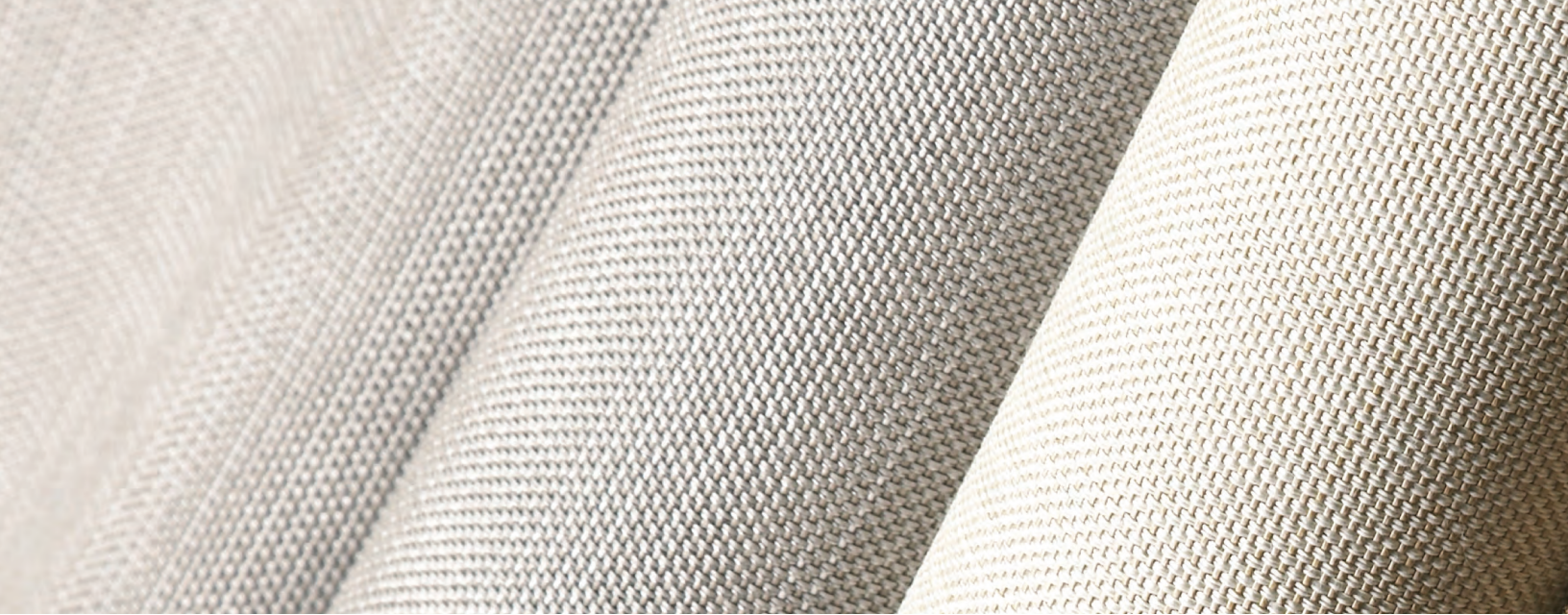


RAVEN

WINTER 2015 | No. 23





Allen E. Gant, Jr.
CEO AND CHAIRMAN

Dear Readers,

Welcome to 2015!

At Glen Raven, we are optimistic for the coming year because of the ways in which our customers continue to amaze us with their ingenuity, innovation and commitment to excel. This issue of the Raven magazine is devoted to profiling some of these efforts.

For example, Gary and Jeri Barnes, who began their business inside their home, recently opened a new building to better serve their customers in Hawaii. Ed Skrzynski took over his father's canvas business, Marco Canvas & Upholstery, in Florida in 2008 at the height of the recession and has continuously grown the business and expanded the product line.

Bauhaus Furniture is leading change in the furniture industry, assuring that you can receive your new sofa in two to three weeks rather than the traditional eight weeks or more. And Cobalt Boats' commitment to impeccable quality achieved through a deeply established culture is an inspiration to us all.

For anyone who doubts the viability of the textile industry, there is Brand & Oppenheimer. This company is creating growth opportunities in technical textiles, including protective workwear using our GlenGuard FR® fabrics.

We also have reason for optimism for the future because of the creativity and work ethic of young

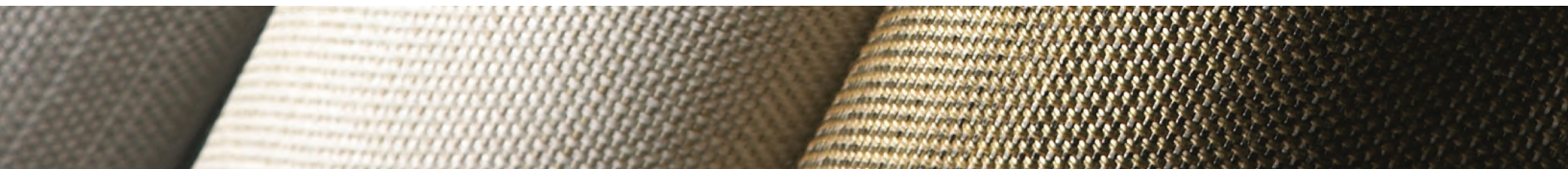
people, as evidenced by the Boost Challenge, the latest program by the Glen Raven Concept Gallery. Students at the Fashion Institute of Technology in New York demonstrated how materials we offer can be used to create exciting new outdoor venues and boost the viability of cities and towns.

Within Glen Raven, we are continuing our commitment to support the Sunbrella® brand of fabrics. We recently launched the new Shade Fabrics Collection of Sunbrella fabrics for homes and boating, enhancing our traditional offerings while adding an exciting new aesthetic. Also supporting the Sunbrella brand is our "Perspective" program that is pushing limits of creativity. From upscale urban spaces to beach cottages and from high-end yachts to classic recreational vehicles, we are communicating the versatility, beauty and easy care nature of Sunbrella fabrics.

Finally, there are brothers Victor and Julio Pimentel who built an innovative geogrid company in Brazil. As a joint venture partner, Glen Raven is assisting them in becoming an even more important element of the expanding South American economy.

Challenges certainly are ahead, but with this issue of the Raven, we hope you will agree that there are many reasons for an optimistic outlook as we all work together to improve the lives of consumers all around the world.

Allen E. Gant, Jr.



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FROM RUSSIA TO HAWAII, WITH LOVE – TROPICAL J'S

Gary Barnes was a naval attaché in the U.S. Embassy in Moscow in the late 1980s when he and his wife, Jeri, began to consider where they would live after that assignment and possibly after retirement. They decided they definitely did not want to stay in Russia and began to search the world. London was too cloudy, and they even considered Panama, but it didn't strike them as a place to raise three young boys.

Then they settled on Hawaii. Jeri recalls the blue skies and the fragrance of Hawaiian flowers that filled the airport terminal as they got off the plane. The search was over. Hawaii would be their new home.

