

RAVEN

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Dear Readers,

As we bring you the first issue of the Raven magazine for 2012, we renew our commitment to a successful year for all of our customers, trade partners and associates. Through open communication, exemplary service and continual innovation, we are confident for the New Year.

One of the most important issues our nation is facing is the rising cost of healthcare. The lead article of this issue explores one aspect of the solution, which is health and wellness. Healthier lifestyles and the wise use of medical services offer the best path forward for reducing costs and enabling longer, more productive and enjoyable lives.

While Glen Raven's Tri Vantage subsidiary is best known as an efficient resource for more than 10,000 items, it is also a source for innovative solutions, as you will read about in this issue. Speaking of innovative solutions, we are also featuring a profile of Unifi, a leading yarn producer that has become a leader in high-performance yarns, including a fast-growing recycled offering.

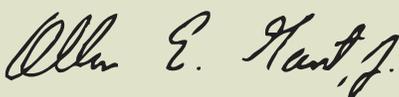
During the past year, we celebrated the 50th anniversary of the Sunbrella® brand, which is continuing to grow and evolve. You can read an article about the latest brand extensions for America's favorite performance fabric. We are also featuring a profile of the new Concept Gallery at Glen Raven, which is an epicenter for innovation, not only for Sunbrella fabrics, but for more than 150 other products that we offer.

The past year was a milestone for the world's population, which surpassed 7 billion. As populations swell, the need for drinkable water is becoming acute, which led us to apply our expertise to the development of innovative new fabrics for reverse osmosis, a leading method for water purification and desalination.

Quality is the touchstone of all that we do at Glen Raven, which requires a disciplined and relentless focus. You will read about how our manufacturing centers are using the standards of ISO to take quality management to greater heights.

We are also featuring two articles in this issue from our French subsidiary, Dickson, which has recently completed a management reorganization focused on product innovation and market growth. You will also read about how Dickson is supporting environmental sustainability through sponsorship of a long-range oceans research program.

Glen Raven is a company on the move, collaborating with our customers and trade partners, supporting the wellbeing of our associates and continually pushing the boundaries of product quality and innovation. It's a thrilling journey focused on "endless possibilities." We invite you to join us.



