

# RAVEN

| Issue No. 3 |



**Astrup Company Stays  
Close to Employees, Customers**

**John Boyle & Company Combines  
Manufacturing, Distribution**

**Evergreen® Fabrics  
Winning Loyal Clientele**

**Dickson-Constant Diversifying  
Products, Markets**



Glen Raven Partnerships



Dear Readers:

One of the most overused terms in business today is “partnership.” It seems that everyone is looking for just the right partners to assure their success.

At Glen Raven, partnership is not a word that we use lightly. For us, partnership comes with stringent requirements that include open communications and integrity as the foundations. Most importantly, partnership means that everyone is committed to a win-win approach.

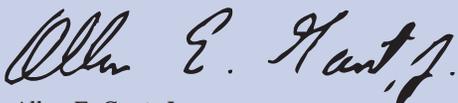
In this issue of the Raven magazine, we have profiled a few of our strategic business partners. These companies are representative of literally hundreds of organizations that we depend on to serve our customers and keep our company growing and strong. Most of these partnerships are decades old, which is another requirement for our partners – commitment and ability to invest for the long term.

Calico Corners has sold Sunbrella fabrics at retail for more than 40 years and today is one of our largest retail outlets; Sunbury Textile Mills created the first jacquard woven Sunbrella fabrics and introduced our brand to upscale decorative jobbers; Silver State Fabrics is a distributor/decorative jobber, assuring product availability to trade professionals nationwide; Kermel is the leader in Europe in protective apparel and is growing in North America; Commercial Sewing is one of the nation’s top OEM suppliers of sewn products; and Graniteville Specialty Fabrics is a leading fabrics coating organization.

Two of the partners profiled in this issue – The Astrup Company and John Boyle & Company – have been partners with Glen Raven for more than 100 years. Partnerships with these national distribution organizations are now even closer as the result of our having acquired these two companies in May. The merger of Glen Raven with Boyle and Astrup is truly a milestone event in the history of our companies that will result in closer relationships with our customers and new opportunities for innovation that will benefit the entire performance fabrics industry.

Other articles in this issue include a profile of Dickson-Constant, our French awning, marine and specialty fabrics subsidiary that is a leader in performance fabrics markets worldwide. You will also read about the Evergreen family of environmentally friendly fabrics from Dickson Coatings.

In the spirit of partnerships, I would once again like to thank you for your business and your support, and I welcome your questions and comments at any time.



Allen E. Gant, Jr.  
President



ASTRUP COMPANY  
STAYS CLOSE  
TO EMPLOYEES,  
CUSTOMERS



**W**hen the Astrup Company searches for innovative ideas, they don't turn to high-powered consultants or national think tanks. Instead, they reach out to frontline employees who work with customers day in and day out.

"All of the best ideas come from our frontline employees, and all we have to do is ask them," said John Kirk, chairman and CEO of the 131-year-old distribution company. "We tap into our employees' brain power because we are not satisfied to work this year from the same body of knowledge that we operated from last year."

Listening to employees, adopting innovative new ideas and forming close relationships with customers have enabled The Astrup Company to grow and change since its founding in 1876. It all began with William J.O. Astrup, Kirk's great-grandfather, who emigrated from Denmark to the U.S.

The Astrup Company began as a sail loft on the shores of Lake Erie, serving the merchant marine that plied the Great Lakes. As sailing gave way to steamships, The Astrup Company changed focus, leveraging the company's expertise with fabrics to enter awning and tent markets.

The Astrup Company today remains a family-owned business, headed by great-grandsons of the founder – John Kirk and his brother, Jeff Kirk, president and COO. Headquartered in Cleveland, the company is North America's largest distributor of fabrics and hardware for the awning and marine industries, offering more than 10,000 products from 11 branch offices in the U.S., 1 in Canada and 2 in Mexico.

"It is amazing when you think about it – a business that is 131 years old and operated continuously by second, third and fourth generations of this family," John said. "There is a club of 100-year-old companies in Cleveland, and when you read through the membership list, you see that we are one of the oldest and one of the few that have remained family owned."

The Astrup Company has been continuously profitable and paying dividends to its owners since 1917, the furthest back that complete financial records are available. When asked for their secrets to success, John and Jeff Kirk are quick to mention respect for talented, loyal employees who often have service records of 20, 30, 40 years or more; a culture that promotes hard work and attention to detail; close working relationships with customers, many of which are family-owned businesses that have worked with three and four generations of the Astrup family; and a comprehensive offering of products and services that continually evolves.

"The depth and breadth of our inventory is a strategic advantage because it allows us to serve many different markets," Jeff said. "We strive to get every order out the same day that we receive it, and our goal is to fill 100 percent of each order. Everything we do goes back to service."

Astrup's product offerings include fabrics and hardware for architectural structures; back-lit awnings, signs and structures; shade systems and window treatments; marine tops, covers and interiors; casual furnishings; advertising media; digital media; and protective, special purpose and recreational products. In addition to products that Astrup distributes for other companies, it also manufactures its own awning and marine hardware in a custom machine shop at its Cleveland headquarters.

Among the vast array of products offered by The Astrup Company is a substantial inventory of Sunbrella® fabrics, and a relationship that dates back at least 100 years. Sunbrella fabrics are the largest single item sold by Astrup.

"Glen Raven has responded well over the years to many different markets," Jeff said. "Our goal has always been to be the best marketing representative that Glen Raven has, and they have been dedicated to providing us with the products we need to serve our customers. Neither of us could have been as successful as we have been without each other."

