

# RAVEN

| Issue No. 11 |





Sunbrella® is a fabric for all times, and all lifestyles, from a pool-side cabana in the early 1960s to casual, yet elegant décor inside the home today.

Issue No. 11

Fall 2010

Everyone Shares In Sunbrella 50<sup>th</sup> Anniversary  
Pages 2-3





Dear Readers,

We hope and trust that this issue of the Raven magazine finds you with optimism and confidence for the future.

Inside you will read about one of the most important reasons for our positive outlook – the 50th anniversary of the Sunbrella® brand, which will occur during 2011 and which we will begin to celebrate later this year. It was in 1961 that Glen Raven's Roger Gant, Jr. and his team launched Sunbrella brand fabrics, which forever changed awning, marine and furniture markets.

As we plan for the 50th anniversary of the Sunbrella brand, it is with a sense of sadness and loss over the death of Roger Gant, Jr. on July 26. Roger was the visionary who saw the potential for awning fabrics made with synthetic fibers and who pioneered our brand through its launch and early years of market acceptance. We owe Roger a great debt of gratitude and are pleased to include a profile article in this issue.

Countless companies have benefitted from the Sunbrella brand over the past 50 years, one of the newest of which is Coast New Zealand, which specializes in casual furniture and luggage. The owners of Coast selected the Sunbrella brand from the very beginning because of its reputation for durability and easy care, an ideal complement to Coast products targeted to outdoor lifestyles.

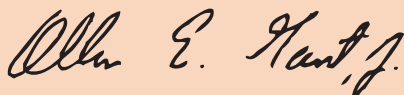
Addressing the specialized needs of market niches remains an objective for Glen Raven as illustrated in an article on our R.J. Stern subsidiary, a specialist in industrial curtains used in mine shaft ventilation. Supporting the innovative product offerings from Stern – and for many of our customers – is the Glen Raven Park Avenue Plant. You will read about how this operation is becoming an increasingly valued resource for our customers.

Continuing our focus on best practices, we offer an article on one of the most fundamental elements of manufacturing and fabrication – safety. We are excited to share experiences that we hope will be valuable to everyone.

In addition to safety, environmental sustainability remains a top priority. In this regard, we offer a photo essay showcasing applications of environmentally friendly EverGreen media fabrics offered worldwide by Dickson Coatings.

Finally, I call your attention to an article on Glen Raven's involvement with colleges and universities around the world. It is through internships and program sponsorships that Glen Raven and our customers benefit from bright young minds that are shaping the future.

As we move into the final quarter of 2010, we remain hopeful for a positive conclusion of this year for all of our customers and even better times in 2011. I welcome your comments, questions and suggestions at any time.



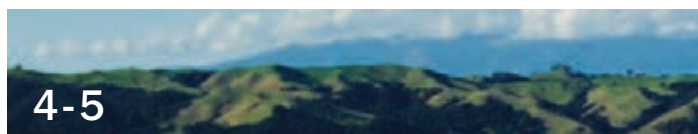
Allen E. Gant, Jr.  
President and CEO  
Glen Raven, Inc.



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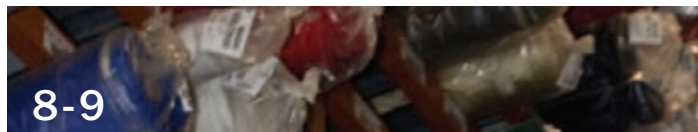
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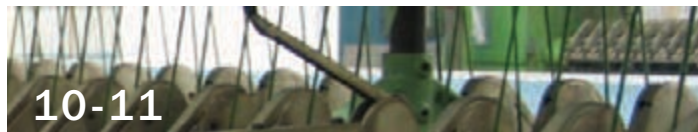
6-7



8-9



10-11



12-13



14-15



16



17









# EVERYONE SHARES IN SUNBRELLA® 50<sup>TH</sup> ANNIVERSARY

“We view the 50th anniversary of the Sunbrella brand as an opportunity to express our appreciation to the thousands of people and hundreds of companies that have nurtured this brand since 1961 and made it what it is today.”

Hal Hunnicutt

**D**uring the late 1950s, Glen Raven’s Roger Gant, Jr. began exploring new options for awning fabrics. Until then, cotton had been the only option, resulting in awnings that were classically styled and beautiful, but lasting only a few seasons before the elements would take their toll.

“Glen Raven had been involved with synthetic fibers for many years with our other product lines, but no one had ventured into synthetics for awnings,” said Allen E. Gant, Jr., president and CEO of Glen Raven. “Roger began to work with acrylic fiber producers, and his team launched Sunbrella® brand awning fabrics in 1961.”

Sunbrella awning fabrics were a success owing to dramatically improved performance achieved by infusing color throughout acrylic fibers. Instead of one or two seasons, Sunbrella awning fabrics could last a number of seasons without fading. The awning marketplace was re-energized by high performance fabrics.

The Sunbrella brand will begin celebrating its 50th anniversary with special events this fall during the Industrial Fabrics Association International (IFAI) Expo in Orlando, Casual Market in Chicago and Furniture Market in High Point. Editorial roundtables are planned with the New York news media in October, and commemorative advertising will run throughout 2011.

