

RAVEN

| Issue No. 12 |



'Let Endless Possibilities Begin™'

Asian Companies Growing With Sunbrella®

Awning Fabricators Offering Interior Shades

New Bimini Creates Shade And Electricity



**Glen Raven® Launches New Vision
Focused On Global Innovation**

Issue No. 12

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Glen Raven® Launches New Vision Focused On Global Innovation
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Dear Readers,

There is no better time to launch a new corporate vision than at the beginning of the New Year, and so it is with Glen Raven. In this issue of the Raven magazine, you will read about "Let Endless Possibilities Begin™," which we have introduced globally as Glen Raven's commitment to a future filled with innovation developed in close collaborations with our customers, trade partners and associates.

This new vision was developed by a global team of Glen Raven associates and introduced worldwide to our employees through a WebEx event in late November. The purpose of this vision is twofold – to provide a clear identity for our company and to communicate to customers, trade partners and associates our deep commitment to true innovation.

I recommend to you the lead article in this issue of the Raven magazine, which addresses the most commonly asked questions concerning "Let Endless Possibilities Begin." I want to assure you that you will be hearing and experiencing a great deal more related to this vision in the months and years to come.

Also in this issue of the Raven, we continue to tell the story of the 50th anniversary of the Sunbrella® brand. We invited several leaders from throughout the industry to offer their comments concerning how the Sunbrella brand has affected awning, marine, furniture and textile markets over the years. I believe you will enjoy the perspective of these industry experts on how Sunbrella has created benefits for many.

The reach of the Sunbrella brand continues to extend globally, which is reflected in an article on Glen Raven Asia and two of its leading customers, Alma Contract and BVZ. Read about how these companies are extending outdoor lifestyles throughout the Pacific region through working partnerships with Glen Raven Asia.

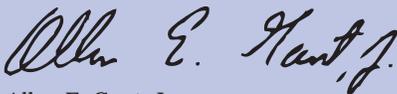
While Sunbrella brings comfort and enjoyment to homes and commercial settings, our GlenGuard® brand of protective apparel fabrics assure safety and security for utility workers and others. The success of GlenGuard Hi-Vis, a performance fabric that combines high visibility with electric arc protection, is the result of collaboration with one of our leading trade partners and its customers.

With the awning season rapidly approaching, fabricators are searching for growth opportunities. In this issue of the Raven, we provide tips related to enhanced profitability through the sales and marketing of window shading products, a logical extension of offerings by awning fabricators.

For the marine market, Glen Raven is continuing to explore growth opportunities for original equipment manufacturers and the aftermarket as evidenced by our work with photovoltaic fabrics. You can read about the first commercial application of a photovoltaic bimini by our French subsidiary, Dickson-Constant, and its collaboration partners, catamaran builder Lagoon and Nv Equipment.

Rounding out this issue is an article from Glen Raven Logistics concerning opportunities for cost reductions in supply chain management, a profile of the new Tri Vantage Consolidated Distribution Center and two articles in our continuing series related to corporate social responsibility. You can read about Helping Partners, a nonprofit within Glen Raven dedicated to aiding our associates in crisis, and an associate-led team in Anderson, S.C., that is proving that wildlife and industry can live in close harmony.

In closing, I would like to wish all of our customers, trade partners and associates a productive and successful 2011. As our new vision statement so clearly indicates, we are confident and optimistic about the future. By working hand-in-hand, I know that we will "Let Endless Possibilities Begin" with the New Year.



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



GLEN RAVEN LAUNCHES NEW GLOBAL VISION



Glen Raven has launched a new global vision that emphasizes an intensified focus on innovation in close partnership with customers, trade partners and associates. The vision phrase – “Let Endless Possibilities Begin™” – was rolled out to Glen Raven associates during a global WebEx presentation this past fall and will be carried forward to customers and trade partners throughout the coming year.

“Let Endless Possibilities Begin” will serve as the foundation for strategic planning as Glen Raven associates are encouraged to intensify their focus on innovative products and services created in collaboration with customers and trade partners. The vision is designed to complement Glen Raven’s existing 2020 Quest, which defines the company’s seven core values as “Integrity, Quality, Innovation, Marketing, Finance, Associates, and Safety and Environment.”

“In today’s global economy, innovation is not only the most important thing, it is the only thing that will assure our success and the continued success of our customer and trade partners,” said Allen E. Gant, Jr., president and CEO of Glen Raven. “In adopting this vision statement, we are signaling to the world that Glen Raven is prepared to collaborate as never before on a broad range of new products and services on a global basis.”

In the following questions and answers, Gant addresses many of the most likely questions related to this new positioning:

Q. What is the significance of this phrase to Glen Raven?

The phrase, “Let Endless Possibilities Begin,” was created to encapsulate the company’s vision for customers, trade partners, associates, shareholders, industry and community. These four words express Glen Raven’s core belief that anything is possible when talented people with shared values and a common purpose work together in an environment of trust, mutual respect and innovation.

Q. Why were these four words selected?

Each of the four words was selected carefully and with intention:

- “Let” signifies the importance of open collaboration in which people freely and enthusiastically choose to work together. This phrase is an invitation.

- “Endless” is a word assuring that no boundaries are set on creativity or imagination. The outlook is ever-optimistic, ever-expansive and ever-continuing.
- “Possibilities” is all-encompassing of products, services, processes, people and communities. Achievement comes in many forms.
- “Begin” recognizes that innovation is an ongoing process with new ideas bubbling up each and every day. Glen Raven is unrelenting in its quest for innovation.