"It was a pretty ambitious decision on our part," Jeri recalled. "There weren't a lot of options for homes or making a living, but we were overwhelmed by Hawaii – the blue skies and the flowers and when it rained, it was a warm rain unlike cold and dark Russia. We made up our minds to stay."

The inspiration for how they would make their living in Hawaii was also to be found in the tropical environment. They noticed handheld umbrellas that people used on the island were boring, mostly black or burgundy, and seemed out of place in this beautiful setting. So why not start manufacturing handheld Hawaiian-print umbrellas in Hawaiian colors and designs?

"We started the business in our home," Gary said. "We had sewing machines in the living room, and in our garage we applied Teflon and acrylic to the umbrellas to make them waterproof. Designers starting sending us fabrics to waterproof and craft into umbrellas. It wasn't long before our home became more factory than home. The living room was full of wood frames, and silkscreened umbrella covers were drying on the beds in every bedroom. There was no place for our kids to sleep."

By the mid-1990s, the Barnes located to a former military supply building to serve as the base for their business that expanded well past handheld umbrellas to include large outdoor umbrellas and awnings. Two breakthrough projects – work for the Hyatt Regency and Aloha Towers – established the credibility of the company, which they named "Tropical J's" in honor of their three sons: Justin, Jonathan and Jordan. Their niche would be large commercial and residential projects made with high quality materials and engineered for Hawaii's challenging environment.

Tropical J's remained in the same location for 20 years on a month-to-month lease until they received word that the building was set for demolition. A search on the island ended fortuitously when they found a building site near Honolulu Harbor convenient to their customers and distinct from the more industrial sites on the west side of the island.

"The last thing we needed was a location on the west side that would be an hour and a half drive in Hawaiian traffic for our customers and employees," Jeri said. "Not only did we find an ideal location, but we had an opportunity to build our operation from the ground up to make our business more efficient."



The Tropical J's family, left to right, Justin Barnes, Gary Barnes, Jeri Barnes and Jordan Barnes.





Two of the Barnes' sons, Justin and Jordan, with help from the 20 employees of Tropical J's, were directly involved in designing the new 16,000-square-foot building on a site with a beautiful view of Honolulu Harbor. The new building, which opened in March 2014, assures the smooth flow of projects from design through fabric cutting and sewing, graphics, frame fabrication and installation. The Barnes created their own production management system that allows each department to work simultaneously on projects to speed turnaround.

A diverse range of products is supported by the new center, including custom umbrellas, interior and exterior curtains, retractable and fixed awnings, tensile structures, cushions, graphics, canopies, chaise cabanas and other shade structures, all designed, engineered and fabricated for an upscale market. Custom designs using Sunbrella® fabrics are a signature of Tropical J's, along with galvanized frames that can withstand winds of 100 miles per hour and more. At any point in time, 40-50 projects are making their way through the plant.

"We discovered early on that there is a lot of competition for small residential jobs, but few companies could tackle the large commercial projects, so that's where we focused," Gary said. "The majority of our work is unique, custom design that cannot be matched by imports from China. We have a strong and loyal customer base here in Hawaii that respects our design capabilities and quality." Jordan has been taking on the challenge of custom designs with a

refreshing creativity that integrates the lessons from his father with new technologies.

In addition to the challenges of a tropical climate, Tropical J's is also challenged by its remote island location. Employees have developed expertise not only in operating the company's equipment, but also in maintenance and repair. The company's production planning system, which was developed by Justin, plays a central role in assuring that materials are on-hand when needed and shipped to the island as economically as possible. Crucial for Tropical J's is its relationship with Trivantage, Glen Raven's distribution subsidiary.

"Because of its production management system, Tropical J's does not typically order at the last minute, which allows us to consolidate their orders and ship via the Hawaiian Island Freight Association, which sails to the islands twice a week," said Brian Holian, western regional sales manager for Trivantage. "Some of our customer service associates have been taking care of Tropical J's for more than 15 years, and it's a great partnership."

From a small entrepreneurial company operating inside their home to one of Hawaii's leading shade products companies, Tropical J's illustrates the success that results from creativity, vision and calculated risks.

'COMPROMISE NOTHING' GUIDES COBALT BOATS BRAND





Pack St. Clair, founder of Cobalt Boats, left, with son Paxson, who serves as CEO.

"When you tell a dealer or a customer that the top is Sunbrella, that's all you have to say. They know it's the best. The Sunbrella brand sells itself."

PAXSON ST. CLAIR

Whenever employees at Cobalt Boats are faced with an issue, their path to a solution is clear cut because of the company's two-word vision – "Compromise Nothing."

"The actual phrase, 'Compromise Nothing,' originated in our upholstery department and from there became a company-wide battle cry," said Paxson St. Clair, CEO of the Neodesha, Kansas-based boat builder. "It was internally driven at first and became the vision for the quality of our boats."

Cobalt's obsessive focus on quality originated with the company's founder, Pack St. Clair, Paxson's father, who founded the company more than 45 years ago and although has since retired, is still known as "the keeper of the culture." Early in the company's history Pack identified an opportunity to bring yacht-like quality to the run-about segment, which is a hallmark of Cobalt Boats today. This obsessive attention to detail is reflected in countless ways within each Cobalt boat, including flawless molds that result in perfect gelcoat finishes, structural strength and durability engineered throughout, distinctive stitching patterns on steering wheel covers, stainless steel dashboard switches, techniques for seating foam application that add comfort and extend upholstery life and location of stereo controls to the left of the wheel for easy access by passengers. And the list goes on.

"Pack wasn't an engineer or an accountant when he started this business, but he is a people person, and he created a culture that's focused on people – our employees and our customers," Paxson said.

"We didn't establish the Cobalt brand with procedure manuals. We did it by getting inside of our people's hearts and helping them understand that we're not just building boats, we're building dreams for our customers. It's a passion for building the very best boats that sets Cobalt apart. If something isn't exactly right, everyone has a right to say so, and we start over and make it right. We ask ourselves would Pack approve of this, and if the answer is 'no,' then we redo it."

Cobalt Boats offers a series of six lines, ranging from 20-foot bowriders to a sport cruiser of 40 feet. The company is continuing to expand its offerings with larger boats and has also introduced a platform series in response to the increasing popularity of pontoon boats. With each new line, the Cobalt obsession with detail and innovative design remain a unifying theme.

"An average Cobalt Boat has more than 2,000 parts, and it's the collection of these parts that creates a happy customer," Paxson said. "When we look at a bimini top fitting, we could go with a plastic one that costs 89 cents or we can go with a stainless steel fitting that costs \$4. We go with the stainless steel because that's what a Cobalt Boat is all about."

It's this obsession with the best possible components that has led to a long-term supplier partnership with Sunbrella® fabrics.

"Sun protection is more important than ever for boat owners, and we've added innovative touches in how we design and (cont.)

build bimini tops, arches and towers," Paxson said. "When you tell a dealer or a customer that the top is Sunbrella, that's all you have to say. They know it's the best. The Sunbrella brand sells itself."