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

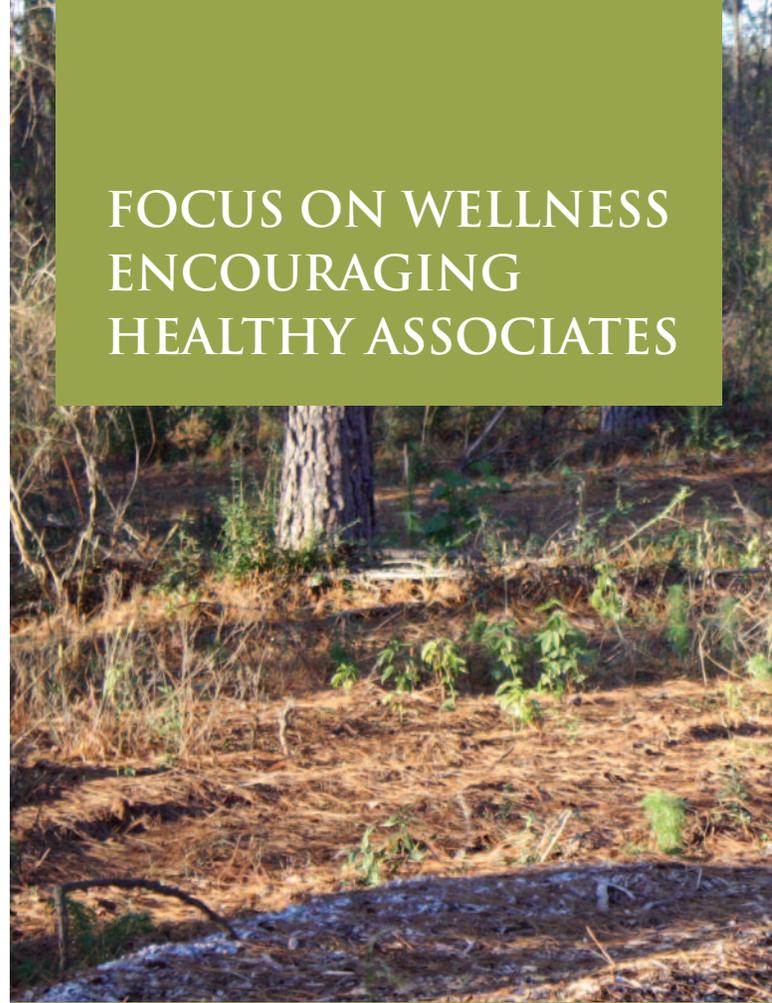


SIX LESSONS IN WELLNESS FROM GLEN RAVEN ASSOCIATES

Glen Raven associates are demonstrating every day the secrets to success in achieving an improved health status. Below are six lessons in wellness gleaned from associates throughout the company who have made personal commitments to better health:

- **Start with benchmarks** – It's important to begin a wellness program with a reading of key indicators – weight, body mass, blood pressure, blood sugar and cholesterol. These five measures are a good early indicator of risk factors and can establish a starting point to formulate a wellness plan and to measure progress over time.
- **Personal commitment** – Others can educate and encourage, but each individual has to make and keep a personal commitment to better health, whether it's tobacco cessation, exercise or a healthier diet. For some associates, this commitment is inspired by a health event, such as a heart attack or frightening medical tests. For others it's a desire to feel better, look better and enjoy more of what life has to offer with friends and family for as long as possible.
- **Weight loss** – Weight loss is on virtually everyone's wellness agenda. The answer is a formula easy to define, but harder to achieve – less input and more output. It's a matter of making better food choices every day and striving for weight loss that's gradual and permanent.
- **Teamwork** – While committing to a healthier lifestyle is an extremely personal decision, active involvement and support from others goes a long way toward success. Whether it's a spouse, co-worker or nurse practitioner, you will likely be more successful if you have others join you on the journey.
- **Consistency** – Consistency is key for exercise and healthy eating. Exercising three times this week and then none for the rest of the month won't work. Eating a salad today and four doughnuts tomorrow is not likely to reduce your waistline.
- **Lifestyle** – It all boils down to lifestyle. Do you want to live an unhealthy lifestyle as a smoker with a poor diet and no exercise and continual medical treatments, or would you prefer a lifestyle of healthy eating, no tobacco use, regular exercise and the wise use of medical services? It's a choice that everyone can make.

FOCUS ON WELLNESS ENCOURAGING HEALTHY ASSOCIATES



While debate continues over how to control the nation's rising healthcare costs, one of the most promising solutions is playing out every day at Glen Raven – wellness. Through a comprehensive approach to employee health, Glen Raven is not only reducing the cost of providing a medical benefit, but also nurturing a workforce that is more energetic and creative.

As a direct result of its wellness program, Glen Raven achieved a 15 percent reduction in medical benefit costs during the past year. Clinics staffed by nurse practitioners and an incentivized wellness program have resulted in a return on investment of \$2.30 for each dollar Glen Raven invests in wellness.

“Our wellness program identifies associates at risk for catastrophic health events and provides effective interventions to help prevent those events,” said Chan Chandler, vice president of human resources for Glen Raven. “Effective intervention includes co-payments that make medications for chronic diseases affordable and diet and exercise programs that encourage associates to adopt healthier lifestyles. We cover immunizations and essential medical screenings, such as mammograms and PSA.”

Glen Raven's five health clinics in the U.S. are staffed by nurse practitioners who offer routine medical services for associates and their spouses. Nurse practitioners and wellness coordinators promote exercise, weight loss and tobacco cessation. By locating clinics inside manufacturing centers, associates have easy access to care.



Clinics conduct health risk assessments, which are linked to prescribed interventions for health status improvement. Associates who complete an assessment and follow prescribed interventions receive a reduction in their monthly medical contributions.