**"We attract and we keep good people, and we promote a culture of hard work and attention to detail."**

John Kirk

During recent years, Astrup has invested heavily in computer systems and software that provide online, real-time information about all aspects of the business. Included in this growing computer infrastructure is a system that allows customers to order products online and a recently launched online design tool for the hospitality industry.

Even with the latest computer technology, John and Jeff Kirk always point to people as the most important part of their business.

"We attract and we keep good people, and we promote a culture of hard work and attention to detail," John said. "We do a good job of knowing what our customers want and assuring that they have these products where and when they need them. It all boils down to old-fashioned hard work and attention to detail."

For more information about the Astrup Company, visit them on the web at [www.astrup.com](http://www.astrup.com).

# JOHN BOYLE & COMPANY COMBINES MANUFACTURING, DISTRIBUTION



Statesville, North Carolina, an historic community of 25,000 near the foothills of the Blue Ridge Mountains, is not exactly where you would expect to find one-of-a-kind textiles technology. But that is exactly what you find inside the company headquarters of John Boyle & Company, which operates two of the world's few 20-foot wide weft-insertion knitting machines.

Fabrics created by this state-of-the-art technology are used for stabilizing excavation sites and also by the nation's military. A manufacturing site in Georgia coats the fabrics knitted in Statesville with proprietary polymer coatings that increase the fabric's life and give it other special features that customers demand.

"Our company is not the largest in our field, but as both a manufacturer and a distributor we can offer our customers many unique capabilities and extraordinary service," said Michael B. Dorfman, John Boyle & Company president and CEO. "Our philosophy has always been to continually reinvest in the business to assure the resources necessary to serve the incredibly diverse needs of our customers."

The ability to respond to changing times is deeply ingrained in the culture at John Boyle & Company, which was founded by an English sail maker, John Boyle, who immigrated to New York City in 1853 and founded the company in 1860. From sail making, Boyle branched out into tents, tarpaulins, and canvas products needed by Civil War troops. Boyle earned a lucrative contract for mail pouches for the government and even ventured into finely crafted leather luggage.

In the 1870s, Boyle received a patent for machinery developed to process striped awning fabrics, which was a precursor to one of the company's primary product lines today. Over the years, fabric offerings from John Boyle & Company evolved with the nation's ever-changing economy, ranging from sails for clipper ships and tops for covered wagons carrying pioneers into the West, to covers for the first railroad cars that accelerated the nation's coast-to-coast expansion. Boyle even provided tent materials for the Barnum and Bailey Circus.

Manufacturing operations moved to Statesville, N.C. in 1960, and the company's corporate headquarters followed in 1982. In the following year, Boyle purchased R.J. Stern, a mining products company in West Virginia, which opened up another new market, fabrics for mine shaft ventilation.

Today, John Boyle & Company is a unique combination of manufacturer and distributor, with about one-third of its products both made and distributed by the company. Manufacturing operations are in North Carolina and Georgia, with branch sales and distribution centers in Rhode Island, New Jersey, Indiana, Missouri, Pennsylvania, Texas, Florida, California and Georgia.

"We are a one-stop shop when it comes to awning, marine and industrial businesses."

William W. White

"Our company has always felt the need to do as much as possible for our customers, and this is one of the reasons we have manufacturing capabilities that allow us to offer special products in which we control the quality," said William W. White, vice president of sales and marketing. "The diversity of our operations also makes us less susceptible to downturns in the economy and accounts for our longevity of 150 years. If one market is down, other markets will be up."

Boyle's diversity as a distributor and a manufacturer has created opportunities for the company to form long-term partnerships throughout the industrial fabrics industry, including a relationship with Glen Raven that is more than 100 years old. Boyle distributes Sunbrella awning and marine fabrics, while it also purchases woven polyester fabrics manufactured by Glen Raven's Burnsville, N.C. plant.

"While we are a diverse company, the common thread in all that we do is innovation in textiles," Dorfman said. "What makes us somewhat unique is the fact that we are both a manufacturer and a distributor. This combination keeps us



constantly exploring new products that we can manufacture and sell.”

On the manufacturing side, John Boyle & Company specializes in knitting, coating and laminating. End uses include geogrids, military applications, awnings, boat covers, tents, banners, pool covers, coal mine ventilation, industrial applications and tarpaulins, along with packaging materials for automotive parts shipping. The company is well regarded for its expertise with flame retardant fabrics, a broad array of colors, expert color matching, close attention to quality assurance, and a deep commitment to research and development.

In addition to being a manufacturer, Boyle is a full-service distribution company, primarily serving awning and marine fabricators. Boyle’s offerings include fabrics and comprehensive lines of hardware, tools and accessories. Next day delivery is offered to customers nationwide from its 10 distribution centers.

“We are a one-stop shop when it comes to awning, marine and industrial businesses,” White said. “Our customers literally range from fabricators that order two yards of fabric at a time, to customers that do several million dollars of business each year. That is one of the great things about our company. We can meet such a broad diversity of needs.”

For more information about John Boyle & Company, visit [www.johnboyle.com](http://www.johnboyle.com).

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OPPOSITE PAGE Boyle management team, left to right, William White, vice president, sales and marketing; Rich Lippert, vice president, manufacturing; Michael Dorfman, president; Jeffrey Brown, CFO. ABOVE 20-foot wide weft-insertion knitting machine.

## GRANITEVILLE SPECIALTY FABRICS PROVES RESILIENCE



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If there is one quality that Graniteville Specialty Fabrics has in great abundance it's resilience. This Aiken, South Carolina-based company has staged a comeback from a train derailment, chlorine spill and subsequent liquidation of its former parent company. After overcoming all of these challenges, Graniteville has once again re-emerged as an innovative provider of water and solvent-based coatings that is attracting a loyal clientele that includes Glen Raven.