Bill McDaniel, marine market manager for Sunbrella fabrics, also describes the partnership with Cobalt as a win-win proposition.

"Cobalt is an excellent inline partner for Sunbrella because we're both quality driven," McDaniel said. "Cobalt consistently applies innovative thinking to improve the quality of the customer experience, and this is what sets them apart."

Because of its focus on the best-of-the-best in materials and workmanship, Cobalt acknowledges that its boats are priced above comparably sized boats. The long-term goal is to win the loyalty of customers who select Cobalt Boats as their brand for life, extending to second and third boat purchases. It's also reflected in elevating a boat owner's expectations and experiences on the water.

"Customers often do their shopping for a boat at a boat show, and at a boat show all boats perform the same," Paxson said. "You can only appreciate what a boat goes through when you get out on the water and the wind picks up, the water gets rough and the spray comes at you. After you experience a few weekends on

rough water and after you own a boat for a few years, you really begin to appreciate quality."

As with the entire boating industry, the 2008 recession also affected Cobalt Boats, but the company's had staying power because of the strength of its brand, focus on the upscale marketplace and loyalty of its dealer base. Cobalt's outlook has brightened considerably during recent months.

"We used the slower times to focus on the development of new boats including our platform series," Paxson said. "By putting more resources into product development, we positioned ourselves to come out of the recession faster and stronger."

One thing that won't change at Cobalt Boats is its commitment to "Compromise Nothing."

"We not only make sure that our people understand our mission, but we also make sure they have the tools they need to accomplish that mission," he said. "At Cobalt, we don't just want Cobalt customers, we want Cobalt advocates. We depend heavily on word of mouth, so when our buyers have exceptional experiences, they tell their friends. That continues to be our secret to success."



Sun protection is increasingly important for boaters, and Cobalt Boats has responded with innovative designs using Sunbrella® fabrics.

GLEN RAVEN LAUNCHES NEW SHADE FABRICS COLLECTION

In response to the increasing variety of shade products on the market today and the growing appreciation of how shading can be as beautiful as it is functional, Glen Raven Custom Fabrics has introduced a new Shade Fabrics Collection.

"Our goal is to reframe the conversation around the concept of shade," said Vince Hankins, industrial business manager for Glen Raven Custom Fabrics. "In the past the conversation was centered on awnings and boat covers, and the emphasis was on protection from the elements. With the new Shade collection, our goal is to open up an entirely new realm of decorative possibilities as well."

In addition to solid and striped patterns that have been the mainstay of awning and marine collections for decades, Custom Fabrics is adding a new category of Decorative Shade. Included in this category are Unity (made from recycled content with a distinctive textural look along with a sustainability story), Alloy (a high-tech metallic look that provides light filtering while allowing water to pass through) and Fundamental (a jacquard-woven fabric with an upscale, sophisticated look.) The fabrics are targeted for home, commercial and marine shading applications.

"These fabrics were created to generate growth opportunities for our awning and marine customers," said Suzie Roberts, vice president of sales. "Our customers will enjoy the continued enhancements to our traditionally constructed Sunbrella® fabrics, while the new decorative offerings are unlike anything on the market today."

The Decorative Shade Collection is the result of two years of design and development work by Glen Raven. Fabrics in the collection were previewed to select customers and industry members throughout the development process as the company strove to create a collection that would stretch the boundaries of what shade fabrics can represent. Applications for the new fabrics run the full range of shading, including fixed and retractable awnings, canopies, shade sails, umbrellas and solar protection as well as biminis and other shading accessories for boating.

"We are aggressively pushing our fabric design and aesthetics forward with these innovative introductions," Hankins said. "Offering a variety of fabric textures and designs such as those in the Decorative Shade Collection allows us to shift the conversation regarding shade structures and fabric solutions beyond the

traditional applications so that we can help create growth opportunities for our customers."

The new decorative fabrics were each created with specific storylines. Fundamental is a jacquard shade fabric driven by classic elements with a modern twist, ideal for upscale, highly decorative applications. The first fabric of its kind in the U.S., the fabric utilizes a traditional Sunbrella fabric construction and a simple stripe concept resulting in a classic woven houndstooth pattern. Available in Charcoal, Sand and Walnut, Fundamental's pattern is distinct close-up, yet subtle from a distance. The fabric is ideal for applications including fixed frame or retractable structures as well as umbrellas.

Building on the increased interest in metallic and solid surface shade products, Alloy takes the edgy, technical look of those structures and elevates them with fabric construction, allowing light and water to filter through the material. Utilizing Glen Raven's proprietary and internally made PVC and Sunbrella acrylic yarns, the fabric has a stunning metallic sheen – a mix of materials that creates a dichotomous matted and shiny look. Available in Silver, Vapor (a light pearlescent shade), Steel and Bronze, Alloy takes on a different look with each installation, including fixed frame structures, shade sails and roller shades.

"Alloy brings the aesthetic value of metal shade structures to the forefront but marries it with a textile solution that will allow for fabrication flexibility," Hankins said. "It is intended for structures where the need for an architectural aesthetic outweighs the need for complete protection from the elements."

Also included in the Sunbrella Decorative Shade Collection is Unity, a line of fabrics made from recycled content and offering a rich dimensional texture. Unity combines up to 50 percent post-industrial recycled Sunbrella fiber with virgin Sunbrella fiber and achieves a unique style and vintage charm while providing rich color, distinctive texture and excellent performance. Available in Ashe, Granite, Char, Leaf and Garnet, this fabric is ideal for any decorative shade application.

On the web at www.sunbrella.com/showroom.



NEW SHADE FABRICS – RETRO COLLECTION



DECORATIVE SHADE – ALLOY COLLECTION



DECORATIVE SHADE – FUNDAMENTAL COLLECTION

TEXTILE INDUSTRY CONTINUES DRIVE FORWARD WITH VALUE-ADDED OFFERINGS BY B&O

Anyone who thinks the U.S. textile industry is no longer a viable segment of the economy should talk to Brand & Oppenheimer (B&O) of Red Bank, N.J. Founded in 1913 as a supplier of garment linings, the company has not only re-invented itself as the provider of value-added technical fabric offerings, but it has continued to invest in the future through a recent acquisition of Performance Textiles, a leader in high-visibility workwear.

B&O has made other advances recently, including attracting longtime industry veterans Edward Ricci, Ben Galpen, and Bryan Boulis, who have been operating under the 1947 LLC aegis, to B&O management. Their industry and client knowledge are an excellent fit for B&O's products.

"The B&O and Performance Textile brands are known especially for their performance attributes, ranging from moisture management to flame resistance," Ricci noted. "We have known the company for many years and believe there are many synergies between our textile expertise and the company's needs at this point in time. We're excited to jump into this relationship and plan to speed up the growth trajectory."