“In today’s global economy, innovation is not only the most important thing, it is the only thing that will assure our success and the continued success of our customers and trade partners.”

Allen E. Gant, Jr.

Q. Why did Glen Raven create a new positioning phrase?

Research has shown that the most successful companies are those that not only create memorable vision statements and positioning phrases, but also marshal people and resources around these phrases to achieve great things. Glen Raven is one of these companies as evidenced by the progression of such programs over the past several years.

“Glen Ready 2000” was a strategic program of the mid-1990s that helped establish Glen Raven “as the most sought-after partner in the textile industry.” This program emphasized the formation of strategic partnerships with customers and trade partners, which continues to open up growth opportunities today.

Following “Glen Ready 2000,” Glen Raven introduced 2010 Quest, which provided a statement of vision and core values. 2010 Quest further evolved with 2020 Quest, which defines Glen Raven’s core values as “Integrity, Quality, Innovation, Marketing, Finance, Associates, and Safety and Environment.”

LET ENDLESS POSSIBILITIES BEGIN



Q. What are the foundational elements for “Let Endless Possibilities Begin?”

There are three foundational elements that underpin “Let Endless Possibilities Begin” and which will serve as the basis for its implementation:

- **Innovation and creativity** – Glen Raven’s unwavering commitment to innovation in products, services and processes is central to “Let Endless Possibilities Begin.” Closely allied with innovation is “creativity,” which assures that fresh perspectives are taken on all aspects of our company, from product design and customer communications to people development and community involvement.
- **Unity and collaboration** – Unity and a sense of common purpose are essential for Glen Raven’s future success, bringing disparate operations together under a single banner all around the world. New ways of collaboration, both within the company and with customers and trade partners, are being deployed using the latest in global broadband technology.
- **Research and technology** – Research is occurring in all aspects of Glen Raven as we become a stronger facts-based organization even more adept at using information to inspire wise decisions in how we design, manufacture, deliver and support our products and services. Technology is core to assuring unique value-added offerings based on the expertise and creativity of our people, our own investments in plants and equipment, and leverage achieved with assets owned by our trade partners.

Q. How will the phrase be used?

“Let Endless Possibilities Begin” will serve a strategic purpose as it helps to guide future investments in plants, people and partnerships. Examples of strategic implications include the following:

- Application of advanced technology to encourage global collaborations.
- Associate-led innovation programs to encourage new ideas.
- Recognition and reward for innovation and creativity that benefits customers.
- Expanded training and people development opportunities.
- Outreach to enhance Glen Raven plant and office communities.
- Commitment to a culture that champions collaboration, exploration and achievement.
- Commitment of additional resources for research and development.

TOP LEFT Glen Raven associates were brought together via a global WebEx connection in late November to launch the company’s new vision statement. Glen Raven President Allen E. Gant, Jr. connects with Glen Raven associates in China (shown on the video monitor).

TOP RIGHT A red paper airplane is being used to symbolize the creativity and freedom expressed in Glen Raven’s new vision statement, “Let Endless Possibilities Begin.”

Glen Raven Vision

Let Endless Possibilities Begin

Glen Raven Core Values

Integrity – Above all else, integrity in the way we treat our customers and stand behind our products and services.

Quality – Absolute dedication to quality that exceeds customer expectations.

Innovation – We recognize innovation as the single greatest competitive advantage for ourselves and for our customers.

Marketing – A marketing culture based on understanding and satisfying customer and consumer needs.

Finance – Sound management that ensures our financial strength and stability.

Associates – Respect for associates who are skillfully trained, highly motivated and rewarded for exceeding the needs of our customers.

Safety and Environment – Stewardship of the safety of our associates and the health of our environment while being a responsible world citizen.



PERSPECTIVES ON THE SUNBRELLA® BRAND 50TH ANNIVERSARY

As the Sunbrella® brand observes its 50th anniversary during 2011, we asked Glen Raven customers, home furnishings designers and market experts to comment on the impact of the brand over its half-century history. Below are comments on what the Sunbrella brand has meant to awning, marine, furniture and textile segments:

Katie Bradford

Owner, Custom Marine Canvas, Noank, Conn. and past chair of Marine Fabricators Association

The Sunbrella brand has really set the standard for durability and quality in the marine market. It's a benchmark that everyone can look up to and emulate. Our customers know this brand and ask for it by name.

Sunbrella has been good for our business not only because of its quality and brand recognition, but because of how it continually changes and improves. We are doing more upholstery work inside boat cabins, and it's great to tell a customer that the fabrics we use inside the boat are the same fibers and yarns that go into fabrics for their dodgers or biminis.

“There is really no other performance textile brand that has had an impact on residential and casual furniture industries comparable to Sunbrella. This impact is now global.”

Richard Frinier

Richard Frinier

Home Furnishings Designer

There is really no other performance textile brand that has had an impact on residential and casual furniture industries comparable to Sunbrella. This impact is now global.





My work takes me all over the world, where industry professionals know they can trust not only the brand's performance and customer service, but also feel confident they are investing in the best performance fabric brand, whether their projects are for interiors or exteriors.

The constructions, patterns, colors and quality of the fabrics are unparalleled and that is why I collaborate with Glen Raven to make my own co-branded fabric collection. My clients expect no less than the best from me.

Richard Wright
Publisher, *Hearth & Home Magazine*

By creating and promoting the Sunbrella brand, Glen Raven has dramatically improved the business of everyone in the casual furnishings industry. The tremendous performance of Sunbrella brand fabrics has helped move the category from its humble beginnings to today's sophisticated deep-seating collections and the haven called the Outdoor Room. Sunbrella conjures a lifestyle lived outdoors under a blue sky and bright sun with family and friends.