"Because of our unique capabilities, we have been able to garner most of our customers back and get back on our feet," said Jim Egan, Graniteville president. "We can coat virtually anything, from artists' canvases to sophisticated products for modern military equipment. Our proprietary technology imparts performance characteristics that are unavailable anywhere else."

"We focus on specialty applications that will keep us well ahead of the competition because of the technology required."

Jim Egan

Graniteville Specialty Fabrics traces its history to 1845 and the founding of the Graniteville Company, one of the first textile mills formed in the South. In 1996, Graniteville was acquired by Avondale Mills, which operated the company until a tragic train derailment occurred in 2005. Only a few hundred yards from Graniteville Specialty Fabrics, toxic and highly corrosive chlorine was spilt.

After completing a \$9 million restoration of the Graniteville Specialty fabrics manufacturing facility during 2006, Avondale Mills announced in May of that year that they would no longer be able to continue operations after a \$140 million total clean-up; Avondale was liquidating the company. A local investment group led by Weldon Wyatt purchased Graniteville Specialty Fabrics and restarted the completely refurbished plant as a stand-alone company in August 2006.

With 177,000 square feet of manufacturing space and a workforce of more than 100, Graniteville Specialty Fabrics is in growth mode again today. It is building on its strength with specialty coatings that range from heat resistance for ironing board covers to fire retardant fabrics for commercial applications. Many of its coating applications add water resistance to fabrics, including awning and marine applications. The company also creates coatings that add fabric color, extend UV resistance and offer fire safety.

"We focus on specialty applications that will keep us well ahead of the competition because of the technology required," said Egan, a 28-year textile industry veteran. "We do things that are difficult if not impossible to reproduce and that will keep us ahead of the curve."

In addition to providing commission fabric finishing, Graniteville also creates its own products for awning, marine and industrial applications. The Astrup Company and John Boyle & Company are major distributors of these products.

"We are coming back and getting stronger and stronger," said Kevin Crean, executive vice president of sales for Graniteville



Specialty Fabrics. “There is virtually nothing we cannot do when it comes to water and solvent-based coatings, and that’s attracting a lot of interest from people looking for unique coating capabilities.”

One of Graniteville’s best customers is Glen Raven, which began work with the company in 1998, enlisting Graniteville’s expertise in providing a coating for its solution-dyed polyester marine fabric, Sur Last. At the same time, Graniteville became a customer of Glen Raven, purchasing woven fabrics manufactured by Glen Raven’s Burnsville, N.C. weaving operation.

“Glen Raven and Graniteville are both competitors and customers of each other,” said Crean a 30-year veteran of the specialty coatings industry. “While we compete in the awning and marine markets, they are our customers for coating expertise, and we are their customer for greige fabric. This has been a total winning partnership that began small and has continued to grow each year.”

One of the most exciting new developments in the Graniteville and Glen Raven partnership is the recent creation of a new coated fabric designed for the military. The new fabric is designed for Outer Tactical Vests (OTV), which are important elements in combat apparel, allowing soldiers to attach a wide array of equipment.

“We have created a unique coating that not only imparts fire resistance to fabric, but also adds water repellency,” Egan said. “From a technical standpoint, the combination of these characteristics is extremely difficult to achieve because the chemistry for each characteristic tends to resist the other.”

Under the latest partnership, Glen Raven is weaving the fabrics and serving as the lead contact for marketing. Graniteville is responsible for the proprietary technology that gives the fabric its unique capabilities.

“The military is very interested in this product,” Egan said. “We see a bright future, and are applying for dual patents with Glen Raven.”

The partnership between Graniteville and Glen Raven is based on a mutual focus on value-added technology and a deep appreciation for changes that have taken place in the global economy.

“Today’s business world is nothing like the old textile business when there were orders on every street corner,” Crean said. “You have to look at markets differently, and you have to look deeper. You have to be innovative, and you cannot rest on what you have done in the past. With this approach, there are lots of challenges, but there will also be lots of success at the end of the day.”

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ABOVE, left to right, Kevin Crean, executive vice president, sales; Doug Johnson, senior vice president, operations; and Jim Egan, president. First-line fabric inspector James Martin inspects coated Glen Raven fabrics distributed by The Astrup Company. Sur Last boat cover.



CALICO CORNERS  
RELATIONSHIP  
EVOLVES WITH  
THE TIMES

**T**he relationship between Calico Corners and Sunbrella® fabrics continues to evolve with the times. More than 40 years ago when Sunbrella fabrics were predominantly known for solid colors and broad stripes, Calico Corners began selling the performance-fabric brand for applications that ranged from boat cushions to log carriers.

Fast forward to 2007 and this relationship has grown tremendously as a result of Calico Corners' transformation into the country's fastest growing custom decorating retailer and Sunbrella's introduction of a new generation of luxurious fabrics for use indoors and out. With 115 locations nationwide and a growing Internet business, Calico Corners is today one of the nation's largest retail outlets for Sunbrella fabrics.

"Calico Corners has created an extensive program that we call Casual Living Fabrics, and Sunbrella is the lead fabric in this collection, which has grown by more than 400 SKUs in recent years," said Jan Jessup, director of communications for Pennsylvania-based Calico Corners. "Our buyers work closely with the designers at Glen Raven, providing insights into our customers' needs."

Calico Corners was founded in 1948, specializing in the sale of second-quality designer fabrics for home decorating. During its 60-year history, Calico Corners has evolved into a custom decorating company, offering first-quality products that can be used for virtually any aspect of home decorating.

At a Calico Corners store, a homeowner can select from more than 250 furniture frames and over 3,000 different fabrics to go on those frames. Each store offers custom window treatments, bed ensembles, pillows, cushions and tableskirts. A network of custom workrooms carefully monitored by Calico Corners provides the labor to create each custom piece.