During the past two decades, B&O has distinguished itself as a leader in textile conversion for the U.S. military and is bringing this same textiles expertise to several commercial market segments. In October 2011, Praesidian Capital became investors in B&O, along with management, to support the company's growth. Today, B&O develops exclusive customer fabric solutions in a variety of weights and constructions in nylon, polyester, cotton, canvas and blended woven and knit fabrics. As evidenced by its acquisition of Performance Textiles, B&O is committed to leadership in protective workwear.

"One of the growth areas we are targeting is safety-related workwear fabrics, where B&O is already well-entrenched," said Ricci. "We believe that American workers and their employers will increase demands for such protection, especially for highway workers with high-visibility fabrics as well as fuel handlers on airport tarmacs. Technological gains mean that there will be new product opportunities in the months and years to come."

This focus on the protective workwear market was a driver in B&O's acquisition of Performance Textiles, Inc., which began designing and producing high-visibility, compliant fabric when the ANSI standard was introduced more than 11 years ago. Performance Textiles, with locations in Duxbury, Mass. and Greensboro, N.C., offered a high-vis product line that includes flame-resistant T-shirts, safety vests, rainwear and vests for everyday use.

In partnership with Glen Raven Technical Fabrics, Performance Textiles assisted in the launch of GlenGuard® High-Vis fabrics for safety vests. When used in combination with uniforms of GlenGuard FR fabrics, workers are offered the industry's highest level of protection, including electric arc flash.

"Performance Textiles was a unique and well-established company in our industry with similar production processes and suppliers to our own," Ricci commented. "The company had distinguished itself



as a technology leader, and its technical expertise along with strong customer and supplier relationships are valued additions to our business.”

In addition to its leadership in high-vis workwear, Performance Textiles had established products ranging from hot-air balloons and sport parachutes to tents, recreational vehicle canopies and backpacks. Performance Textiles also brought a well-established relationship with Glen Raven Technical Fabrics, which B&O also shares. Its strategic partnership with Glen Raven was a key component to the initial interest and eventual purchase.

“At B&O, we are committed to forming strategic partnerships with both customers and supply partners,” Ricci confirmed. “B&O has been working with Glen Raven for decades, and we’ve built a fantastic relationship working together on a variety of highly innovative textile applications, from raw materials to dyeing and finishing. They have a great brand in the GlenGuard line of protective workwear fabrics, and we look forward to continuing the progress they have achieved with us and with Performance Textiles.”

The protective workwear category encompasses many different types of fabrics, and B&O plans to grow significantly over the next two to three years, whether organically or through possible acquisitions. While protective workwear is a major focus, B&O is also concentrating on other segments that require performance attributes, such as fabrics for medical, parachute and industrial applications, as well as segments that are both performance- and fashion-driven, such as active wear.

“We see our personnel and resources as extensions of Glen Raven—a partnership we value greatly,” Ricci summarized. “We look forward to continuing to work together to create new and innovative textile solutions for our customers and the American worker.” Glen Raven Technical Fabrics shares a similar outlook on this strategic partnership.

“The needs of customers today often exceed the capabilities of any one company, which makes strategic partnerships vitally important,” said Jeff Michel, vice president of industrial fabrics for Glen Raven Technical Fabrics. “It’s an extremely positive sign that two of our best partners—B&O and Performance Textiles—have combined their resources and are continuing a successful relationship with Glen Raven.”



On the web at
www.brandandoppenheimer.com.





On the web at www.marcocanvas.com.

MARCO CANVAS OWNER TOOK LEAP OF FAITH IN 2008



TAMMY AND ED SKRZYNSKI

Mention the year 2008 to most people and they are likely to recall the start of the world's worst economic downturn since the Great Depression of the 1930s. For Ed Skrzynski the year 2008 has an even greater significance. It's the year that he gave up a globetrotting career with an international tooling and process engineering company to take over his father's business, Marco Canvas & Upholstery LLC of Marco Island, Florida.



"We felt almost crazy when we took this chance during the recession, but I've never understood a defeatist attitude," Skrzynski said. "The industry was in turmoil when we took over here, but for us it was full charge ahead. If you tell yourself that things are bad and you cannot succeed then you will not achieve. We see the value of always learning."

The motivation for Skrzynski's career change was his family, including wife, Tammy, and two growing children that he would miss as he traveled around the world in his previous job. Marco

Canvas had a solid reputation in the marketplace and a small core of talented people. Missing elements were teamwork, the addition of technology, aggressive sales, marketing and diversified product offerings. Skrzynski set out to offer all of these features.

"When I first looked inside Marco Canvas in 2008, I found an organization that was very individual-oriented; what was missing was a team with like-minded goals," he said. "We set out to determine the people who were strongest at each individual task. Who was the best with upholstery, producing enclosures, sales, design, admin and so forth? We became profitable our first month out. Then we began research and brought in technology and encouraged cross-training."

Despite the recession, Marco Canvas invested in the business and grew from four people in 2008 to a team of 15 today. The company's vision is "creating more livable spaces," which it applies to a diverse range of products for homes, hospitality and boating. Fixed and retractable awnings, sun screens and patio enclosures, custom umbrellas, outdoor upholstery, all types of marine covers and a variety of custom metal fabrication are included in a wide range of



offerings. In addition to custom canvas work, Marco Canvas has created exclusive and patented products that are sold to hospitality end users.

With all of the changes made since 2008, Skrzynski considers the creation of a production management system his single greatest achievement for Marco Canvas.

"With this system, if we have an order for a bimini top, for example, we now start by making a digital template that goes to our metals and/or fabrics department(s)," he said. "The frames are made at the same time the fabrics are being cut and sewn so one department is not waiting on another. Communication is important and the product flow is faster, more efficient and more accurate."

Skrzynski shares management duties with his wife, Tammy, whose focus is on administrative, financial, inventory and product management. He also wears many hats with a primary focus on sales and marketing and new product development.

"We view boat dealers as distributors for our products," he said. "By creating standard products and producing patterns for items not available by the OEM, we can respond faster and the dealers can provide better service. We're not out measuring and creating new patterns for every job. It's an approach similar to an OEM and gives us the volume we need. We still do custom work, of course, but we tend to go after it using faster and more accurate processes."

Also playing an important role in the growth of Marco Canvas has been brand recognition for Sunbrella® fabrics, which is the company's flagship offering, and support from Trivantage, Glen Raven's distribution subsidiary. Served by account representative Keith Purves, Trivantage not only provides the fabrics, hardware and cordage that Marco Canvas needs, but also business-building ideas and training.