“We view the 50th anniversary of the Sunbrella brand as an opportunity to express our appreciation to the thousands of people and hundreds of companies that have nurtured this brand since 1961 and made it what it is today,” said Hal Hunnicutt, vice president of marketing for Glen Raven Custom Fabrics, the makers of Sunbrella. “It is this extensive community of Sunbrella fans – from awning and marine shops to decorative jobbers, and from furniture manufacturers to distribution partners – that deserve the recognition for making Sunbrella fabrics a part of everyday life wherever people live, work and play.”

## Sunbrella – A Brief History

The history of the Sunbrella brand is the story of a revolutionary product changing every market it touches. After its introduction for awnings, the marine industry soon discovered Sunbrella fabrics and adopted them as the gold standard for boating. As with awnings, boaters had historically relied on cotton canvas, which was no match for salt, sun and sea. Sunbrella marine fabrics assured years of carefree service.

Outdoor and casual furniture was the next market segment to benefit from Sunbrella fabrics beginning in the early 1980s. For many years, cotton and vinyl had been the only options for outdoor furniture. Cotton had a limited lifespan and anyone who has sat on a hot vinyl cushion can attest to

its limitations. Sunbrella offered the best of all worlds – beauty, durability and comfort.

The newest segment benefiting from the Sunbrella brand is interior furnishings, residential and commercial. Inside the home, Sunbrella fabrics are being used for upholstery, window treatments and top-of-bed, resulting in beautiful, carefree home interiors. Glen Raven is also expanding in commercial markets with Sunbrella fabrics styled for hotel, resort and office applications.

Sunbrella fabrics are also a mainstay of the automotive industry, gracing convertible tops of the leading vehicle nameplates.

In addition to its expansion in multiple market segments, the Sunbrella brand has grown globally. Mariners all around the globe ask for Sunbrella fabrics by name, and Glen Raven’s French subsidiary, Dickson-Constant, has developed Sunbrella lines styled for European tastes.

## Continual Improvement

While the fundamentals of Sunbrella fabrics have remained constant for 50 years, the technology behind the brand has advanced continuously. Technical innovations have resulted in even longer life, resulting in warranty extensions to five years for furniture and 10 years for awning and marine.

Also in the realm of technical improvements have been exciting new fabric constructions for Sunbrella fabrics, including advanced fabric finishes, unique yarn combinations, jacquard weaving and velvet, sheer and terry cloth offerings.

## Customer Support

The success of the Sunbrella brand for 50 years can be attributed to many things – the vision and commitment of key individuals, enthusiastic adoption and support by Glen Raven customers and trade partners, and loyalty of consumers to a brand they trust.

“As our 50th anniversary advertising campaign says, ‘50 years goes fast when you have a lot of good friends pushing you forward,’” Hunnicutt said. “This has been the essence of our brand for 50 years, and this is a commitment that will continue for the next 50.”

The Sunbrella® brand of performance fabrics originated in 1961 as a high-performance substitute for cotton awning fabrics. The classic woven texture of Sunbrella fabrics, combined with durability and fade resistance, has led to its continual expansion into new markets during its 50-year history, including marine, furniture and automotive.



## COAST NEW ZEALAND FOUNDED ON COMFORT, INSPIRED BY KIWI DESIGN



Anyone who has spent time on a sailboat is well aware of the challenges of comfortable seating. Cockpits, even with cushions, are only so tolerable on long voyages, and forget about trying to sit on a pillow on the foredeck. Bruises and stiff limbs are sure to result.

Alex Webster of New Zealand was all too familiar with this need after observing America's Cup yacht racing on Auckland's Hauraki Gulf from several spectator boats in 2002. This is when he began to think: there has to be a better way and there just might be a business opportunity to be had.

"The idea for the 'Marine Bean®' was born a few years earlier on a long sailing trip between Curacao and Grand Cayman," Alex said. "During that voyage, I spent most of the time in a beanbag covered in a canvas sail-bag. It was, far and away, the most comfortable spot on the boat, and I could immediately see the possibilities."

Alex worked his way through a number of trial-and-error prototypes until he hit upon just the right design for the Marine Bean, which is a bean bag specifically designed for the rigors of sailing. He and his wife, Nicola, founded Coast New Zealand in Auckland, New Zealand, in 2003 to take the new product to market.

"While our original target was yachting, the Marine Bean has found its real home ashore in homes, hotels and resorts in New Zealand and around the world," Nicola said. "The Marine Bean remains our best-selling product."

The Marine Bean withstands prolonged exposure to sun, sea and sand, yet maintains its good looks. Coast beanbags are handmade in New Zealand using premium marine-grade materials including Sunbrella® brand fabrics, quick-drying reticulated foam and stainless-steel fittings. Marine Beans





incorporate a waterproof liner, handle and a stainless steel D-ring from which it can be hung for storage. The waterproof liner allows the Sunbrella shell to be removed for cleaning, airing or long-term storage.