An extensive and ongoing training program assures that Calico Corners store managers and associates can help guide customers through the selection and decorating process. In-home design consultants are available to travel to customers' homes for complex decorating projects.

"Calico Corners makes it possible for customers to get exactly what they want and enjoy the process," Jessup said. "We encourage fabric sampling and allow customers to take entire bolts of fabric home so they can spread them out to see what they will look like in the home and decide with confidence."

The selection of Sunbrella fabrics at Calico Corners has expanded as the fabric's styling sophistication has improved. Calico Corners began offering furniture-weight Sunbrella

fabrics when they were introduced in the 1980s and has continued to expand its selection of Sunbrella fabrics in recent years through the introduction of Sunbrella jacquard weaves, chenille, velvet and other luxurious offerings.

In addition to expanded product offerings, Calico Corners and Glen Raven work together in placing ads in top shelter publications and in marketing programs that include the prominent positioning of Sunbrella fabrics in the Calico Corners' catalogs mailed to millions of households. Joint promotional programs have also included in-store appearances by internationally acclaimed home furnishings designer Joe Ruggiero whose Sunbrella collection is featured at Calico Corners.

Sunbrella is one of several nationally branded fabric offerings at Calico Corners, including Laura Ashley, Ralph Lauren, Waverly, P. Kaufmann and the Tommy Bahama® Sunbrella Collection.

"As Sunbrella fabrics have developed in texture, style and color choices they have migrated into many rooms in the home, including more formal settings," Jessup said. "You are as likely to find a Sunbrella damask on a dining room chair as a Sunbrella stripe on a kitchen banquette."

**"Calico Corners makes it possible for customers to get exactly what they want and enjoy the process."**

Jan Jessup

Not only is the latest Sunbrella styling allowing these fabrics to move into different areas of the home, the newest colors and styles of Sunbrella are opening up coordination opportunities both inside and out, according to Jessup.

"With the trend to outdoor kitchens and casual entertaining in general, it has been a great reason for people to decorate and redecorate with outdoor living in mind," Jessup said. "The dividing line between indoor and outdoor spaces continues to fade, and we can take a particular color palette and continue that palette from the inside to outdoor living spaces. You can achieve a wonderful coherence and an easy transition from indoor rooms to outdoor rooms."

For more information about Calico Corners, visit [www.calicocorners.com](http://www.calicocorners.com).

## INNOVATION, ENGINEERING KEEP COMMERCIAL SEWING HUMMING



10 “Our focus is on creating solutions that not only meet our customers’ needs, but can also be produced efficiently in a production environment.”

Greg Perosino



In today’s global economy, success comes to companies that are adept at identifying market needs and developing competitive, customer-focused strategies on a worldwide basis. This approach has certainly been the secret to success for Commercial Sewing of Torrington, Connecticut.

“We invest heavily in engineering the products we sew, which creates added value that our customers appreciate,” said Greg Perosino, president of Commercial Sewing, which specializes in sewn covers and accessories for power sports and marine markets. “Because our customer base is heavily OEM, it’s essential that our products not only function at the highest level possible, but also look great.”

Commercial Sewing was founded in 1967 by Sam Mazzarelli as an auto-trim shop. Early in its history, the company began filling slower times by producing canvas snowmobile covers for area dealers. Its reputation for reasonably priced, custom fit covers spread quickly.

During the 1970s, dealer sales increased so rapidly that Commercial Sewing began producing snowmobile covers year round, and service to dealers was replaced by volume sales to distributors and eventually to OEMs. Today, the company operates from locations in Connecticut, Tennessee and Missouri with approximately 180 employees.

Commercial Sewing’s product mix is highly diverse, including transport covers, canvas covers and accessories for the marine industry; covers and accessories for snowmobiles, ATVs, personal watercraft and motorcycles; safety nets, tool books, satellite dish covers, flags, compression molded parts and web strapping. The company is also involved in a variety of contract sewing applications that include airline seats.

“We are both an engineering company and a manufacturing company,” Perosino said. “When we approach an application, we don’t focus so much on what has been done, but on what



should be done. We identify weaknesses and develop improvements.”

A focus on engineering improvement is reflected in Commercial Sewing’s computer-aided design expertise, highly-automated manufacturing and exclusive products, such as its patented Vacu-Hold™ strapless trailering system. Vacu-Hold enables a covered craft to be trailered at highway speeds without hold-down straps. A vacuum vent is incorporated onto the cover so that when a covered craft is trailered, a negative pressure is created keeping the cover tightly in place without rippling or strap damage to hulls.

“We are not a ‘me too’ company,” Perosino said. “Our focus is on creating solutions that not only meet our customers’ needs, but can also be produced efficiently in a production environment.”

While engineering expertise and state-of-the-art technology are essential to Commercial Sewing, the company values relationships and customer service just as highly. It has been doing business with many of the same customers and suppliers for more than 20 years.

“We pour ourselves into each relationship, so we look for relationships that have the potential to be long term,” Perosino said. “Each relationship has to be mutually beneficial; if it’s not balanced, it won’t work for the long-term. That’s what we look for – situations where everyone wins.”

One of Commercial Sewing’s most important long-term relationships is with Glen Raven, which provides performance fabrics for many of Commercial Sewing’s products. In addition, Glen Raven’s Sur Last® fabric line, a UV-resistant polyester, was originally developed by Commercial Sewing and today is marketed exclusively by Glen Raven.