Now, it's one thing, and quite an accomplishment, to create an outstanding product, and quite another to tell the world about it by creating a consumer-recognized brand. Glen Raven has done just that with Sunbrella. Homeowners are aware today that they can have both great looks and incredible performance outside the walls of their home.

Joe Ruggiero
Home Furnishings Designer

Sunbrella is without question one of the strongest textile brands ever. It has had a tremendously positive effect on awning, marine and casual furniture markets, creating growth opportunities for every provider serving these market segments. Sunbrella is a brand that commands respect by retailers and it's a brand that consumers ask for by name.

For the past nine years, I have been involved with designing my own signature decorative Sunbrella fabrics for residential interiors and the results have been mind-boggling. The hand, texture and

colors that we can create today for the Sunbrella brand are on par or better than some of the finest home furnishings fabrics you can find anywhere. My association with the Sunbrella brand has been a highlight of my 30-year career.

Stephen M. Warner
President, Industrial Fabrics Association International

It's fair to say the Sunbrella brand has become the most recognized brand in the specialty fabrics industry. It is also one of those elite products that successfully made the brand awareness crossover from business-to-business directly to the consumer marketplace.

Today, Sunbrella has a strong consumer image impact in the awning, marine and casual furniture markets. It is seen as an architectural solution, a weather-protection solution, a sustainability solution and most recently now a fashion statement. Congratulations to Glen Raven on the 50th anniversary of Sunbrella.

Ken Spooner
President, Georgia Tent & Awning

Our company has offered Sunbrella brand fabrics since they were first introduced 50 years ago, and we know how important this brand has been for the awning industry. Home and business owners associate Sunbrella with the very best quality in awning fabrics, and they frequently come to us and say, at the very first meeting, that they want an awning with Sunbrella fabrics. It's a brand name that they recognize and it's a name that they trust.

New York Showroom Celebrates 50th

In the fall, Glen Raven set up a temporary showroom in New York to kick-off its upcoming year-long 50th anniversary of the Sunbrella brand. Writers and editors with the New York news media, along with interior designers and decorative jobbers, were exposed to the broad range of Sunbrella applications today, from traditional outdoor spaces to top-of-bed and elegant interiors. Photos on these pages are from the showroom and a subsequent feature photo shoot.

SUNBRELLA® FABRICS GROWING WITH ASIAN MARKETS

One of the most important goals for Glen Raven Asia (GRA) is to help accelerate the growth of domestic Asian markets through the ready availability of Sunbrella® brand fabrics. Many of GRA's customers are North American-based companies with manufacturing operations in China, while several others are domestic Asian companies serving the Pacific Rim as well as Europe and North America.

In this article, you will meet two of GRA's Asian customers – one a relatively new organization – Alma Contract – and the other a Glen Raven trade partner for 20 years – BVZ.

BVZ ASIA LONG-TIME SUNBRELLA® DISTRIBUTOR

BVZ Asia has been a pioneer in performance fabrics in Asia throughout its long history. Roger Gant, Jr., who led the team that created the Sunbrella® brand in 1961, made the initial sales call on BVZ in 1992. This meeting in Hong Kong began a long-term relationship in which Glen Raven and BVZ are working jointly to grow Asian markets.

“Until I met Roger Gant and we formed a relationship, Sunbrella was not known in Asia,” said Henk Stijweg, president of BVZ. “I became instantly mesmerized with the product and 20 years later, we are the largest Sunbrella distributor in Asia.”

BVZ is active throughout the Pacific region, including Japan, Taiwan, Singapore, Malaysia, Hong Kong, Thailand, the Philippines and Vietnam. The company's manufacturing and distribution center is in China, with headquarters in Hong Kong. In addition to distribution, the company offers fabrication services for cushions, beanbags, umbrellas, covers, awnings and accessories.

“We have an incredible network for growth throughout this region,” Stijweg said. “Our ability to create finished products has been essential to expanding the Sunbrella brand and assuring quality products tailored for hospitality and high-end residential markets.”

The long-term collaboration between BVZ and Glen Raven was strengthened with the opening of Glen Raven Asia.

“Having Sunbrella available around the corner has offered many benefits,” he said. “It has reduced shipping costs and created a ‘green’ effect with less fuel consumption needed for distribution. Most important, in the customers’ eyes, closer access means increased speed. Speed is what clients need most of all because no one wants to wait. We also enjoy much better planning for product availability.”

Stijweg is optimistic about the growth potential in Asia, but cautions that considerable work is left to be done, particularly in marketing.

“The newly affluent in Asia know that a BMW or Mercedes will show off their prosperity, but they know much less about other creature comforts,” he said. “That’s why marketing is important and why we started making cushions. We are reaching out to interior designers with a total quality concept.”

BVZ co-brands its office in Thailand with the Sunbrella logo; distribution combined with fabricator services allows BVZ to serve the high-end resort market throughout the Pacific region.





“Our ability to create finished products has been essential to expanding the Sunbrella brand and assuring quality products tailored for hospitality and high-end residential markets.”

Henk Stijweg



ALMA CONTRACT WINS RECOGNITION AT SPOGA

The most important annual international trade show for the garden industry is the Spoga International Trade Fair for Sport, Camping and Garden Lifestyle in Cologne, Germany. This past year’s show was a milestone for Alma Contract (Singapore) Pte Ltd when it won a “Top Ten” products award.

The winning entry was Alma’s “Porcelain Bowl” outdoor seating furniture set, which, as its name implies, resembles an oversized porcelain bowl. The design was inspired by the blue-white porcelain of the Yuan Dynasty, and Sunbrella fabrics were incorporated into the offering.