“While our original target was yachting, the Marine Bean has found its real home ashore in homes, hotels and resorts in New Zealand and around the world.”

Nicola Webster

“The Marine Bean is successful because it borrows many of the materials and methods previously reserved for luxury yacht-building,” Alex said. “Contemporary ocean-going sailing yachts must be comfortable, even opulent, yet withstand the harshest conditions at sea. We emulate the exacting standards of modern boat builders in our choice of materials and the application of good design. If it can survive on the ocean, it can survive on a deck or patio.”

In creating the Marine Bean, the selection of Sunbrella fabrics was an easy decision given the demands for durability and the benefits of brand recognition, particularly among the sailing community. Simon Gatliff, Glen Raven’s marketing representative for Australia, New Zealand and the South Pacific, has been part of the Coast team from the beginning.

“The Marine Bean is a classic piece of Kiwi design – a stylish marriage of form and function,” Gatliff said. “The result is a range of soft indoor/ outdoor furniture that is perfectly suited to its purpose and its environment – durable, stylish and practical.”

Building on the success of the Marine Bean, Coast New Zealand has expanded into additional furniture designs, which also feature

Sunbrella fabrics. The emphasis remains on collections of contemporary outdoor furniture and accessories that are luxurious, durable and stylish.

“We recently launched the Isla Collection, which combines the comfort of a conventional beanbag with the flexibility of modular furniture,” Nicola said. “This offering was achieved through the development of a patent pending internal structure of multiple ‘reticulated chambers.’ We are also expanding geographic markets into Europe and South Africa. We’ll take on North America next.”

In addition to distinctive offerings in furniture, Coast New Zealand has an equally distinctive line of casual luggage, a logical extension of the company’s focus on the marine market. Coast bags feature Sunbrella canvas shells, stainless steel hardware, nubuck leather trim and waterproof lining.

“Our goal is to encourage customers to enjoy a casual lifestyle outdoors without sacrificing comfort or style,” Alex said. “We do this through purposeful innovation, thoughtful design, enduring materials and attention to detail. Our name ‘Coast’ says it all – the simple and universal pleasure of being at the water’s edge and gazing out to sea.”

For more information on Coast New Zealand products, visit the company on the Web at [www.coastnewzealand.com](http://www.coastnewzealand.com) or email [info@coastnewzealand.com](mailto:info@coastnewzealand.com).

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**TOP LEFT** Nicola and Alex Webster, owners of Coast New Zealand.

Originally designed for yachts, the Marine Bean from Coast New Zealand has found a dedicated following among homeowners, hotels and resorts. Casual luggage from Coast New Zealand also features premium performance materials that support an active, outdoor lifestyle based on a sense of global design and attention to durability and function.



## GLEN RAVEN APPLYING TECHNICAL RESOURCES TO MINE SAFETY



6

While the nation continues to develop new forms of energy from wind to solar, there is no escaping the fact that coal will be an essential energy resource for many years to come. More than 40 percent of all energy today comes from coal, and industry estimates peg the coal reserve in the U.S. at more than 300 years.

To help assure that U.S. coal resources can be mined as safely as possible, Glen Raven is increasing its focus on service, research and development for the coal industry. Through its R.J. Stern subsidiary, Glen Raven is a major supplier of curtains used for mine shaft ventilation, which places it in an ideal position to lead safety innovation.

“We are exploring how our capabilities in geogrid fabrics for soil stabilization, protective apparel fabrics for oil and gas workers and logistics systems can be applied to mine safety,” said Justin Alberto, recently named general manager of R. J. Stern.

A graduate of North Carolina State University with a degree in textile science and technology, Alberto worked for a number of years with the mining company Martin Marietta Materials as a laboratory technician. Since joining Glen Raven, he has served as a quality analyst/ project manager with a concentration in statistical analysis. One of the most important of his projects has been the installation of a digital fabric inspection system, which is one of the most advanced in the world.

Alberto also recently assisted with the migration of lamination manufacturing from Glen Raven’s Statesville, N.C., facility to the Park Avenue Plant located in Burlington, N.C. Laminated fabrics are provided to R.J. Stern for fabrication into mine curtains.

“We look forward to working closely with our distribution partners and with mine owners and operators to enhance our current offerings and explore new ways of adding to mine safety,” Alberto said.

Glen Raven entered the mining industry in 2007 when it acquired John Boyle & Company. Boyle had several years earlier purchased R.J. Stern, a company in Logan, West Virginia, that specializes in fabricating curtains for mine shaft ventilation. The custom, craftsman-like operation fabricates laminated vinyl panels for distributors throughout the Appalachian and Mid-West coal fields.

“While the mining industry was not a target of our acquisition of John Boyle, we are excited about the opportunities that R.J. Stern represents,” said Harold Hill, president of Glen Raven Technical Fabrics. “We are investing in this business with a goal of driving innovation.”

Debbie Butcher, operations manager for R.J. Stern, is a native of Logan and has been with the mining products operation since 1974. She directs a team of experienced machine operators who cut and sew laminated panels to customer specifications.