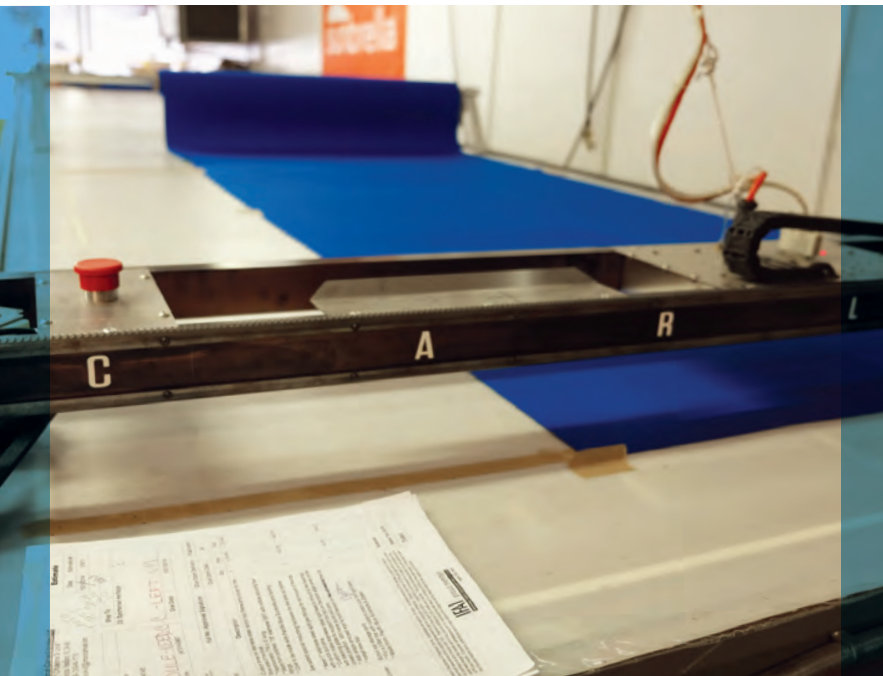
"I view Trivantage as a true value-added partner," Skrzynski said. "The very first week I took over there was a seminar in Miami on how to sell retractable awnings, and I learned a lot from that event, and we sell a lot of retractable awnings. A year and a half ago, Trivantage put on a seminar on shade sales that three of us attended. We've sold more than 13 customized shade sail projects and have become the go-to resource for this type of shading solution. Through



these events, we made great contacts and realized that Trivantage is not just a one-stop supplier for us, but can also help us grow."

Skrzynski remains positive in his outlook for the business with an emphasis on increased efficiency and expansion of his digital library of patterns and exclusive product offerings.

"We'll continue to develop our own products and apply for patents for some, and we'll continue to bring in new young staff members," he said. "I like to think of it as creating products in some old school ways, but doing it in a digital environment."





WANT A NEW SOFA IN TWO WEEKS? — NO PROBLEM FOR BAUHAUS

In the traditional retail shopping model, consumers looking for a new sofa or a chair would visit a large retail showroom, select a frame and fabrics, place the order and then receive the news that the latest addition to their home décor would probably arrive in about eight weeks, maybe longer.

But those days are fast changing, thanks to companies such as Bauhaus Furniture of Slatton, Mississippi. When you order Bauhaus furniture from your local retail store, you can expect to be enjoying your new furniture in two weeks, thanks to an efficient workflow and the hard work and expertise of the company's workforce.

"One of the most important trends for consumers today is online shopping and the expectation that you can receive whatever you want quickly and efficiently," said Britt Allred, owner and president of Bauhaus. "The furniture industry must respond to this trend, and at Bauhaus we believe one of our greatest advantages is our speed to market. We make decisions quickly so we can deliver on customer orders in two to three weeks."

Bauhaus has been building high-quality upholstered furniture in northeast Mississippi since 1989. Operating with more than 200,000 square feet of production space, Bauhaus is ideally located in one of the country's largest furniture production regions, providing close access to skilled furniture craftspeople and an array of furniture component providers. In 1999, Bauhaus became part of the La-Z-Boy company, but in March 2014, it once again became a privately owned company purchased by Allred.

"Our greatest strength is our team in purchasing, design, quality, manufacturing and customer service," Allred said. "Before I purchased the company, I made sure that this team was going to stay in place after the purchase, which they did. As a private company, we are nimble and flexible, and one of our top priorities has been to preserve the jobs we offer here in Mississippi."



The Bauhaus factory is organized around the concept of quality, efficiency and cost control. With most of its key suppliers within 30 minutes or less of the plant, inventories at the Bauhaus plant are kept low even in its fast-turn environment. Virtually every item is made to order based on a weekly production schedule.

"One of the reasons we weathered the recession is the fact that we remained true to our position as a company that controls our costs and focuses on providing value," Allred said. "These programs have really worked for us."

Bauhaus has traditionally been recognized as the opening price point for department stores, but that position is evolving under the direction of Jeannie Corey, director of design. Tailored lines, stylish looks and quality upholstery continue to define the Bauhaus aesthetic, and department stores remain a core focus. At the same time, Bauhaus is building on its brand recognition to expand its customer base into the upper middle market segment.

"For the past four furniture markets our new introductions have continued the clean, simple lines that Bauhaus is known for, but with a more stylish, fashion-forward look," Corey said. "Through design accents, we are offering consumers greater fashion appeal while still being affordable."

Even with additional styling, Bauhaus continues to focus on quick availability.

"One of our many strengths at Bauhaus is that we give our customers a stylish, comfortable, high-value product in a short amount of time," said Josh Robbins, Bauhaus plant manager who leads a workforce of 250 employees. "Britt and Jeannie have a great eye for style and quality and with Britt's leadership and strong work ethic, we'll thrive. Britt has a great vision for Bauhaus and is always working to make us even better."

One of the important elements of Britt's vision for Bauhaus is to offer retailers complete merchandising programs that draw consumers into the stores and increase sales. It's this focus on programs that led Bauhaus to a partnership with the Sunbrella® brand.

"Our philosophy is to emphasize programs, not items, so this is one of the reasons that Sunbrella® fabrics appealed to us," Allred said. "We began offering Sunbrella fabrics two years ago, and the program has exceeded our expectations. Consumers look for comfort most of all in furniture, but they also want products made in America, and they're drawn to performance, which is where Sunbrella really delivers. Sunbrella will be a major part of our business plans going forward."

Another of the major trends at retail today that Bauhaus is addressing through its Sunbrella program is the need for more color.

"We are hearing from retailers who want to bring more color to their retail floors," he said. "In furniture stores today it's mostly brown, taupe and neutrals, and retailers want to add color and we're looking for ways to help them. That's one of the areas where Sunbrella comes in. They have great colors that are also fade-resistant."



BRITT ALLRED



JEANNIE COREY

On the web at
www.bauhausfurnituregroup.com.



'PERSPECTIVE' PROGRAM EXPANDING IMAGINATIONS FOR SUNBRELLA® FABRICS



Glen Raven Custom Fabrics has created an ongoing program in support of new ways of thinking about how Sunbrella® fabrics can make life more beautiful, comfortable and carefree. Called "Perspective," the program began two years ago with the inspired design for an urban loft apartment in Atlanta, and expanded during 2014 to include a beach house, classic Airstream trailer, high-end yacht and unique interior creations from a curated list of interior designers.