The judges noted that Alma was “banking on high-tech, elegance and a chic style, exceptional designs and functionality. As a result, it will be nice, comfortable and cozy in the garden.”

“The opening of Glen Raven Asia has resulted in better service, quicker response and a stronger business partnership,” said Xiaohui Guan, president of Alma, which began operations in 1997. “We are in frequent communications and when clients ask for small quantities for a project, we can get Sunbrella fabrics from Glen Raven Asia much more easily than we could from the U.S. That means we can provide better service to our clients.”

Alma Holdings began as an OEM manufacturer offering a comprehensive range of outdoor furniture for high-end markets. Alma’s Guangzhou (China) factories occupy more than 750,000 square feet and employ more than 3,000. In 2006, Alma launched its own brand of outdoor furniture, “Mondecasa,” which is best known for wicker. While Alma’s primary market is currently Europe, the company is anticipating continued growth throughout Asia and North America.

“The Mondecasa concept merges design elegance, richness and refinement with robustness and durability of use,” Guan said. “Each piece of our wicker furniture is professionally handwoven.”

On the Web at www.mondecasa.com.

ABOVE TOP The Alma team includes, back from left to right, President Xiaohui Guan and Vice President Kangyang Cao; in front, from left to right, is the sales team: Coral Yang, Hope Chen, Yuki Chen and Hui Hu.

ABOVE Alma Contract of Singapore specializes in hotel, resort and commercial markets with a primary focus on Europe. Alma’s Porcelain Bowl won a Top Ten award during the annual Spoga International Trade Fair in Cologne.



HIGH-VISIBILITY
VESTS OFFER WORKER
PROTECTION ON
TWO LEVELS



Electric arcs are an ever-present danger for the nation's electric utility workers. Faulty equipment or a worker's mistake can unleash an instantaneous blast of fire and molten metal at 30,000 degrees, inflicting catastrophic, even fatal, injuries. It's estimated that as many as 2,000 workers are injured each year in arc flash accidents in the U.S.

The nation's utility industry takes this risk seriously, investing heavily in safer operating systems, worker training and protective equipment. It's in this last category – protective equipment – that collaboration among Glen Raven, Performance Textiles and safety equipment manufacturers is adding to worker safety.

“Electric utilities have been highly supportive of our efforts with high-vis vests,” said Mike Scott, vice president of sales for Estex, a protective equipment manufacturer and distributor based near Atlanta. “The ultimate goal that we share with our customers is to have utility workers wearing garments that offer high visibility and arc flash protection, plus comfort and good looks.”

Performance Textiles, which has offices in North Carolina and Massachusetts, began supplying fabrics for high visibility vests more than 11 years ago, meeting standards established by ANSI (American National Standards Institute.) The new fabrics were successful in several applications, from the workplace to hunting.

“Several of our customers – protective equipment manufacturers and distributors – asked that we consider developing a high-vis fabric that would also be flame retardant for electric utility workers,” said Willis Campbell, vice president of Performance Textiles. “That's when we approached Glen Raven concerning joint development.”

Technical fabric specialists at Performance Textiles and Glen Raven took on the assignment and the result was a patented line of GlenGuard® Hi-Vis fabrics that are not only ANSI-compliant, but also meet the electrical safety standards of NFPA (National Fire Protection Association).

GlenGuard Hi-Vis fabrics are self-extinguishing and will not melt and drip when exposed to electric arcs, which are the source of most serious injuries. Workers equipped with these vests while also wearing uniforms made of GlenGuard FR fabrics are afforded the best opportunity to reduce injuries from electric arcs.

“The market is driven by legislation and by a groundswell of support from electric utilities,” said Tom Sebastian, manager of sales and product development for Lakeland Reflective, a protective equipment manufacturer in Ronkonkoma, N.Y. “The exciting things about this fabric are its applications well beyond the electric utility industry and that Glen Raven and Performance Textiles are continuing to make improvements.”

One of the most important areas of improvement for GlenGuard Hi-Vis fabrics has been worker comfort. In addition to the initial introduction of a woven version of GlenGuard Hi-Vis fabrics, Glen Raven has developed a mesh version that offers enhanced air-flow and is therefore cooler to wear. The newest area of product development is in the control of static electricity, which can trigger electric arcs.

“The challenge with this type of fabric is to incorporate diverse technologies in a single fabric and maintain all of the performance characteristics that users need; one fabric chemistry can work against another,” said Gary Zumstein, GlenGuard product manager. “This is where the combined knowledge, experience and resources of Glen Raven and Performance Textiles provide a tremendous platform for innovation.”

Vests made with GlenGuard Hi-Vis fabrics sell for premium prices compared with lower-cost options that do not meet ANSI visibility standards or NFPA electric safety guidelines. The electric utility industry, however, has been receptive to the higher costs given the added worker safety.

“When you have a vest made with GlenGuard Hi-Vis fabrics, it elevates the vest to a critically important piece of safety equipment,” Campbell said. “The ability of a company to help prevent a serious injury or save a life is well worth the added cost.”

For more information, visit www.glenraven.com and click on “Fabrics.”

TOP LEFT Willis Campbell, vice president, Performance Textiles (left), and Rich Lippert, director of marketing, Glen Raven Technical Fabrics, review the variety of vests manufactured with flame-retardant, high-visibility fabric from Glen Raven. **BELOW LEFT** Workers wearing high-vis vests, along with uniforms made of GlenGuard FR fabrics, are afforded the best possible protection from electric arc hazards. **BELOW** GlenGuard Hi-Vis fabrics are available in a variety of weights.