“Mr. Roy James Stern started the company in 1959 in his basement,” she recalled. “He had been a miner and used his knowledge to patent a filter for dust collection underground. From there, the company began to make mine curtains in the early 1960s.”

Mine curtains are hung from mine roofs to the floors and positioned to direct air flow coming from the surface. Safety regulations require continual venting of mine shafts, and the curtains play a critical role in assuring that air ventilates the entire shaft and is directed to areas where active mining is taking place.

“We look forward to working closely with our distribution partners and with mine owners and operators to enhance our current offerings and explore new ways of adding to mine safety.”

Justin Alberto

“Glen Raven is one of only four companies that manufacture mine curtains,” Alberto said. “All of our products meet federal mine safety standards, the most important of which is fire retardancy. The vast majority of our customers are distributors

serving coal mines, but we support other types of mining, including limestone, salt and other minerals. We are also involved in specialty applications such as tarps and slope covers.”

Service is essential for the industry, and Glen Raven’s mining division has implemented improved inventory controls to increase on-time deliveries. Butcher and her team in Logan use their years of experience to assure quality. Customer issues are rare, and R.J. Stern products are regarded as high quality within the industry.

“With Glen Raven’s commitment to research and development and with its expertise in fabric formation and finishing, our goal is to become a valued development resource for mining,” Alberto said. “Worker safety is our mission, which makes our products an excellent fit with Glen Raven’s core values that champion safety and environmental protection.”

ABOVE Justin Alberto with Sue Hemphill adjacent to the fabric lamination system at Glen Raven’s Park Avenue facility.



PARK AVENUE PLANT  
PROVES THE VALUE  
OF REINVENTION





The ability to adapt and change is crucially important to all businesses, both large and small, and one of the best examples of reinvention is Glen Raven's Park Avenue Finishing Plant. From double knits to athletic wear and from commission finishing to high-tech fabrics for the military, Park Avenue has demonstrated resilience across four decades, all focused on meeting changing customer needs.

"Change is a way of life at Park Avenue, and Glen Raven has had the patience to work through these changes," said Harold Hill, president of Glen Raven Technical Fabrics, which operates Park Avenue. "This manufacturing center is one of the most market-driven organizations that you will find anywhere."

The Park Avenue Finishing Plant, which is located a stone's throw from Glen Raven's North Carolina headquarters, began operations in the mid-1960s amidst the booming era of double knit fabrics. As double knits faded from the fashion scene, Park Avenue began its long-held tradition of reinvention, which included stints with performance active wear and as a commission dyeing and finishing operation.

In the early 1990s, a phase of strategic reinvention began under Hill's direction. The goal was to create an operation that could build on core strengths in dyeing and finishing, while focusing on high-end technical fabrics. The vision was to create a vertically integrated facility capable of leveraging Glen Raven's other manufacturing assets, while forming partnerships with outside companies that specialize in weaving, knitting and fabric finishing.

"Change is a way of life at Park Avenue, and Glen Raven has had the patience to work through these changes."

Harold Hill

"Park Avenue is where we add the secret sauce to fabrics to transform them from commodities to unique, value added components," Hill said. "Our plant is typically the last to touch a fabric before it becomes a finished product, and it's our job to create a differentiator that no one else offers."

The differentiators at Park Avenue are extensive – special coatings for fabrics used by the military to avoid radar detection, laminated fabrics deployed in coal mines to assure fresh air flow, protective apparel fabrics for industrial workers in the oil and gas industry and coated geo-grid products for soil stabilization. One of the plant's marquee offerings is a line of high-tech fabrics used for automotive headliners, invented at Park Avenue and today the market leader.

Supporting Park Avenue's expertise in color matching, dyeing, finishing, coating and laminating is an extensive infrastructure of production planning, inventory management and cost

control. The operation is obsessive about product quality given the rigorous demands of its customers and operates one of the industry's most advanced digital quality systems.

"We are working to raise quality standards throughout the entire supply chain," said Ricky Michael, vice president of finishing services and a 40-year Glen Raven veteran. "Our technical specialists work with both our raw product suppliers and with our customers to elevate everyone's expectations and abilities when it comes to higher levels of quality performance."

The ideal opportunity for Park Avenue begins with a unique opportunity in the marketplace and a strong outside partner who can help to capitalize on that opportunity. Other essentials include Glen Raven's ability to differentiate the offering and produce it within a globally competitive cost structure.

"We are not interested in 'me too' products or someone who is looking to knock off another product with a lower-cost offering," said Patti Bates, vice president of operations for Glen Raven Technical Fabrics. "We look for products that are a good fit for our capabilities and where we can offer something that is truly unique. There are more times when we say 'no' than 'yes,' but when we decide to take on a new product, we are fully committed from start to finish."

While Park Avenue is highly discriminating in the new products it accepts into the development process, it is keenly aware of new opportunities and continually adding to its technical expertise. During the past year, expansion has occurred in fabric lamination and coating.

"The majority of our business consists of strong collaborations with strategic customers who are positioned as market leaders and who can combine their ideas with our own," Hill said. "We can best be described as a 'build to suit' operation; we are a solutions provider."