"Our goal for the Perspective program is to reach out to the design community and our customers in bringing to life the vast array of creative opportunities for Sunbrella fabrics," said Gina Wicker, creative director for Sunbrella fabrics. "Through online videos, blog posts and special events, we're collaborating with the design community and reaching out to consumers on how they can use our fabrics to make life richer and more enjoyable."

Glen Raven continued the Perspective program this past summer with Perspective New England that explored a series of design challenges through three design projects – "The Rhode Yacht," a vintage revival of a 1977 Airstream Argosy Trailer; "The Real Yacht," an M36 daysailer luxury yacht by Morris Yachts; and "The Beach House," a family home in Narragansett, Rhode Island. All three projects tapped into the creative abilities of accomplished designers in bringing Sunbrella fabrics to life.

"With Perspective New England, we expanded the story to show the versatility of Sunbrella fabrics, from well-known applications, such as awnings and marine tops, to kid-friendly design and luxury marine interiors," Wicker said. "We partnered with amazing designers, as well as Island Outfitters, Morris Yachts and the Hall family, on this design journey across New England."



New England: Part One

The Rhode Yacht

The Rhode Yacht tells the makeover story of an Airstream Trailer and introduced viewers to Greg Hall, the owner of both the trailer and the beach house, and Morris Yachts, builders of custom, luxury sailing yachts, who were instrumental in rebuilding the trailer's interior. The Rhode Yacht completed a mobile marketing tour last summer along the New England coast, visiting regattas, boat shows and music festivals.



New England: Part Two

The Real Yacht

Launched in mid-July 2014, The Real Yacht showcased the many ways Sunbrella fabrics can be used both above and below deck on a special-edition Morris M36 that celebrated the tenth anniversary of this iconic daysailer. The design featured high-end decorative fabrics by Richard Frinier for Sunbrella. Kate Gable Seremeth of Tack Studios spearheaded the design.

"A daysailing yacht is really a home on the water," Seremeth said. "With Sunbrella fabrics, you can have the same comfort and style of home without compromising on performance."





New England: Part Three

The Beach House

The Beach House featured a series of design challenges to resonate with families everywhere. Kate Jackson of Kate Jackson Design assisted the Hall family – Greg, Stacie, their two daughters and two dogs – in creating a coastal chic design as sophisticated as it is durable. Living spaces inside and outside of the home were transformed using Sunbrella fabrics.

“As a mother of three, I understand the inevitable wear and tear from active kids and pets can sometimes spell disaster. That’s why Sunbrella fabrics are really perfect for every family,” Jackson said.



The fabric-inspired story of Perspective New England expanded digitally on a dedicated website and through additional online content including short videos on tough interior design challenges such as removing stains from fabric, how to hang window

treatments and how to arrange furniture. The series educates consumers on where Sunbrella fabrics are available at retail and how to gain access to additional Sunbrella resources available to the trade by working with designers and fabricators.



New York

High Design

The most recent iteration of the Perspective program took place in the fall of 2014 in Highline Stages, a three-story landmarked historic building in the heart of the Chelsea neighborhood of Manhattan. Highline Stages was selected because of its dedication to promoting innovation and creativity among photographers, filmmakers, artists and designers.

"Perspective New York evolved our program by bringing to the forefront a multitude of design ideas specified from our high-end upholstery collections available through showrooms," said creative director Gina Wicker.

Five designers were selected to build out room vignettes: Brian Patrick Flynn (Flynnside Out Productions), Alex Gaston (Mark Cunningham, Inc.), Drew McGukin (Drew McGukin Interiors), Kate Jackson (Kate Jackson Design) and Brian Paquette (Brian Paquette Interiors). From pastels to neutrals and mid-century modern to everyday eclectic, the vignettes were each filled with custom upholstery, original artwork and accessories that communicate each designer's vision.

Perspective New York furnishings within the vignettes were custom built by Bjork Studio, a bench-made furniture and upholstery studio based in Atlanta. Additional partners in the creation of the vignettes included Colonial Mills, Textillery, Jayson Home, Workstead, Miles Talbott, Frette, Cody Hoyt, Hugo Guinness and others.

"Perspective New York gave talented designers the opportunity to let their imaginations run free in creating rooms that no one would say no to," Wicker said. "How consumers and other interior designers can translate these ideas through the beauty, durability and flexibility of our showroom collection of Sunbrella fabrics is the essence of Perspective."

Perspective New York was co-sponsored by The Hearst Design Group.

Room vignettes (top to bottom): Brian Patrick Flynn (Flynnside Out Productions), Alex Gaston (Mark Cunningham, Inc.), Drew McGukin (Drew McGukin Interiors), Kate Jackson (Kate Jackson Design) and Brian Paquette (Brian Paquette Interiors).



On the web at
www.sunbrella.com/perspective.



GEO SOLUÇÕES – COMING TOGETHER OF INTERESTS EXPANDS STRATA



VICTOR PIMENTEL

JULIO PIMENTEL

In the fall of 2013, Glen Raven completed a joint venture partnership with Geo Soluções, a young and growing geogrid company in Brazil. The partnership advanced Glen Raven Technical Fabrics' goal to grow globally through its Strata Systems subsidiary while providing Geo Soluções with the additional investment needed to keep pace with South America's infrastructure needs.

Geo Soluções has completed more than 100 projects that typically entail the construction of retaining walls and stabilization of steep slopes that 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 private airport. Geo Soluções was created by brothers Victor and Julio Pimentel, and in the following interview, they share their story.

TELL US A LITTLE ABOUT YOURSELVES.

We were born in São Paulo, Brazil and have lived most of our lives here. Our father is an engineer, and as a hobby, he liked to

do things by himself, and one of his great projects was to build his countryside home. This project gave us an opportunity to learn firsthand what it's like to work in construction as laborers.

While we were growing up, we also had the opportunity to live abroad for two years when our father was accepted as a master degree student at the University of Leeds in the UK. That experience really affected our perspective on the world.

WHAT EXPERIENCES DID YOU HAVE BEFORE FORMING GEO SOLUÇÕES?

Julio earned his undergraduate degree in economics and also holds an MBA, and Victor earned a master's degree in geotechnical engineering. After graduation Julio worked with American companies, including Arthur Andersen, HP and IBM. After University, Victor began his engineering career with Odebrecht, Brazil's largest construction company, and later joined Ober, a textile company focused on nonwoven manufacturing in geosynthetics.

WHAT LED TO FORMING GEO SOLUÇÕES?

While working in geosynthetics and studying trends around the world, Victor came up with the idea of creating our own segmental retaining block. Our objective was to create a system not only different in design but also in how the blocks interlock themselves. After some months of research and testing, we created the Geobloco H. and later obtained a patent.

HOW DID THE BUSINESS GROW?

We thought that after having designed the block and the geogrid system we were ready for the market, but we found the market wasn't ready for us. We were in our early 20s and trying to sell a complex new solution to senior geotechnical Brazilian engineers. They used to say: "You guys are coming here and saying that you can build a 40-foot high wall just by connecting these plastic grids to a light concrete block without any steel or concrete? Sorry guys, we don't believe it!"