“The ultimate goal that we share with our customers is to have utility workers wearing garments that offer high visibility and arc flash protection, plus comfort and good looks.”

Mike Scott

AWNING FABRICATORS FIND GROWTH OPPORTUNITIES INSIDE HOMES, BUSINESSES

With the awning season rapidly approaching, awning fabricators all across the country are eagerly looking for opportunities to increase sales. One of the most promising places to look for growth is inside homes and businesses where shading systems are needed.

“Virtually every home or business has a sun control issue, but not every location is a good candidate for an awning,” said Dan Fouratt, director of sun control products for Tri Vantage, Glen Raven’s distribution subsidiary. “By adding shading products to the mix, an awning fabricator can open up numerous opportunities for up-selling and cross-selling to consumers and businesses.”

An important first step for awning fabricators is to rethink the business, according to Fouratt. Instead of seeing themselves as awning fabricators and installers, they should see themselves as sun control specialists with a large tool kit of solutions.

“If a fabricator receives an appointment with a homeowner or business owner, you can be sure there is a sun control issue,” Fouratt said. “While a fabricator is on-site, it’s just a matter of considering the best possible solution. Is it an awning, a shading system or both?”

Fouratt offers the following observations and recommendations concerning the potential for awning fabricators to become sun control specialists with a broader array of products and the opportunity for increased sales and profits:

- **Ease of installation** – Installation of shades is actually much easier than installing awnings; fabricators have all of the tools and skill set needed to get into shade systems specification and installation.
- **Off-season sales** – One of the advantages of shade systems is the opportunity for off-season sales. While the awning season is predominately spring and summer, you can sell and install shades year-round.
- **Staff requirements** – Working inside the home will require that awning fabrication employees take note of soiled shoes and wear neater attire than when working strictly outdoors; with minor adjustments, this requirement can be easily met.



- **Commercial sales** – Commercial establishments, from offices to retail outlets, also require shading products. Flame-retardant shade offerings are available for geographic areas where they are required.

“The most important thing is to be knowledgeable about your products. There is a good deal of competition, so you have to push your knowledge and customer service.”

Michael Frye

- **Look inside** – When you are on-site for an awning installation, observe the setting to determine if a shade is an up-sell or cross-sell opportunity. Is privacy an issue? Will sun control still be a problem even with an awning? Answer “yes” to either question and you have an opportunity to sell shades.
- **Competition** – Awning fabricators who add shading as a new product line will face a new group of competitors that include shade and blind specialists. One of the greatest advantages for



awning fabricators is their broader range of offerings and their association with sun control issues.

- **Range of products** – The range of shade products today is diverse, highly functional and beautiful, including the Shade Inspiration Collection™ from Tri Vantage. Consumers and businesses can select from shading options that range from light filtering to black out. You can shade a single window, a large expanse of windows or an outdoor space. Motorized options are ideal for larger installations and for owners who enjoy convenience and the panache of technology.
- **Minimal investment** – An awning fabricator can add shading systems as a product offering with a minimal financial investment; the greatest commitment is time and energy to learn a new range of products.

One of the many companies that is proving the success of offering awnings and shading products is Zirkles, Inc. of Harrisonburg, Va. This family-owned business finds that the two business lines are highly complementary.

“With our shading products, we emphasize energy efficiency and privacy control,” said Michael Frye, owner of Zirkles,

Inc., the sister company to Awnings by Zirkles. “Many of our customers tell us they want to block the sun, but they still want to be able to see outside. Others want window options that range from light filtering to total privacy, all with the same shade. With the products out today we can do this.

“The most important thing is to be knowledgeable about your products,” Frye continued. “There is a good deal of competition, so you have to push your knowledge and customer service.”

For more information and a products catalog, visit www.trivantage.com to locate the nearest branch office.

ABOVE Innovative shade products are providing growth opportunities for awning fabricators who are looking inside homes and commercial establishments for new business.



FRENCH COMPANIES LAUNCH PHOTOVOLTAIC APPLICATION FOR BOATING

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The practical application of photovoltaic fabrics has taken an important step forward with the introduction of a bimini top that not only blocks the sun, but also generates enough power to recharge on-board batteries or power small electronics. Catamaran builder Lagoon, Dickson-Constant and Nv Equipment debuted the application during the Cannes International Boat and Yacht Show this past fall aboard the 62-foot Lagoon 620.

"We anticipate that the commercial roll-out of this new bimini top will occur during 2011," said Arnaud Dalle, market manager for marine with Dickson-Constant. "This application is an excellent example of how photovoltaic fabrics can contribute to energy generation and a greener world."

"This application is an excellent example of how photovoltaic fabrics can contribute to energy generation and a greener world."

Arnaud Dalle

Dickson-Constant has been involved in the development of a solar fabric for more than five years, targeting applications such as marine and recreational vehicles. Unlike rigid crystalline panels, Dickson's solar fabric uses solar cell technology based on amorphous silicon technology.

The solar cells that Dickson-Constant uses are ultrathin and light as compared to classic solar cells in crystalline silicon in stiff panels. Solar cells incorporated in the photovoltaic awning

fabrics are flexible enough to be rolled up with the fabric, yet are highly energy efficient. Dickson-Constant has developed a patented process for laminating the solar cells to the fabric.

