. While many things have changed, the focus on personal relationships remains essential.

“I am working with some customers that I have known for 29 years, including their sons and daughters who have joined these family businesses. We want customers to do business with us not just because we’re convenient and have good pricing, but because people like doing business with us. We have a lot of longevity among the staff members in Dallas, and we emphasize one-call resolution. Take care of it now, don’t delay, don’t pass it on. That’s our focus even in the busy season.”



TRIVANTAGE OFFERING CUSTOMERS BUSINESS BUILDING PRODUCTS

In addition to providing efficient distribution services to its customers, Trivantage is also committed to helping awning and marine fabricators and furniture companies identify and pursue business growth opportunities. Trivantage is well positioned to support growth for its customers by providing the products and expertise needed to exploit new markets.

Upholstery fabrics are experiencing rapid growth for many of Trivantage's customers. The ability of Trivantage to provide customers with quick access to diverse upholstery fabrics in relatively short yardage is making it easier for fabricators and other Trivantage customers to provide increased options to consumers.

Trivantage is focusing beyond awnings on the broader category of shade solutions, which has opened up new opportunities such as window shading products. Trivantage

is also expanding the variety of outdoor shading options supported, including components for the construction of shade sails and restaurant patio enclosures, both of which are increasingly popular.

As Trivantage broadens its view on the business, other opportunities for service to customers are opening up:

- **Awning Composer** – Trivantage has revamped its Awning Composer software for additional functionality and to make it more user friendly. Awning Composer is a powerful tool for awning fabricators in the design and marketing of awnings.
- **Additional channels** – Another strategy for growth is to open up new channels to reach consumers. The Solair Shade Solutions program offers patio furniture retailers the ability to merchandise and sell retractable awnings.



▲ **Kip Fisher** Site Manager – Miami Distribution Center | Trivantage

Just as Miami is a unique city, so is the Trivantage Miami branch. International influences are everywhere along with unique opportunities for awning and marine fabricators, ranging from world class resorts and hotels to mega-yachts. Site manager Kip Fisher finds the environment energizing. He began his career in Cleveland in 1978 with The Astrup Company, eventually transferring to the Miami office. Between 1998 and 2009, he worked with one of Florida's leading awning companies, returning to Trivantage in 2009 again as manager of the Miami location.

“Every day I come to work I am excited about what we are doing at Trivantage. Excited about the investments we've made in systems to better serve our accounts and excited to live and work in one of the most breathtaking and electrifying cities in America. When you look at our tag line – Order. Done. Good Call. – that says it all to me – serving your accounts and making it so they can get the job done as efficiently as possible. The successful companies in the future will be the ones that can adapt that kind of method to whatever business you're in.”



▲ **Keith Purves** Account Representative – Miami | Trivantage

When Trivantage account representative Keith Purves visits marine and awning fabricators along the West Coast of Florida and in the Keys, credibility is not an issue. With more than 20 years of experience in a family-owned marine fabrication business in Florida, Keith knows the issues his customers face and how Trivantage can help. He joined Trivantage earlier this year, working out of the Miami Distribution Center, calling on marine, awning and industrial products customers.

“My goal when I walk into a customer’s shop is to be a strategic partner with them. Let them know that I have their best interest in mind and I have information and knowledge that I am willing and able to share. I was visiting with one shop and he was having issues around bending stainless steel, and I told him to call the next time he was having trouble. He did call, I shared a few tricks that I had learned and he was thrilled with the outcome. It’s this experience in working with materials that enables me to be a strategic partner for my customers.”



◀ **Katie Szabo**
Site Manager – Chicago Distribution Center | Trivantage

It would be no exaggeration to say that Katie Szabo grew up in the distribution business. Her father, John Szabo, served as chief financial officer for The Astrup Company in Cleveland and Katie has fond memories while growing up of visiting the offices and warehouse with her father on Saturdays. With an MBA degree under her belt, Katie joined Trivantage in 2009 and has steadily advanced from account representative in the north central region of the U.S. to site manager for Chicago in 2012. She sees the 12-location national network that Trivantage supports as an advantage to customers in many different ways.

“The markets served by our branches vary tremendously from southern California and Florida to our service area, which is the upper Midwest. While California and Florida emphasize the sun and resort lifestyles, our customers are often coping with cold weather and heavy snow, which requires different types of products and different expertise. By focusing on our specific geographic regions, we can tailor our product offerings and our technical knowledge to the special needs of our customers.”

CLOSER TO CUSTOMERS

Glen Raven’s decision to create Trivantage in 2007 was not only designed to stabilize and improve the efficiency of the supply chain, but also to gain closer contact with customers. This level of access has greatly enhanced Glen Raven’s ability to build relationships and help grow markets for everyone’s benefit.