During 2002 and 2006 we discovered that our best customers were those who had an existing slope or retaining wall that had failed. These jobs gave us some interesting success cases and we began to be accepted by larger engineering companies and designers.

Initially, we only supplied the blocks and the geosynthetics system and instructed contractors in how to use them. In 2009 we made a big shift in the business and created a service division to install our products and systems instead of just selling them for others to install. This change gave us the opportunity to enter the specialty foundation market of soil nailing, micropiles and anchors. We became the only company in Brazil that combined both cut and fill and retaining wall systems expertise, which was a significant added value.

By 2010 we grew by 300 percent compared to the previous year and in 2011 by another 200 percent. After joining the Glen Raven and the Strata Systems family, we have more than doubled the company again.

HOW IS IT LIKE WORKING TOGETHER AS BROTHERS?

We understand that we are a team and complement each other. Our personal values are naturally similar and mutual respect is over the top. Victor is responsible for technical and sales and Julio is responsible for administrative, financial and support areas.

HOW WOULD YOU DESCRIBE THE CULTURE OF YOUR COMPANY?

We are a young company with a lot of energy and tenacity. The average age of our employees is around 28. Our selection process is quite strict. Apart from professional skills, we look for people whose personal values align with our company values. When people visit our company they say they feel a special energy – a "go for it" climate. Our technical knowledge and extreme versatility to meet market needs differentiates us from other young companies.

WHY DID YOU DECIDE TO FORM A JOINT VENTURE WITH GLEN RAVEN?

The joint venture with Glen Raven brought to our company the credibility and the strength of a solid American centenary group. Our business cultures are quite similar and we see as synergistic the way our leaders think and act. We now have a young, technical company combined with a 134-year-old products manufacturer and the international respect for the Strata brand. The market sees our partnership with Glen Raven and Strata as a big asset and it helps to open doors for us. We think it's a strong match.

WHAT IS YOUR OUTLOOK ON THE FUTURE IN BRAZIL AND SOUTH AMERICA?

One of the greatest challenges in South America, Brazil especially, is to invest in infrastructure. South America is set to grow in commodities, mining, agriculture, infrastructure and energy. For this growth to take place, however, investments in infrastructure are critical. Our challenge is to make our company and our solutions known to this market and work with the right people, build relationships and deliver results. We want to promote the Strata brand in Brazil as the technology leader in geogrid solutions.



"The market sees our partnership with Glen Raven and Strata as a big asset, and it helps to open doors for us. We think it's a strong match."

VICTOR AND JULIO PIMENTEL

On the web at www.geosolucoes.com.





STUDENTS' DESIGN CREATIVITY BOOSTING COMMUNITIES

It's an issue that's affecting small towns and large cities all across the country. As residential neighborhoods and shopping outlets have moved into suburban locations, urban cores have often been neglected. Empty storefronts and sparse populations are all that remain of what had once been vibrant centers of commerce, the arts and community life.

To help in reversing this trend, Glen Raven's Concept Gallery this past fall sponsored the "Boost Challenge," which was a collaborative effort with the Fashion Institute of Technology in New York City. The program enlisted the creative energies of 120 sophomore students to explore how the broad array of fabrics and materials offered by Glen Raven could be used to create new identities for towns and cities and help encourage the resurgence of commerce and social life in these neglected areas.

The students' assignment was to create a new look for downtown Burlington, N.C., the headquarters city for Glen Raven. Like many other small towns in the U.S., Burlington had once been a thriving business, entertainment and social center, and has dedicated itself to revitalization. The Boost Challenge was based on helping to support this effort while illustrating concepts that could be applied to any community in the U.S.

"Burlington has a strong fundamental base in the architecture of its buildings, and there's a lot of interest in making it a place that people will want to make a part of their daily lives," said Allen Gant, III, a native of Burlington, specialty accounts manager for Glen Raven Custom Fabrics and a member of the Burlington Downtown Corporation. "The Boost Challenge is one of the many ways that we can revitalize interest in downtown Burlington and create an atmosphere that will attract artisans, craftspeople and entrepreneurs." The student's work is only conceptual at this point and no construction has been committed; Gant plans to discuss

the students' concepts with the Burlington Downtown Corporation board as part of overall planning for downtown.

Glen Raven selected the Fashion Institute of Technology (FIT) as its partner for the Boost Challenge because of the school's reputation for leading-edge design that spans communications and visual presentations. Located in the heart of Manhattan, the school draws students from around the world who are challenged to develop designs that are deployed in a broad array of settings, from retail stores and trade exhibits to museums and public spaces.

For the Boost Challenge, the students were provided background information and images of downtown Burlington and asked to conceptualize how they would use materials from Glen Raven to create a new brand identity for the area that would invite investments and visitors. The resulting designs were presented in two- and three-dimensional formats.

"FIT students and faculty really embraced the Boost Challenge as an opportunity for us to tap into the students' expertise and creativity in a new and exciting way," said Paige Mullis, director of concept development for Glen Raven. "Our company offers a vast array of materials that can be used to create community brand identities and soft architecture to boost a community's viability."

According to Craig Berger, chair of the visual presentation and exhibition design curriculum at FIT, the Boost Challenge fit ideally into the school's instructional programs and provided students with an ideal opportunity to work with materials on a real-world project.

"Many cities and towns use banners for downtown decoration, but the Boost Challenge took us beyond these basics," Berger said. "This program worked at an entirely different level to use materials

(left) The panel of judges consisted of, left to right, Susan Szenasy, Metropolis magazine; Michael Catalano, Capitol Awning Company; Paige Mullis, Glen Raven; Kevin Kelly, Globe Canvas; Allen Gant III, Burlington Downtown Corporation; and James Cropper, Valley Forge Flag.

and graphics in a way that is totally immersive into the community for the purpose of reinventing a community. It's a great opportunity for our students to work on a specific project, and it's given Glen Raven insights into new ways that these materials can be used."

FIT faculty members emphasize the importance of their students learning about the range of materials that are available for visual design and presentations that the Boost Challenge has opened up for them.

"Designers are only as good as the arsenals of resources and materials available to them," said Anne Kong, a member of the FIT faculty. "The Boost Challenge allowed our students to better understand how materials can be applied to a very specific assignment. They developed some expected and some unexpected applications for the materials that Glen Raven made available to them."

Student entries were judged on the effectiveness of their presentations in addressing Burlington's challenges. Judges reviewed the choice of materials as well as creative concepts reflected in their various designs.

"One of the direct benefits from the Boost Challenge will be how it can open up growth opportunities for our customers," said Ann Marie Logue, account representative for Trivantage. "The students' creations should help to inspire our customers to reach out to cities and towns with new ideas on how they can help to revitalize core urban areas. This program is not just about creative thinking. It's about creating growth opportunities for our customers."