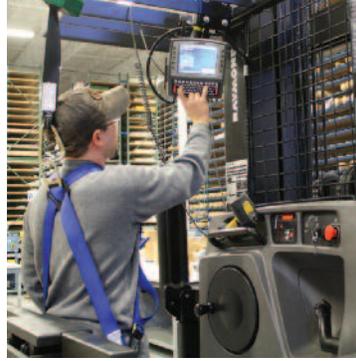
The bimini top on the Lagoon catamaran has two panels of 10.75 square feet that produce 50 watts each for a total capacity of 100 watts. As the world's largest manufacturer of cruising catamarans, Lagoon's introduction of the top is likely to generate interest throughout the marine industry.

"One of the greatest challenges for boats on long cruises is to maintain battery power," Dalle said. "With photovoltaic fabrics, you can generate electricity to recharge batteries without having to burn fuel to run your engines. Boats have long included solar panels, but this is the first time that a fabric top has been created with a dual purpose of sun control and energy generation. This feature is an important advance for the marine industry."

While this first application is on a catamaran, even stronger applications are anticipated for powerboats that have larger areas for photovoltaic fabrics, such as stationary tops. Power craft also do not have masts and sails that can block the sun. Recreational vehicles are also a focus for future development.

For more information, visit www.cata-lagoon.com, www.nvequipment.com and www.dickson-constant.com.

ABOVE Three French companies – Dickson-Constant, catamaran builder Lagoon and Nv Equipment – have collaborated on the development of a bimini top that not only offers shade, but also generates electric power.



TRI VANTAGE CONSOLIDATED DISTRIBUTION CENTER BEGINS OPERATION

The new Tri Vantage Consolidated Distribution Center (CDC) in Mebane, N.C., began operation during the fall, adding 35 new jobs to the local economy and setting the stage for increased efficiency in shipping fabrics, hardware and accessories to Tri Vantage customers nationwide.

Located in close proximity to Interstate-85 and distribution hubs for FedEx, UPS and Glen Raven Transportation, the 102,000-square-foot center is serving as the central receiving point from more than 200 Tri Vantage product suppliers. The CDC consolidates more than 12,000 different items that are shipped to Tri Vantage branches nationwide.

“The CDC represents an investment in the future for the benefit of our awning, marine and other fabrication customers.”

Steve Ellington

“The CDC is designed to enhance our accuracy, speed, efficiency and inventory control,” said Roger Smith, site manager. “The center’s warehouse management system is based on bar coding that assures accurate tracking of every item throughout the distribution process, from the time it’s received at CDC until it arrives at a branch.”

The new center is built to the requirements of Leadership in Energy & Environmental Design (LEED), the internationally

recognized standard for green building construction. Energy efficiency is emphasized throughout the center, which utilizes fork lifts powered by electricity rather than propane to help assure a quality environment.

“The CDC represents an investment in the future for the benefit of our awning, marine and other fabrication customers,” said Steve Ellington, Tri Vantage president. “Our ultimate goal is to help grow the marketplace for all customers, and the CDC will play an essential role in helping us achieve this objective.”

ABOVE The team responsible for the new Tri Vantage CDC includes Lee Whitney, left, vice president of finance and operations, President Steve Ellington, center, and Roger Smith, site manager.

Fork lifts at the CDC include computer monitors that allow operators such as Donovan Edmundson to accurately access every item in the center through an operating system that is virtually paperless.

Bill Steelman prepares a fabric roll for shipping at the Tri Vantage CDC.

David Walker scans a fabric roll as part of a computerized management system that accurately tracks every item at the CDC.

A broad array of fabric, hardware and accessories are inventoried at the new Tri Vantage CDC in Mebane, N.C.

LOGISTICS, TRANSPORTATION CREATE OPPORTUNITIES FOR EFFICIENCY, SAVINGS



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Every market segment in the country has been affected by the “Great Recession,” including logistics and transportation. During a recent interview three members of the Glen Raven Logistics and Transportation teams – Charlie Edgerton, general manager, Rob Lord, director of logistics solutions, and Dan Cox, director of sales – offered insights on the current state of these industries and opportunities for companies with ongoing transportation needs.

Q. What is the current state of the transportation and logistics industries?

It’s important to address these two segments separately because they are distinct, yet closely allied businesses.

The transportation industry has experienced widespread consolidation over the past 18 months as a result of reduced economic activity. The major national carriers have downsized substantially and a number of smaller operations have ceased to exist. Even the pool of drivers has contracted.

Logistics, which focuses on the planning and management of supply chains, has fared better. While the transportation

industry is asset-heavy – trucks and trailers – logistics is all about intellectual capital and the application of software. While some logistics companies have downsized or ceased operations, the demand for logistics services continues to grow as more companies recognize the need for specialized assistance.

Q. What should businesses expect when purchasing transportation services today?

As the economy improves, we anticipate two trends will affect the purchase of transportation services – higher freight costs and reduced flexibility and availability.

Because so much capacity has been wrung out of the transportation system globally, any significant uptick in activity will be met with constrained availability of trucks and trailers, which will put upward pressure on rates. We experienced this situation over the past summer when there was a sudden spike in demand by retailers to refill supply pipelines.

The best advice is to plan as far ahead as possible to assure that you can secure transportation services where and when needed. Also, look for a logistics provider that has the ability

to meet specialized and time-critical needs in what may become a seller's market.

Q. Why is the demand for logistics services increasing?

The management of global supply chains is becoming increasingly complex during a time when many companies have gone through staff reductions, including in some cases the elimination of traffic managers and support personnel. As a result, many companies lack the expertise to achieve efficient, lower-cost transportation services without sacrificing on-time deliveries and quality service. Logistics companies are filling this void.