► **Ann Marie Logue**

Senior Account Representative – New Jersey | Trivantage

Ann Marie Logue, a senior account representative for Trivantage in the New Jersey Distribution Center, is a problem solver and a connector. Whether it's a special order fabric for Jones Beach on Long Island, Yankee blue fabric for Yankee Stadium or performance fabrics for top-of-bed décor in a Manhattan hotel, Ann Marie can find the needed resources within Trivantage, parent company Glen Raven or among her extensive list of contacts. With a background that includes textiles, retailing and teaching English in Japan, Ann Marie offers experiences as diverse as the challenges she solves each day in a market that includes the New York metro area.

“A lot of different people – customers, architects, property owners, interior designers – come to me for help with many different kinds of projects. I certainly tell them about the products we offer, but I also help them network with other people who can help them meet their objectives. This kind of networking comes back tenfold; they tell their friends and then they recommend me to other people. That’s how I’ve helped grow our business. Connecting people with materials and connecting people with people. We have a very knowledgeable team at Trivantage and if we don’t have the solution we know where to find it.”



◀ **Randy Raines**

Warehouse Manager | Trivantage

Everything that happens every day in Trivantage’s Consolidated Distribution Center (CDC) in Mebane, N.C., comes under the watchful eye of Randy Raines, who serves as warehouse manager for the 105,000-square-foot facility. Randy joined Trivantage in 2010 after more than 11 years of experience at Glen Raven’s Anderson, S.C., plant, where he managed two yarn warehouses. His measure of success for the Mebane CDC is this: “Did we ship everything we possibly could today to satisfy the needs of our customers?”

“Mebane is the hub of the Trivantage system; it’s where we receive shipments from our vendors, replenish inventory at the branches and provide direct service to many of our awning, marine and furniture customers. With the new systems we’ve put in place, there are many new ways that we can enhance service to customers. At the end of each day, we’re satisfied knowing we have done everything that’s possible to meet our customers’ needs.”