For the future, Park Avenue is focused on advancing solutions in all of its current markets – mine safety, geo-grid, protective work apparel, military and automotive – while continually scoping out new opportunities. One of the newest of these ventures is water filtration.

"Park Avenue has proven itself to be flexible enough and nimble enough to make whatever adjustments are needed based on market opportunities," Hill said. "We will continue to be a market-driven organization, creating unique differentiators that we can share with our customers."

**OPPOSITE PAGE** Members of the Park Avenue management team include, left to right, Mike Harrington, project manager; Eddie Gant, assistant operations manager; Ricky Michael, vice president of finishing services; Patti Bates, vice president of operations; Willard Haggins, production manager; and Terry Shambley, dyeing manager. **BELOW** (left) Product testing includes tensile strength for fabrics used for automotive headliners. (right) One of the latest additions to Park Avenue Finishing is fabric lamination, which is used for fabrics deployed in coal mine ventilation.





## LESSONS IN SAFETY COMMON FOR ALL, RESULT IN BEST PRACTICES





**W**hether you're operating a million-square-foot manufacturing center or a five-person awning shop, there are many common elements when it comes to the challenges, solutions and benefits of a safe workplace.

"The return on investment in safety is harder to measure than the ROI on new equipment or a more efficient process," said Jack Woodson, operations manager of Glen Raven's Sunbrella® fabrics manufacturing center in Anderson, S.C. "ROI from safety comes in the form of what doesn't happen. You don't lose productivity, you don't incur medical costs, you don't disrupt your operations and, most importantly, you don't hurt your people."

Safety is a top priority throughout all of Glen Raven's facilities globally, resulting in safety records that are consistently higher than government requirements and industry standards. Through years of safety experience, a core set of best practices has emerged applicable to manufacturing and fabrication operations of all sizes.

### Management Commitment

The single most important element for a safe workplace begins with management's commitment to safety, which translates into investments in safety training and equipment.

"The primary driver for us to invest heavily in safety is the Glen Raven culture, which is reflected in our vision and values expressed in our 2020 Quest statement," Woodson said. "We believe that there is no reason for anyone to get hurt, ever, and we'll never be satisfied until there are no injuries. If we provide the proper work environment, proper tools, proper training, proper oversight, and, most importantly, our associates take care of themselves and each other, we should never see an injury."

### Employee Ownership

Management can only do so much as it relates to safety. Employees must take ownership because they know the risks and must execute processes that will prevent injuries. This fact has proven true throughout Glen Raven. For example, when Dickson-Constant in France shifted more responsibility for safety to individual work units, safety performance improved. At the Anderson Plant, an extensive network of employee committees oversees every aspect of the safety program.

"Our safety committees are chaired by hourly associates with a member of management in attendance and serving as mentor," said Connie Rice, organizational development and training manager at Anderson Plant. "All committee chairs meet with the plant manager, so the process is transparent and flat. Everyone has input."

### Workplace Assessments

Assessing the workplace, identifying hazards and establishing work procedures should be a continual endeavor. Whenever Dickson Coatings in France introduces new products, machines or processes, it reviews best safety practices, including ergonomics and handling of hazardous materials. Essential procedural elements are emphasized, such as securing machines and eliminating strain and back injury hazards.

"Experience has shown that if employees will stay within the procedures we have outlined for a job, they will be safe," said Dickson Coatings General Manager Matthew Watson. "Stepping outside of the established procedures is when accidents happen."

### Training

Employee training cannot be over-emphasized. "You have to train new associates in safe practices from their first day on the job," said Rebecca Walker, a training specialist at Anderson Plant. "Teaching someone safety from the start means they don't have to unlearn bad habits later. It's important to watch for indications of a problem – such as a near miss or a minor accident – that could indicate the need to get an associate back into training."

### Top of Mind Awareness

Safety is not a sometime thing – it must be an everyday thing. Glen Raven Technical Fabrics assures that safety remains top of mind every day through a practice called "Take 2." Before the start of every shift, Glen Raven associates receive a two-minute safety tip that could range from wearing safety gear to the proper use of ladders. "We have found these two minutes extremely effective in reminding associates every day that safety must be foremost, on and off the job," said Human Resources Manager Hal Bates.

"If we provide the proper work environment, proper tools, proper training, proper oversight, and, most importantly, our associates take care of themselves and each other, we should never see an injury."

Jack Woodson

David Cates, corporate manager of safety, security and environment, has global responsibilities for safety at Glen Raven. Cates and a member of his team visit every Glen Raven manufacturing site at least once a year. As a 40-year veteran of workplace safety, Cates views safety as an absolute essential for every manufacturing and fabrication company.

"A manufacturing operation can be viewed as a stool with three legs – quality, productivity and safety," Cates said. "Take away any one of those three and the stool will fall."

"Safety is a never ending task," Cates continued. "You can never let your guard down; just because you didn't have an accident yesterday does not mean there aren't risks today and tomorrow. You must always look ahead."