“Look for a logistics company that has enough confidence in its expertise that it will offer a shared savings agreement. Any logistics company worth hiring should earn its fee as a portion of the savings it creates for its customers.”

Charlie Edgerton

Our focus is on helping companies analyze their transportation expenses and find ways to increase efficiency and reduce costs without sacrificing service. In the majority of cases, we can find savings of 20 percent or more at the same or even better service levels. Even for companies with strong traffic managers and staffs, a good logistics company will come in with a fresh perspective that is likely to identify opportunities to reduce costs and enhance services.

Q. How are you able to achieve significant transportation cost savings for customers?

Cost savings can be found in many areas. For example, some carriers are stronger in certain geographic areas and in certain market segments than in others. It's essential to know the

strengths and weaknesses of each carrier and pick the best one for each shipment. In addition, the process of classifying freight is complex and ever-changing, which means that many companies are paying more than they should for transportation because of misclassifications. Even packaging can affect the cost of transportation because tariffs are based on size, weight and configuration.

In the case of Glen Raven Logistics, we save our clients money due to our buying power. Carriers base their rates on volume and because of our overall level of business, we enjoy some of the lowest rates available, which we pass along to our customers. We also have the advantage of operating both a logistics company and a transportation company. Our fleet of trucks and trailers gives us an important strategic advantage in many situations when our customers have special needs that other carriers are unable to address.

Q. When hiring a logistics company, what should be the criteria?

Look for a company that will take the time to get to know your business so that your logistics plan addresses your specific needs. And, be wary of logistics providers that push for long-term, exclusive contracts.

Finally, look for a logistics company that has enough confidence in its expertise that it will offer a shared savings agreement. Any logistics company worth hiring should earn its fee as a portion of the savings it creates for its customers.

LEFT The Glen Raven Logistics team includes, left to right, Rob Lord, director of logistics solutions; Charlie Edgerton, president and chief operating officer; and Dan Cox, director of sales.



HELPING PARTNERS QUIETLY AIDING GLEN RAVEN ASSOCIATES

“Working with Helping Partners is a rewarding experience for everyone who gets involved.”

Rodney Greene

John Hill came home from work one evening in October 2009 and put chicken wings on the stove to cook. He then decided to relax for a few minutes.

“The next thing I knew, my niece was waking me up and the kitchen was on fire,” said Hill, a weaving technician at Glen Raven’s Anderson, S.C., plant. “I tried to put the fire out, but I only made it worse and burned my hands.”

The fire department was on the scene within minutes, but the damage was extensive from fire, water and smoke. Hill’s family had to move out, which is when greater difficulties began.

“I never thought I would ever have a fire like this one. It was tough,” he said. “The insurance company took months to settle.”

To help the Hill family through the crisis, a small private charity within Glen Raven, Helping Partners, stepped in to assist with rent, groceries and other expenses while the Hill family recovered from its devastating loss.

“It’s a great program that I don’t believe many people know about. I don’t know what we would have done without them,” Hill said.

Helping Partners is a nonprofit organization that was formed within Glen Raven in 1992. Its mission is to provide crisis assistance to Glen Raven associates caused by any number of life situations – house fires, medical emergencies or financial difficulties. The organization’s work is supported by private donations and periodic fund-raising events.

“Working with Helping Partners is a rewarding experience for everyone who gets involved,” said Rodney Greene, a systems engineer with Glen Raven’s Information Technology Department

and chair of the organization. “While our focus is Glen Raven associates, we occasionally provide assistance to others living in our plant communities, and we provide support to local schools through donations of supplies.”

Helping Partners originated with Dick Feroe, who was group vice president of the Glen Raven Yarn Division until his retirement in 1999. The inspiration for the group was his own life experience in receiving assistance when it was needed most.

“In the 1980s I was running Norlina Mills, which specialized in polyester fabrics, which became a disaster after apparel markets abandoned double knits,” Feroe said. “I approached Glen Raven about helping us get into the manufacture of nylon for panty hose, which had great potential. Allen Gant (Glen Raven CEO) also saw the opportunity and purchased our company, which saved 150 jobs and launched us into a profitable business that sustained for many years. It was a rags-to-riches story that made me want to do something for others.”

Helping Partners began within Feroe’s yarn division, but was eventually expanded to all associates in North America.

“It is heartwarming for me in that we are able to help people in crisis,” said Elizabeth Coble, corporate manager of employee relations for Glen Raven. “Glen Raven is a family company and Helping Partners is an extension of the Glen Raven family.”

Human resource managers at Glen Raven locations should be contacted concerning families in need. To make a contribution to Helping Partners, contact Green at rgreene@glenraven.com.

BELOW John Hill, weaving technician, Anderson Plant



ANDERSON PLANT MAKES FRIENDS WITH FURRY, FEATHERY, LEAFY NEIGHBORS

“Our long-term plan includes labeling plants and trees around the plant and construction of a nature trail. We even envision an orchard that will provide a food source for wildlife.”

Rodney Jones

Glen Raven’s one-million-square-foot Anderson Plant is located on a 180-acre site in Anderson, S.C., with more than 130 of those acres uninhabited – at least uninhabited by humans. Rather than people, you will find a wide assortment of wildlife that includes birds, deer, wild turkeys and even the occasional mountain lion.

It’s this world of flora and fauna that associates of Anderson Plant are learning more about as they exercise environmental stewardship. Houses and feeders for ducks and birds, salt licks for deer and a “fence garden” illustrating native flora are the most visible signs of how Anderson Plant is relating to its furry, feathery and leafy neighbors.