“We have a solid working relationship with Glen Raven, and there is continual exchange of knowledge,” Perosino said. “Our perspective is that of a fabricator so we can offer Glen Raven insights into how a fabric should perform during manufacturing. We also offer the

OEM perspective in terms of product quality and performance. Glen Raven has always responded to this input in creating fabrics that meet the needs of our customers.”

Commercial Sewing’s organizational structure supports its focus on relationship building while assuring high levels of accountability. The company’s four principals – Perosino, founder Sam Mazzarelli and his sons Stephen Mazzarelli (vice president, manufacturing and planning) and David Mazzarelli (vice president, research and design) are actively involved in serving customers. The management group is organized into three teams – sales, engineering and production – with some team members serving on more than one team to assure cross communications.

Perosino acknowledges that Commercial Sewing is unique as a growing sewing operation in the U.S. In addition to its substantial U.S. manufacturing base, Commercial Sewing has had a relationship with a manufacturing company in China for the past 18 years for some of its products, all part of a global sourcing and lean/international production strategy.

“We see our company on a continuous growth path and solid relationships, such the one with Glen Raven, are essential to our future,” he said.

For more information about Commercial Sewing, visit [www.commercialsewing.com](http://www.commercialsewing.com).

**OPPOSITE PAGE** (left) left to right, Sam Mazzarelli, CEO; David Mazzarelli, vice president, research/design; Stephen Mazzarelli, vice president, manufacturing/planning; Greg Perosino, president. (right) Automated material handling; the Commercial Sewing team.

# SILVER STATE – LEADING TRADE RESOURCE FOR SUNBRELLA



Visit Silver State Fabrics on any given day and you will see a tremendous diversity in fabric orders being shipped all over the world. From a two-yard order on its way to a family-owned upholstery shop in Baltimore to several hundred yards being shipped to a design firm in Dubai, Silver State employees are obsessive about making sure that every order is accurate and where it needs to be on time.

“Everything we do revolves around service,” said Ted Sargetakis, principal of the Salt Lake City-based company. “There is always someone out there with a better price on a yard of fabric. We live and breathe based on service. You have to sell your service before you sell the first yard of fabric.”

“Our goal is to provide the design community with virtually any fabric they need.”

Ted Sargetakis

Silver State Inc., founded by the first generation of Sargetakis brothers, began operations in 1952 as a distributor of automotive and upholstery trims. Over the years it has evolved into a full-line decorative distributor, serving interior designers, upholstery shops, furniture manufacturers and the hospitality industry. The company carries more than 5,000 SKUs, which include fabrics, vinyl, trim and supplies. Among this extensive offering are more than 500 Sunbrella® fabric styles.

“Glen Raven contacted us about 20 years ago and asked if we would be interested in serving as the decorative jobber for its casual furniture fabrics,” Sargetakis said. “We thought it would be a nice asset to offer, and the relationship has grown ever since.”

Silver State’s first Sunbrella fabrics book included only about 75 SKUs, an offering that has grown to include the entire Sunbrella stock line and Sunbrella collections by Joe Ruggiero and Richard Frinier. Silver State also serves as the fulfillment resource for Sunbrella fabric orders from the retail outlets of Calico Corners, and it features Dickson marine fabrics from Glen Raven. Silver State Inc. has the exclusive rights to the Tommy Bahama® Home Collection, which recently introduced a Sunbrella woven fabrics line.

“We are a second-generation family-owned company that has grown through loyal customer and supplier relationships,

integrity, fair dealing, and quality products,” according to the company’s mission statement. “We are guided by a passion for products that are comfortable as they should be, technical where they must be, as sophisticated as they can be and priced competitively.”

This alignment of values and business philosophies has served as the foundation for a successful partnership with Glen Raven.

“First and foremost, Glen Raven is made up of good people,” Sargetakis said. “Their integrity is unmatched and they are as relationship oriented as we are. You are only as good as your supply chain, and while Glen Raven may not always give you the answer you want, you always know it’s an honest answer.”

Silver State and Glen Raven work cooperatively on joint marketing programs, designed to promote their respective brands.

“My brother, Manoli, and I took part in a marketing trip to Arizona recently with (Sunbrella residential furniture fabrics manager) Greg Rosendale and (national design authority) Joe Ruggiero,” Sargetakis said. “The first day, Joe led a fabrics show for a trade-only showroom, meeting with designers to talk about innovations in Sunbrella fabrics. The next day we attended a consumer show that Joe was hosting for a patio store. These are the kinds of activities that keep us in close contact with our trade customers and with consumers’ needs.”

In addition to its 65,000-square-foot headquarters in Salt Lake City, Silver State operates 42 showrooms in cities across the U.S. and globally. It is the largest decorative jobber for Sunbrella fabrics in the U.S., serving customers as distant as Australia, and ranks among the top 25 decorative distributors in the U.S.

“Our goal is to provide the design community with virtually any fabric they need,” Sargetakis said. “Through partnerships with companies such as Glen Raven, we are continually expanding our offerings and staying up to date with constantly changing consumer preferences.”

For more information about Silver State visit [www.silverstatetextiles.com](http://www.silverstatetextiles.com).

ABOVE from left, Kal Sargetakis, president; Manoli Sargetakis, principal – sales and marketing; Ted Sargetakis, principal – financial and customer service; John Sargetakis, principal – operations.

OPPOSITE PAGE Howard Best, special projects, sample cutting.



## KERMEL, GLEN RAVEN PARTNERSHIP RESULTS IN SAFER WORKERS

“A lot of companies use the word ‘partner,’ but we truly work as partners with Glen Raven every step of the way.”

Richard Ridewood

**W**orkers exposed to electrical arc and fire hazards are safer today as a result of a partnership between Kermel and Glen Raven. Thanks to the innovative spirit of these two companies, one of the most advanced safety fabrics ever created – GlenGuard FR® – is growing in use by employees who work in hazardous conditions.