**OPPOSITE PAGE (above left)** Glen Raven Anderson Plant associates Ryan Bolden and Angela Norris participate in a safety committee meeting. **(above right)** Connie Rice, organizational development and training manager at Anderson Plant, leads a safety committee meeting at Anderson Plant. **(below)** Glen Raven training specialist Rebecca Walker (right) emphasizes safe procedures with all new employees, such as spinning trainee Carol Manley.



## STUDENTS KEEP GLEN RAVEN GROUNDED IN 'WHAT'S NEXT'



12

As an Elon University law school student, Lila Riley was certainly well aware of the globalization of the economy. But her previous work and life experiences, including service as a paralegal in an immigration law firm, did not completely prepare her for what she would see on a trip to Asia earlier this year.

"The Asia trip brought home to me that there are not as many unexplored frontiers as I had thought," said Riley, a native of Chapel Hill, N.C. "While I knew there would be modern cities in Vietnam and China, I didn't think that these foreign companies would be so well established and scoping out new areas for global business expansions."

Riley's eye-opening experience was the result of a commitment by Glen Raven to collaborate with institutions of higher learning around the globe. These relationships are mutually beneficial, with students gaining real world experience and Glen Raven staying in touch with the perspectives of younger generations.

Glen Raven's relationship with Elon University, which is near the company's headquarters in North Carolina, has included sponsorship of international trips for MBA and law students. Earlier this year, students traveled to Asia for meetings with Glen Raven customers in China and Vietnam. Derek Robinson, Glen Raven global sales manager, orchestrated the trip as part of his continuing business development efforts.

"All business today is global, and it's essential that our MBA and law students develop an appreciation of the global economy," said Kevin O'Mara, a management professor with the Elon faculty who took part in the trip. "After each trip to Asia we hear

the same remark from students; 'I could not have imagined what I saw without being there.' Our students have a unique learning opportunity as they see international relations play out before their own eyes thanks to the active involvement by companies such as Glen Raven and its customers."

"All business today is global, and it's essential that our MBA and law students develop an appreciation of the global economy."

Kevin O'Mara

One of the most memorable elements of the Elon trip to Asia was a meeting with Henk Stijweg of BVZ Asia, a leading distributor of Sunbrella® fabrics in Hong Kong. In a lively exchange with students, Stijweg came to recognize the value of a younger perspective in a changing world.

"We spoke about the challenges the students will meet and how important it is that they have seen our world to put it into perspective," Stijweg said. "We are becoming global, sharing one world that we need to take care of together. New leaders and thinkers are needed. If we want to look ahead into the coming 50 years of this world, we need to look back for at least the last 100 years to understand the cultures."





“I was very pleased with the students’ sometimes emotional participation in our presentations,” Stijweg continued. “It confirmed for me that your country is young and full of hope and intelligence.”

Glen Raven’s French subsidiaries, Dickson-Constant and Dickson Coatings, are also actively involved with higher education, including interns dedicated to strategic business assignments. A Dickson Coatings intern who is an equestrian from the U.S. is exploring the potential for a new fabric for horses. Another intern has been assigned to work in Turin, Italy, for six months to complete a study of potential customers for Dickson Coatings’ new all-weather fabrics for pergolas, awnings and canopies.

As these examples illustrate, Glen Raven interns are given meaningful assignments that not only advance their educations, but also result in benefits for Glen Raven and its customers. Within Glen Raven Technical Fabrics, interns are often asked to explore important manufacturing and marketing issues, such as productivity improvements, development of marketing materials and enhanced energy conservation. Heather Chiang, an intern with Glen Raven Custom Fabrics, developed a system for reaching out to architects and builders with new hotel resort projects under way in Latin America and Asia.

For Dickson-Constant, support of higher education not only includes interns, but also involvement of General Manager Eugene Deleplanque as chairman of the board of ENSAIT, the leading textile engineering school in Europe and among the top textile universities and research institutes worldwide. The school enrolls nearly 400 students from 28 countries and includes an affiliation with North Carolina State University.

“We are working with ENSAIT research centers on development programs such as photovoltaic fabrics and environmentally-friendly coatings,” Deleplanque said. “Our involvement with ENSAIT places us in close contact with the textile research world so that we are aware of new developments and technology.”

Even as the world becomes more reliant on electronic communications, students and Glen Raven management agree that nothing can replace real life experiences in a variety of settings, combined with the sense of exploration and curiosity that comes from students.

“When I have described my experience on the trip to Asia, I find myself describing our tour of the Theodore Alexander furniture factory in China,” Riley said. “That tour is especially memorable because of the level of skill we saw by the workers. It was amazing to see such detailed, skilled and precise work done quickly and efficiently in an assembly line-type of process halfway around the world.”

**ABOVE (left)** Elon University students participate in a presentation by a Vietnamese furniture company. **MIDDLE** Elon University Management Professor Kevin O’Mara (left) and Derek Robinson, global sales manager, on the Elon University campus. **ABOVE TOP** ENSAIT research centers are closely allied with Dickson-Constant in France. **ABOVE** Dickson-Constant interns include, left to right, Frédéric De Palo, Marie Dams, Eléonore Bourdrez, Gwendoline Scholz and Benoit Fauvarque.