“We began working on this effort in 2004 and received a strong impetus to accelerate when Anderson Plant earned the ISO 14001:2004 environmental certification a year ago,” said Tracy Sanders, quality engineer at Anderson Plant. “A nine-member associate task group is doing all the work.”

The work that Sanders refers to includes the installation of feeding and nesting areas and support for education to push greater appreciation of wildlife. Community outreach to schools is part of the effort, including assisting a local elementary school with the construction of a fence garden and an outdoor learning area. A Boy Scout troop assembled bird feeders and bird houses installed on the plant site.

Anderson Plant has received recognition for its environmental efforts from the S.C. Wildlife Federation, which awarded the plant its WAIT (Wildlife and Industry Together™) certification. WAIT encourages businesses to protect natural areas near plant locations while supporting employee and community wildlife education.

“The WAIT certification requires a long-range habitat plan of three to five years,” said Rodney Jones, technical finishing section leader at Anderson Plant and task group chair. “Our long-term plan includes labeling plants and trees around the plant and construction of a nature trail. We even envision an orchard that will provide a food source for wildlife.”



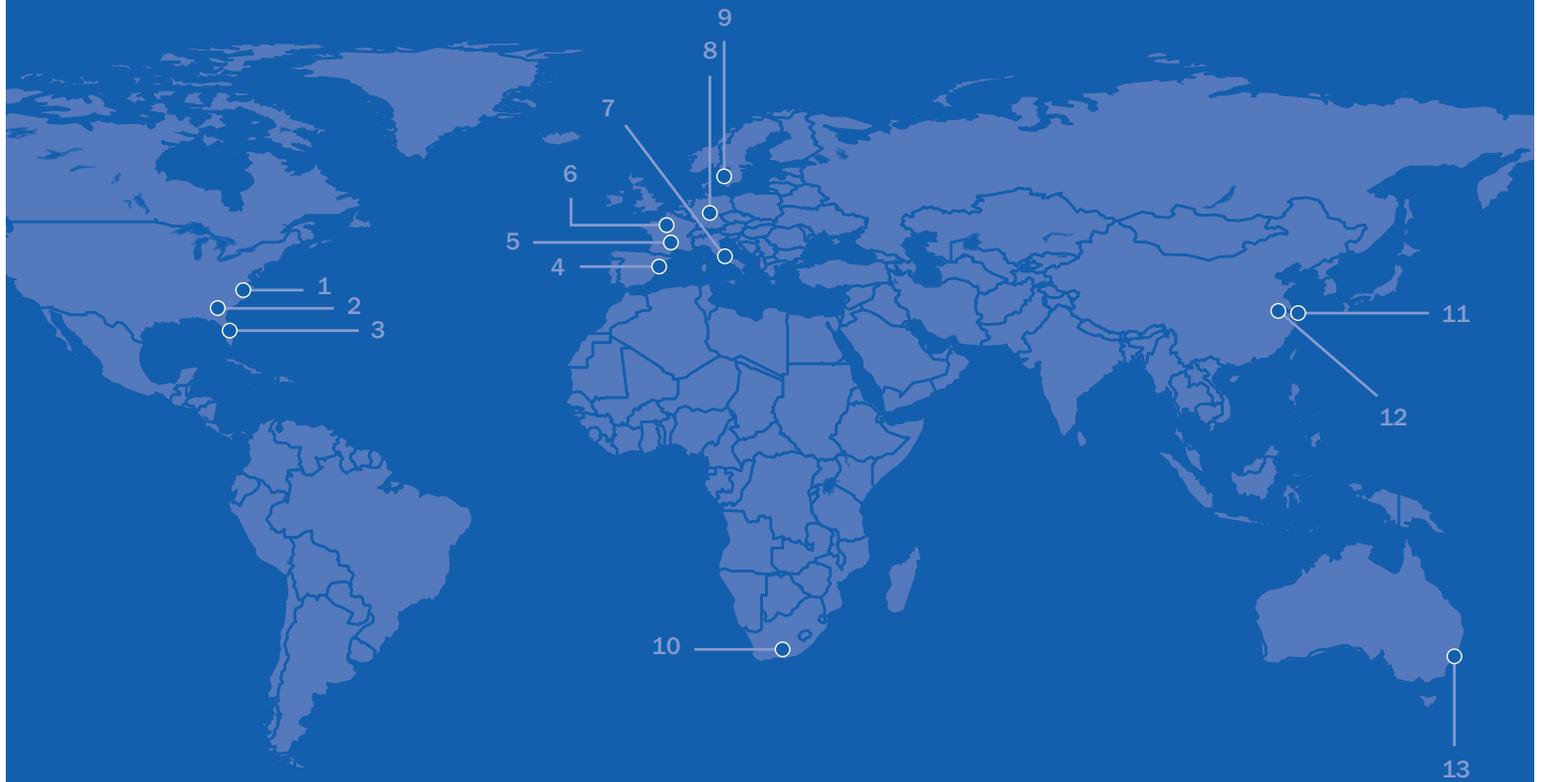
ABOVE The environmental stewardship team at Anderson Plant has installed a camera near wildlife feeding areas to monitor the nocturnal movement of deer and other animals. Reviewing and downloading recent photos are, from left to right, Randy Raines, yarn warehouse section leader; Melissa Clem, applications administrator; Brandon Hughes, customer returns coordinator; Rodney Jones, technical section leader, finishing; Tracey Sanders, quality engineer; and Jerry Moore, section leader, service (center).

MIDDLE Bird houses have been installed all around the plant site, including within rain-runoff containment ponds.

BOTTOM Rodney Jones, technical section leader, finishing, adjusts a salt lick for deer.

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