“We work as very close partners with Glen Raven in the marketing of GlenGuard FR fabrics with Kermel fibers,” said Richard Ridewood, North American sales manager for Kermel, the leading European manufacturer of aramid fibers used in protective clothing for heat and flame exposure. “A lot of companies use the word ‘partner,’ but we truly work as partners with Glen Raven every step of the way.”

Kermel® fibers resulted from research conducted by Rhône Poulenc of France in the 1960s and have been produced in France since their introduction. Up to 1984, apparel with Kermel fibers was only sold to the French military and police, but gradually Kermel fibers expanded into other protective clothing markets, particularly for firefighters, and eventually industrial applications.

Kermel as it exists today came into being in July 1992 in the form of a joint venture set up by Rhône Poulenc Aramides and Amoco Fabrics and Fibers Company. In September 2002 Kermel was bought out by the management team led by the European private equity firm Argos Soditic. The company has subsequently expanded to North America, establishing a base of operations in Greensboro, N.C.

With the lead market share in protective apparel throughout Europe, North America offered Kermel new opportunities for growth. As part of its entry into the North American market, Kermel management approached Glen Raven concerning a joint product development and marketing

partnership, targeting the protective apparel market in the U.S.

“We had known Glen Raven for many years and considered them to be the ideal candidate for a partnership in North America,” Ridewood said. “They are very open with their communications, and they always do what they say they will do. We knew they had both the technical expertise and the marketing know-how to help us grow in North America.”

Kermel and Glen Raven recognized an opportunity in the protective apparel market, with industry projections for double-digit growth. The need in North America was for a product that would provide superior fire protection, comfort, good looks and durability. After more than a year of joint research and development by Kermel and Glen Raven, GlenGuard FR protective fabrics were born.

“We set the bar very high for GlenGuard in three criteria – protection, comfort and performance,” Ridewood said. “This fabric had to offer superior thermal and body burn protection that exceeds industry standards, which is inherent in Kermel. At the same time, it had to be a comfortable fabric to wear, and again Kermel is engineered to be softer and more supple than others. Finally, Kermel fibers are solution-dyed, so the color will not wash out even after repeated commercial launderings. It also resists abrading and pilling and looks great for the life of the garment.”

Management and employees of industrial companies have offered positive comments on GlenGuard as the word is steadily filtering throughout the petroleum, electric utilities and other industries that there is a protective apparel fabric with performance, comfort, durability and good looks. GlenGuard is increasingly recognized as one of the world’s lightest products to be approved by the NFPA 70E Class 2 standard pertaining to electric arc protection.



“The protective apparel market is growing very rapidly in North America, and we, along with Glen Raven, will be leaders in this market,” Ridewood said. “We have an opportunity to grow and grow steadily for many years.”

While Glen Raven was instrumental in fabric construction and weaving technology, it is Kermel fibers that give the product its superior protection qualities, plus comfort and durability, must-haves in the protective apparel market.

Kermel® is a high technological fiber that is naturally non-flammable, which is a permanent characteristic thanks to its chemical structure. Fabrics woven with Kermel offer inherent round-the-clock protection, not just against heat and fire, but also against many acids and chemicals.

Kermel fibers will not melt or form molten droplets and have excellent anti-static properties. They give an effective answer to safety requirements by giving the wearer extra time to fight or escape from fire without suffering injury.

As a smooth-surfaced fiber with an almost circular cross-section, it is comfortable to the touch.

“Our relationship with Glen Raven is very fluid and our approach to the market has been seamless,” Ridewood said. “We always know what each other is doing as we approach end users and apparel manufacturers. The combined resources of our two companies are allowing us to do things that neither of us come have done alone.”

For more information on Kermel, visit [www.kermel.com](http://www.kermel.com).

**ABOVE** A long-time leader in protective fabrics for the military and public safety professionals, Kermel is targeting protective apparel for industrial applications in North America, including electrical, oil and gas workers.

## SUNBURY TEXTILE MILLS CONSTANTLY INNOVATING



doing the right thing when you have five or six competitors trying to emulate your success.”

Sunbury Textile Mills traces its history to the late 1890s when it began as a silk weaving operation in Sunbury, a small town in central Pennsylvania. The company converted to upholstery fabrics in 1954 and has grown steadily ever since.

Today, Sunbury is known as one of the nation’s top custom design and weaving operations, the resource the industry turns to for high-end, custom fabrics. The company handles more than 2,000 new designs each year, with production runs as small as 60 yards. Design and sales offices are located in the Soho section of New York City in a building that dates to 1861 and served as an infirmary during the Civil War.

“Glen Raven has a reputation in the industry of being forthright, and our company is the same way. That’s the whole basis of our relationship.”

Rocco Simone

The company’s manufacturing center in Sunbury is staffed by seasoned employees who average 20 years of experience, with second and third generations common. In a typical year, Sunbury weaves several million yards of fabric with near perfection. Off-quality fabrics were only .03 percent last year. Sunbury’s unique story was recently featured on the Lou Dobbs’ television series, “Made in America.”

A New York-based design team enables Sunbury to work closely with its decorative jobber customers to create elegant fabrics ideally suited for each market niche and brand identity. The employee-owned company maintains showrooms in New York, High Point and Hickory in North Carolina and also in Dallas and Los Angeles. International markets include South

When Rocco Simone, senior vice president for sales and marketing with Sunbury Textile Mills, opens a sales meeting everyone in the room counts on hearing a familiar refrain – “what got you here yesterday will not keep you here tomorrow.” It’s Simone’s way of reminding the sales team that Sunbury’s success is based on a culture that champions new ideas.