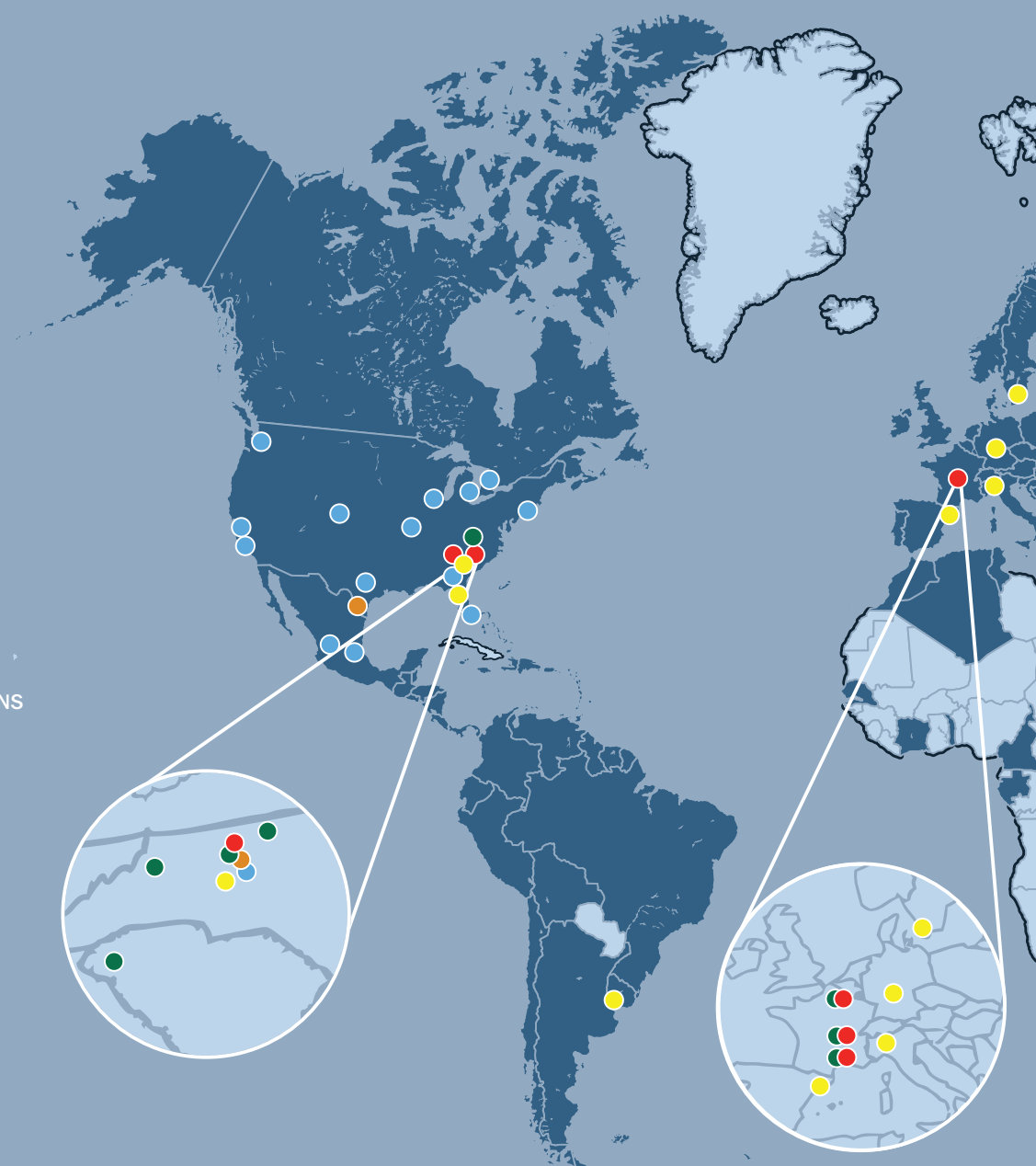
► **Mellisa Gravitis-Bagwell**

Site Manager – Atlanta Distribution Center | Trivantage

It is not enough to just answer the phones for the team that Mellisa Gravitis-Bagwell leads in Trivantage’s Atlanta Distribution Center; all associates there work very hard to maintain close personal relationships and focus on the personal touch. Mellisa is a California native and began her career with The Astrup Company 13 years ago in Hayward, Ca. Her first assignment was customer service and she also held a position in sales for four years. For the last seven years she has served as a site manager, transferring to Atlanta in 2011.

“Each of our locations, including Atlanta, is working hard to develop standard operating procedures to improve efficiency and service levels to our customers. For example, I am working on a project that’s focused on our return processes. The project is in the infancy, but will eventually be rolled out to each distribution center. This is one of many projects that the operational team is working on that will aid in our ability to serve our customers.”





GLEN RAVEN GLOBAL LOCATIONS

- Corporate
- Distribution
- Manufacturing
- Sales/service
- Logistics
- Countries sold into

Corporate

- Glen Raven, Inc.
Glen Raven, NC
336.227.6211

Glen Raven Custom Fabrics

- Glen Raven Custom Fabrics, LLC
Glen Raven, NC
336.227.6211
- Glen Raven Custom Fabrics
Anderson Plant
Anderson, SC
864.224.1671
- Glen Raven Custom Fabrics
Norlina Plant
Norlina, NC
252.456.4141
- Glen Raven Custom Fabrics
Link Spinning
Glen Raven, NC
336.227.6211

- Glen Raven Custom Fabrics
High Point Showroom
High Point, NC
336.886.5720

Glen Raven Technical Fabrics

- Glen Raven Technical Fabrics, LLC
Glen Raven, NC
336.227.6211
- Glen Raven Technical Fabrics
Park Avenue Facility
Glen Raven, NC
336.229.5576
- Glen Raven Technical Fabrics
Burnsville Facility
Burnsville, NC
828.682.2142

Trivantage

- Trivantage, LLC
Glen Raven, NC
336.227.6211
- Consolidated Distribution
Mebane, NC 27302
877.540.6803