# EVERGREEN COVERING THE GLOBE WITH COLORFUL GRAPHICS

Whether you are in Turin or Atlanta, Tokyo or Paris, if you come across colorful graphic panels made of fabric, there is a good chance the fabric is from the EverGreen line by Dickson Coatings. That's because EverGreen is increasingly the fabric of choice when vivid print clarity and environmental friendliness are required in an upscale setting.

Dickson Coatings of France launched the EverGreen line more than five years ago with the goal of filling a void for a media fabric that combines vivid print clarity with environmental friendliness. The EverGreen fabric line is free of PVCs, phthalates, formaldehyde, phosphate and glycol-ether, which assures its environmentally friendly nature throughout its useful life and continuing after disposal.

"The primary requirement is always the quality of the printing. On that point, there can be no compromise," said Matthew Watson, general manager of Dickson Coatings. "But for upscale retailers and high-visibility public spaces, there is also the



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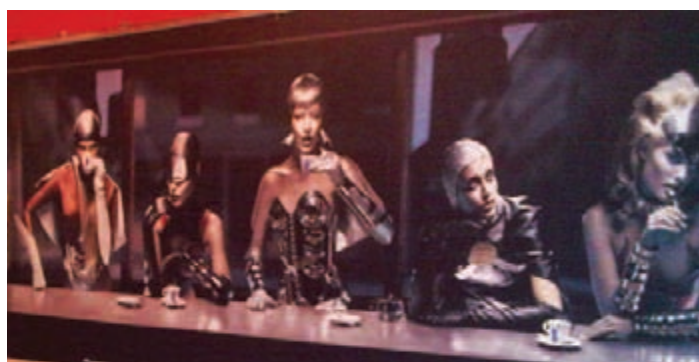
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3



4



5



6

Whenever there is a requirement for a media fabric with vivid print clarity combined with environmental friendliness, the EverGreen line from Dickson Coatings is at the top of the list. On these pages you will find a sampling of EverGreen applications from around the world:

1. Murals in the new U.S. headquarters of Bacardi in Miami.
2. Jeanneau boat builders trade show booth in La Rochelle, France.
3. Children's Hug Hug shop near Tokyo, Japan.
4. Artwork printed on EverGreen fabrics and offered by the Scandinavian retailer Ikea.
5. Coffee shop in Italy.



“After a printer has worked with EverGreen for a while and after customers see the results, we are sure of repeat applications.”

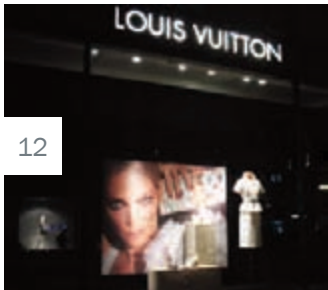
Matthew Watson

concern for a fabric that is environmentally friendly, and this is the niche that EverGreen is filling. Our customers use EverGreen with confidence that it will not affect indoor air quality and can be safely disposed of after use.”

Dickson Coatings is making EverGreen fabrics available globally, with loyal followings throughout Europe and Asia. An office established in Atlanta three years ago is promoting EverGreen throughout North America.

“EverGreen does require that printers adjust some of their processes, which is why expert representation is essential,” Watson said. “After a printer has worked with EverGreen for a while and after customers see the results, we are sure of repeat applications.”

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



6. Church in Paris.
7. Street-level advertising panels in Turin, Italy.
8. Trade show in Asia.
9. EverGreen fabrics as wall-covering showing previous Miss Italy contestants in the Rivoli Château near Turin.
10. Adidas global retail outlets.
11. Window decorations in a shopping mall in Stockholm, Sweden.
12. Louis Vuitton global retail locations.
13. Olympic trails in Melbourne, Australia.



# DICKSON-CONSTANT BUILDING ENLISTED IN MARKETING

“We are convinced that this is a very interesting way of increasing the visibility of our brand and to illustrate the markets we serve.”

Patrick Raguet



As a marketing-driven organization, Dickson-Constant is continually seeking out innovative marketing opportunities, including decorating a plant location in France to communicate a broadening market focus.

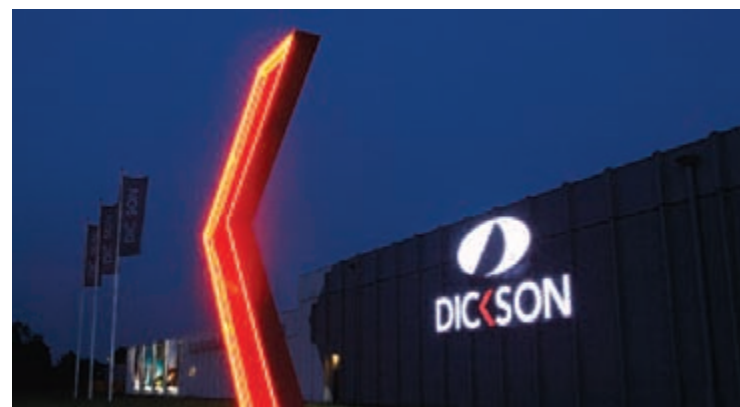
“Our plant in Wasquehal is located on A22 Motorway, which is the primary highway between Paris and Wasquehal,” said Patrick Raguet, Dickson-Constant marketing director. “There are more than 30,000 vehicles on this highway every day, which offers an incredible opportunity to communicate with customers and potential customers. Motorists are, of course, from many different countries, so we decided to use English as the baseline, which, along with the illustrations, conveys our market position very well: ‘innovative textiles for your world.’”