“We try many different things all the time, and we make some mistakes,” Simone says candidly. “But when you try five new things and three of them work out for you that can keep you going for the next five years.”

An excellent example of Sunbury’s willingness to try new things goes back about seven years when Randy Trull, a long-time Glen Raven design consultant, suggested to Mark Grigalunas, Sunbury’s senior vice president of design, that Sunbury consider weaving a collection of high-end jacquard fabrics using Sunbrella yarns. It was a radical idea at the time, and the question on the table was whether the upper end of the fabrics marketplace could be sold on a performance fabric brand that was long associated with awnings and outdoor furniture. As it turned out Trull and Grigalunas were successful in bringing the two companies together in a collaborative relationship.

Like many of Sunbury’s innovative ideas, linking up with the Sunbrella brand has exceeded everyone’s expectations. It wasn’t long before the nation’s leading decorative jobbers were sold on the concept of Sunbrella as a beautiful jacquard fabric that was also fade resistant, durable and easy to clean. Today, Sunbury weaves Sunbrella fabrics for a client list that reads like a who’s who among the world’s leading decorative jobbers – Donghia, Pindler & Pindler, Robert Allen, Kravet, Silver State and, its most recent new client, the Tommy Bahama® Home Collection.

“Our relationship with Glen Raven has been a fantastic partnership,” Simone said. “Working together, we have created an entirely new market at the upper end. You know you are



America, Australia, New Zealand, South Africa and the United Kingdom.

An obsessive focus on customer needs and the ability to form mutually beneficial partnerships, such as the one with Glen Raven, have been essential elements in Sunbury's business strategies.

"Because Sunbury and Glen Raven are working with the same Sunbrella yarns, we can create a cohesive package with our upper end jacquard fabrics and with Glen Raven's solids, stripes, and jacquards," Grigalunas said. "Working together, we are pushing the envelope on what can be accomplished with performance fabrics for the decorative and outdoor marketplaces." He works closely with Michelle Clarke, Sunbury's design manager dedicated to the creation of Sunbrella fabrics.

While textiles technology and design excellence underpin the creation of Sunbrella fabrics by Sunbury, it has been the personal relationships formed between the two companies that have sustained the partnership. There is candid give-and-take, and Glen Raven and Sunbury spend a considerable amount of time comparing notes on market trends and planning for upcoming opportunities, as well as working together on immediate opportunities.

"The key has been two companies working together and no one ever doubting what each other says. That's a given," Simone said. "Glen Raven has a reputation in the industry of being forthright, and Sunbury's is the same way. That's the whole basis for our relationship and our ability to be successful together."

For more information about Sunbury Textile Mills, visit [www.sunburytextiles.com](http://www.sunburytextiles.com).



FROM TOP, left to right, Michelle Clarke and Mark Grigalunas in the New York showroom; design and production facilities; Sunbury jacquard fabric design.



DICKSON-CONSTANT  
DIVERSIFYING  
PRODUCTS, MARKETS



“We have so many different people with our company from so many different cultures – that is a real strength of Dickson-Constant. We have a global view.”

Eugène Deleplanque

**W**hen it comes to awning fabrics in Europe, it is safe to say that Dickson-Constant is dominant. With a leading market share throughout the European Union, when you see an awning in Europe, in all likelihood the fabric was made by Dickson.

“Our lead market share of awning fabrics in Europe comes with a challenge, however,” said Eugène Deleplanque, general manager of Dickson-Constant. “For us to continue growing, we have had to expand throughout and then beyond Europe and at the same time diversify our offerings.”

Diversification appears to be working. While awning fabrics were 95 percent of total sales for Dickson-Constant nine years ago, they are now about 75 percent of the total as the company has diversified into casual furniture, marine, indoor and specialty fabrics.

“We are changing, becoming a producer and marketer of technical fabric products worldwide and not just for sun protection,” Deleplanque said. “The beauty of our strategy is the way we can coordinate our offerings, from awnings to casual furniture and now to performance fabrics inside the home.”

Throughout its 170-year history, Dickson-Constant has proved itself adept at adjusting to changing times. It was 1833 when David Dickson, a young mill owner in Scotland, loaded his spinning equipment into a ship and set sail for the north of France. By 1836, Dickson’s new plant was in operation and by 1840 had expanded into weaving, targeting canvas for sailing ships.

In 1913, another textile mill was started in France by Eugene Constant as a weaving operation, specializing in cotton canvasses and later polyester. The two companies combined respective specialties in 1969, forming the basis for modern day Dickson-Constant.

The other red letter year for Dickson-Constant was 1998 when it joined forces with Glen Raven, Inc. It was an ideal combination, enabling Glen Raven to become a global organization overnight while also offering growth opportunities for Dickson-Constant, which had targeted North America as key to its future.

“When we were acquired by Glen Raven, it was not a drastic change for us,” said Deleplanque, who had lived in the U.S. for several years as the lead marketer for Dickson. “Glen Raven and Dickson had the same values, with respect for people being the most important.”

A significant growth opportunity resulting from Dickson-Constant’s merger with Glen Raven has been its ability to offer Sunbrella® marine and casual furniture fabrics. Sunbrella fabrics are the top choice of mariners worldwide, and, owing to a 20-year history with innovations in casual fabrics in North America, has the product depth needed for expansion in Europe.

“Sunbrella was already known in the marine industry in Europe, so we have reinforced communications on the brand,” Deleplanque said. “Sunbrella is not as well-known for casual furniture in Europe, but the timing is right because European consumers are moving toward higher end casual furnishings.”