Glen Raven provided students with access to its Materials Library through a mobile pop-up edition of the company's Concept Gallery. Extensive material samples were provided to the students while they completed their work.

"The portfolio of products from Custom Fabrics, Technical Fabrics and Trivantage is ideal for helping communities create community brand identities through flags, banners, structures and creative spaces of all kinds," said Mike VonWachenfeldt, technical service manager for Custom Fabrics. "Through the creative use of these materials, communities can encourage increased economic and social activities in areas in need of a boost."

From more than 50 submissions, a team from Glen Raven selected 10 finalists and an industry panel made the final selection of a winner and two honorable mentions. The panel of judges consisted of James Cropper, Valley Forge Flag; Michael Catalano, Capitol Awning Company; Allen Gant III, Burlington Downtown Corporation; Susan Szenasy, Metropolis magazine; and Kevin Kelly, Globe Canvas.

"We would be ready to build any of these winning entries today," Catalano said. "With some engineering work and small design changes, we could envision these structures in just about any community you can imagine. It's this kind of creative thinking that will help to keep our industry alive."



BOOST CHALLENGE WINNERS

FIRST PLACE – HOMESPUN

The winning entry by CrisAnne Fernandez and Samantha Kokinchak was inspired by Burlington's heritage as a hosiery and textile center. Homespun comprises several installations, all of which point toward an appreciation of textile history.

A Loom Archway consists of five fabrics that are woven together and secured using yarns that are twisted together to create ropes of substantial size. Each rope is dyed the color of its corresponding fabric in the woven covering. Yarn Balls, the second major component of Homespun, are structures built using a sturdy frame and wrapped in Sunbrella Rope matching the color palette of the Loom Archway.



FIRST RUNNER-UP – THE LIVING WALL

As its name implies, "The Living Wall" emphasizes living plants and greenery that bring innovation to life. The wall is constructed using various materials from Glen Raven, drawn heavily from the company's geogrid line of soil reinforcement products.

Students Lauren Cristofalo and Devlin Chnelich emphasized personalization and customization in their design of The Living Wall through the selection and placement of Glen Raven materials

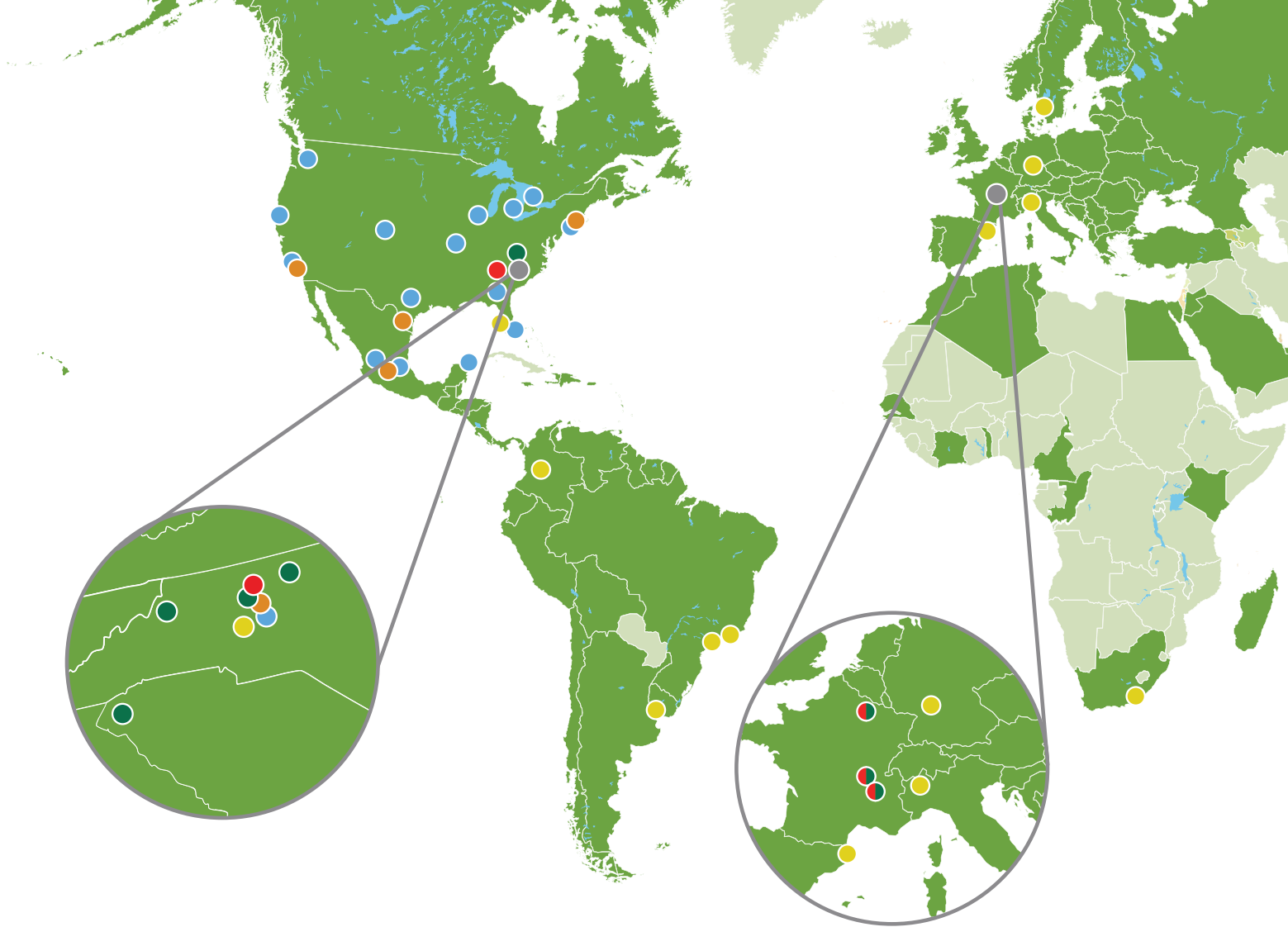
in a variety of structures and colors. Plant selection opens up vast areas of customization and seasonal changes for The Living Wall in defining a distinctively new public space in downtown Burlington.

An additional element of The Living Wall is an online community, "Burlington Connected," which is envisioned as a resource of information concerning local schools and businesses as well as activities associated with The Living Wall.

HONORABLE MENTION – THE CONTOUR

Designed by Christina An and Elissa Yourth, "The Contour" is designed as an all-inclusive aesthetic, interactive space reflective of Burlington. Large fabric structures in distinctive curved shapes result in a cohesive feel to a public space that provides a distinctive aesthetic and a strong attraction for downtown Burlington.

The Contour incorporates historic imagery and raw wood, reflective of Burlington's industrial and craftsman heritage. The expansive covered and uncovered areas are accented with local artwork and linked by walkways throughout. White walls and contemporary graphics add to the classic, yet cutting-edge look and feel of a new public space envisioned for Burlington's downtown.



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