Using printable media fabrics from Dickson Coatings, the plant installed several large murals this spring, which are dramatically lit at night. Each of the murals illustrates applications for fabrics from Dickson-Constant, including indoor, marine, solar protection and outdoor.

“We are convinced that this is a very interesting way of increasing the visibility of our brand and to illustrate the markets we serve,” he said. “The goal has been to express the innovation and the dynamism of our company.”

Installation of the murals and other graphic treatments at the Dickson-Constant plant are part of rebranding that took place at the end of 2008. An updated logo and other graphic treatments are helping to communicate Dickson-Constant’s expansion beyond core awning markets to include Sunbrella® brand offerings tailored for European tastes, along with an expanded assortment of solar protection products.

Color murals adorn the Dickson-Constant plant location in Wasquehal, illustrating core markets of residential, commercial and marine. More than 30,000 motorists pass by the plant every day.





## REMEMBERING ROGER GANT, JR.

“As is true for many Glen Raven associates, Roger not only taught me the principles of good business, but also the value of family, community and people. He was a good and faithful steward of our company and set us on a solid course that is sustaining even today.”

Allen E. Gant, Jr.



It was the late 1950s when Roger Gant, Jr. was given the responsibility of managing Glen Raven’s awning fabric business. The company had woven cotton awning fabrics since the early 1900s, but was beginning to see a downward trend in sales and increased competition.

“Monsanto had developed a solution-dyed acrylic fiber and was looking for new applications,” Mr. Gant recalled. “We weren’t the first mill they approached, but we were the first mill to see the potential for awning fabrics.”

During a meeting at Monsanto’s offices in New York, Mr. Gant struck a deal that included a five-year warranty, which was the first warranty ever for awning fabrics. “Monsanto said they would offer a three-year warranty, but I wanted a five-year guarantee. So, I told them, you take the first three and we’ll take the last two.”

From those early days, the Sunbrella® brand was born and performance fabrics would never be the same. Mr. Gant, who died on July 26 at the age of 86, set in motion a tradition of innovation, integrity and quality that have sustained the Sunbrella brand into its 50th year.

“It was my good fortune to have Roger as a wise and patient mentor,” said Glen Raven President and CEO Allen E. Gant, Jr. “As is true for many Glen Raven associates, Roger not only taught me the principles of good business, but also the value of family, community and people. He was a good and faithful steward of our company and set us on a solid course that is sustaining even today.”

Roger Gant, Jr. served Glen Raven for a total of 55 years, including President from 1972 to 1989 and a board member until 2001 when he was named Director Emeritus.

Mr. Gant was born on May 9, 1924 in Alamance County, a second generation descendent of John Q. Gant, the founder of Glen Raven, Inc. He attended public schools in Alamance County and served with the U.S. Army during World War II, receiving decorations for meritorious service.

After the War, Mr. Gant returned to North Carolina where he graduated from the University of North Carolina at Chapel Hill. He met his wife, Rose Anne, while attending college and they returned to Alamance County where they raised three children, Anne, Alice, and Roger III.

Mr. Gant was an innovative leader during his many years of service with Glen Raven. He fostered countless technical, financial and process improvements throughout the company while encouraging the professional development of Glen Raven associates through continuing education.

He also championed progressive thinking throughout the textile industry. The company provided support for educational programs at N.C. State University, UNC-Chapel Hill and Institute of Textile Technology. In recognition of his support for the performance fabrics industry, Mr. Gant received a lifetime achievement award from the Industrial Fabrics Association International.

Mr. Gant was also a community leader, involved in numerous nonprofit organizations including Boy Scouts, Alamance Arts Council, his church and diocese, YMCA, United Way and Salvation Army. He also served as a trustee for Elon College, now Elon University, and community advisor for Wachovia Bank.



# RAVEN

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**Glen Raven, Inc.**  
Glen Raven, NC USA  
336-227-6211

**Tri Vantage**  
Glen Raven, NC  
336-227-6211

**Strata Systems, Inc.**  
Cumming, GA  
800-680-7750

**France**  
Dickson-Constant  
Wasquehal, France  
33-3-20455959

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

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

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

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

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

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

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

**North Pacific Rim**  
Sunbrella/Dickson  
Hong Kong, China  
852-2317-6390

**South Pacific Rim**  
Sunbrella/Dickson  
Sydney, Australia  
61 (2) 997-44393

**China**  
Sunbrella/Dickson  
Shanghai, China  
86 (21) 5403-8385

**Glen Raven Asia**  
Suzhou, JiangSu, China  
86 (512) 6763-8100

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