In addition to the Sunbrella brand, Dickson is pursuing other opportunities for diversification. Sunworker® and Sunvision® are Dickson fabrics for vertical blinds in office buildings. Dickson-Constant has also developed flame-retardant fabrics marketed under the Fire Guard® brand for decorative applications in the hospitality industry.

Other growth initiatives include Sunbrella fabrics for residential interiors and for automotive convertible tops, a market that Glen Raven leads in North America. Dickson-Constant’s portfolio also includes fabrics for tents, recreational vehicles, and high-end bags and luggage.

With all of its various product lines, Dickson-Constant not only serves as a manufacturer, but is also a product developer, distributor and marketer. Adding complexity to the operation are the language and taste differences among diverse European markets, as well as the Middle East, Africa, Asia and Australia.

“We have six different fabric books because the fabrics we sell in Spain are very different from the fabrics popular in Sweden,” he said. “We have branches in Italy, Spain, Germany, Belgium, Poland and Sweden. In each country, we have people who were born in those countries and who speak the language, know the values and the way of doing business.”

“We have so many different people with our company from so many different cultures – that is a real strength of Dickson-Constant. We have a global view.”

For more information about Dickson-Constant, visit their Web site at [www.dickson-constant.com](http://www.dickson-constant.com).

**OPPOSITE PAGE** Casual furniture fabrics complement Dickson’s awning fabrics leadership. **TOP**, left to right, new product offerings include Sunworker fabrics and decorative interior fabrics.

## EVERGREEN® FABRICS WINNING LOYAL CLIENTELE

The next time you visit a Cartier, Louis Vuitton, Nike or Levi's location, or shop Ikea for artwork, you may come in close contact with Evergreen® fabrics produced by Dickson Coatings of France. All of these world-renowned retailers have adopted Evergreen fabrics for store decorations, not only because of the fabric's incredible print clarity, but also because of the green message behind these fabrics.

"I have never felt as optimistic about a product as I do about our Evergreen fabrics," said Matthew Watson, general manager of Dickson Coatings. "Everywhere you turn today, people are talking about the environment and the need for green products. There is really nothing else on the market that offers the range of benefits we provide with our Evergreen line."

Watson's enthusiasm is understandable when you consider the features built into the Evergreen line – print quality that meets the exact standards of the highest of high-end retailers, flame retardant and compliant with international standards for green building products, including the Leadership in Energy and Environmental Design designation from the U.S. Green Building Council.

"The idea for the Evergreen product began about seven years ago as a result of our visiting international trade shows," Watson said. "We saw more and more fabric media, but none that offered everything the market demanded in terms of print clarity, overall look, fire safety and environmental friendliness.

That's when we began our research and development work that led to the introduction of the Evergreen brand about five years ago."

Since its introduction, Evergreen has been adopted by a number of high-end retailers for store decoration, and Ikea, the Scandinavian retailer, began offering artwork for consumers printed on an Evergreen fabric made by Dickson Coatings. Based on its success in Europe, Dickson Coatings opened a sales office in Atlanta three years ago to serve the North American market. U.S. sales are now exceeding more than \$1 million annually.

"The look of our product has been a major advantage," Watson said. "Unlike vinyl it does not reflect light, which is very important in retail settings. Evergreen has a classic, fabric look and the print resolution is excellent."

The environmental story behind Evergreen has been critically important. During production, Evergreen fabrics use 80 percent less energy and require 50 percent less raw materials than vinyl. At the end of its useful life, a banner or sign of Evergreen weighs 65 percent less than a comparably sized vinyl banner and can be safely incinerated without the emission of harmful greenhouse gases or heavy metals associated with PVC.

The Evergreen family currently consists of four products, with more versions under development. Each of the Evergreen



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 336-227-6211

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 Wasquehal, France  
 33-3-20455959

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

**Italy**  
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 Gaglianico, Italy  
 39-015-249-63-03

**Spain**  
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 34-93-635-42 00

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 Suzhou, JiangSu, China  
 86 (512) 67638100

“We want to work with people who are as excited about Evergreen as we are and truly see the ecological potential.”

Matthew Watson

products are designed for specific uses:

• **Jet Tex** – An indoor fabric that is highly flame retardant with virtually no reflective light, giving it the look of a painted canvas. Ikea is using an Evergreen product very similar to Jet Tex for artwork sold to consumers.

• **Jet 220** – This outdoor version of Evergreen is used for billboards common in sports arenas and other commercial advertising locations.

• **Eclipse** – This fabric is incombustible, making it ideal for high-traffic public spaces, such as airports, metros and train stations. It is growing in use as a wall covering.

• **Skylite** – Skylite is a lightweight fabric used for retail store decoration. It has a silky look and is also highly flame retardant.

“Interest in our Evergreen fabrics has really accelerated with the increased emphasis on fire safety and the environment,” Watson said. “The green message has really caught on during the past few years.”

In terms of marketing, the Dickson Coatings team continues to fine tune its approach, targeting

commercial architects who are encouraged to specify Evergreen fabrics. While banners and signs are the leading applications, Evergreen fabrics are finding increased use as wall coverings as well.

“The only weak link has been with inks and printing technology, but we are addressing that concern,” Watson said. “The same printers that are used for vinyl can also print our fabrics, but they require different settings. We often provide technical assistance with printing, but we select our partners carefully. We want to work with people who are as excited about Evergreen as we are and truly see the ecological potential.”

For more information about Evergreen products, visit [www.dickson-coatings.com](http://www.dickson-coatings.com).

**BOTTOM**, left to right, Dickson’s Evergreen fabrics are featured as wall coverings, decoration in public spaces, branding by leading retailers and artwork featured by Ikea.



RAVEN



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