- Southern CA
City of Industry, CA
800.841.0555

- Northern CA
Hayward, CA 94545
800.786.7607

- Colorado
Denver, CO 80239
800.786.7609

- Florida
Miami, FL 33172
800.786.7605

- Georgia
Lithia Springs, GA 30122
800.786.7606

- Illinois
Elmhurst, IL 60126
800.786.7608

- Missouri
Maryland Heights, MO 63043
800.786.7603

- New Jersey
Somerset, NJ 08873
800.786.7602

- Ohio
Cleveland, OH 44113
800.786.7601

- Texas
Irving, TX 75061
800.786.7610

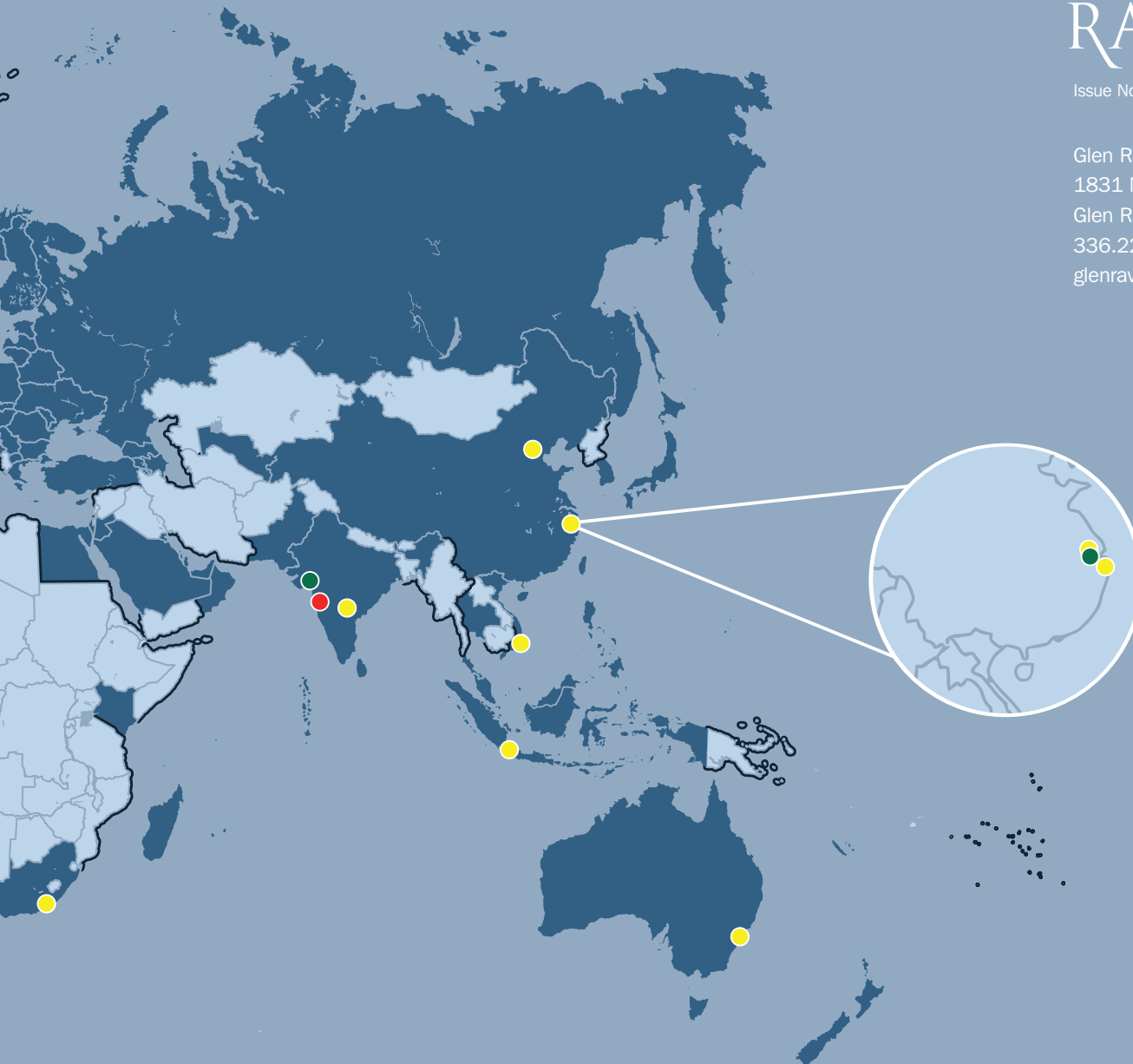
- Washington
Seattle, WA 98188
800.213.1465

- Canada, Trican Corporation
Mississauga, ON,
Canada L5T 2H7
800.387.2851

- Mexico, Tunal Tec Cuernavaca
Jiutepec, Morelos, Mexico
011.52 777 362-0636

- Mexico, Tunal Tec Guadalajara
Guadalajara, Jalisco, Mexico
011.52.333.6573660

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1831 North Park Avenue
Glen Raven, NC 27217
336.227.6211
glenraven.com



Glen Raven Logistics/ Transportation

● Glen Raven Logistics
Altamahaw, NC
800.729.0081

● Glen Raven Logistics
Laredo, TX
956.729.8030

Strata

● Strata Systems, Inc.
Cumming, Georgia 30040
800.680.7750

● Strata India
Mumbai Head Office
011.91.22.4063.5100

● Strata India
Hyderabad Sales Office
011.91.800.888.4506

● Strata India
Daman Plant
011.91.260.2220160

R.J. Stern

● R.J. Stern
Wilkinson, WV
800.292.7626

Dickson-Constant

● Dickson-Constant
Wasquehal, France
011.33.03.20.45.59.59

● Italy
Gaglianico, Italy
011.39.015.249.6303

● Spain
Barcelona, Spain
011.34.93.635.42.00

● Germany
Fulda, Germany
011.49.661.38082.0

● Scandinavia
Göteborg, Sweden
011.46.31.50.00.95

Dickson Coatings

● Dickson Saint Clair
Saint-Clair-de-la-Tour, France
011.33.04.74.83.51.00

● Dickson PTL
Dagneux, France
011.33.04.37.85.80.00

● Dickson Coatings USA
Atlanta, GA
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