Additional elements of the wellness program include subsidized health club memberships, a bicycle purchase program and promotional activities. Team weight-loss competitions modeled after “The Biggest Loser” program on TV are fun and promote a wellness culture. Currently, the “Eat Wise; Lose a Size” program is going on in multiple locations emphasizing team spirit, steady weight loss, the importance of exercise and good nutrition.

“By reducing catastrophic health claims and lowering our overall costs, Glen Raven is able to continue offering a robust health benefit,” said Janice Burgess, health and wellness manager. “Helping our associates take better care of themselves and their families is the right thing to do. When we can help lighten financial and health related stressors, we then have associates more focused on quality and innovation.”

CENTER Judd Bailey, left, Anderson Plant ISO manager, and Randy Blackston, vice president of operations for Glen Raven Custom Fabrics, enjoy a run on the nature trail at Anderson Plant, which provides an ideal exercise setting for associates.

ACCESS TO MEDICAL CARE MEANT TRAGEDY AVERTED



If there is one word to describe Paul Kardulis, it’s “stoic.” Of Greek heritage and a 31-year veteran of Glen Raven’s Burnsville Plant, Kardulis is as reliable as the rising sun, meticulous with his job, hardworking and never complaining. Glen Raven’s nurse practitioner program assured that his stoicism didn’t result in tragedy.

In July of last year, Kardulis, a warping specialist, began to experience back and side pains, but decided it wasn’t serious enough to miss work. He did, however, mention the discomfort to his supervisor. At the end of the shift, and at the urging of his supervisor, Kardulis, who is 62 and lives alone, agreed to visit the plant nurse before going home.

“Vicki (Aderman) said she thought I might have appendicitis and urged me to go to the emergency room,” Kardulis said. “The ER ran some tests, and she was right. I did have appendicitis, and I had surgery that same day. If it hadn’t been for Vicki, I would have gone home, taken some Advil and tried to get some sleep. No telling what might have happened.”

Convenient access to medical services and wellness intervention through clinics staffed by nurse practitioners is making a difference in the lives of many Glen Raven associates and their families.

“I joined the wellness program so I could save on my healthcare premiums,” Kardulis said. “The tests showed that I had high cholesterol and high blood pressure, and I’m taking medications for both. I had never taken any medicine in my life, so this was a big step for me.”

HEALTH TRANSFORMATION BEGAN WITH TRIPLE BYPASS

For some people, it takes a strong wake-up call before they begin to take their health status seriously. Patrick Williams, a lead man in the finishing department at Glen Raven's Anderson Plant, is one of these individuals.

"I had been having chest pains for a few weeks and was short of breath off and on, but I just thought my blood pressure was up," Williams recalled. "I finally had it checked out, and they found that I had three blockages and had to have bypass

surgery. If I had gone on the way I was, there is no question I would have had a heart attack."

After heart surgery, which occurred in 2010, Williams, 47, began to take charge of his health status.

"My life changed forever after that surgery," he said. "I wasn't exercising, I wasn't eating right. Both my father and my grandfather died of heart attacks, and that surgery really woke me up. Glen Raven had everything in place for me to do better."

Williams began regularly exercising by joining the YMCA and purchasing a bicycle, both of which are covered in Glen Raven's wellness program. He also began receiving regular checkups

FAST WEIGHT-LOSS DIETS DON'T WORK FOR LONG



Weight-loss programs that promise quick results may be effective in the short run, but don't count on lasting results. Spooky Apple, projects director with Tri Vantage, is living proof that gradual loss along with lifestyle change is the secret to long-term weight management.

Apple, 60, who has been with Glen Raven for a total of 30 years, quickly achieved her weight-loss goal a few years ago through a nationally recognized weight-loss program. But, over time, the pounds came back and then some.

"The weight crept back up slowly, three or four pounds a year, until my doctor told me I had to do something," Apple said.

"He suggested that I might want to go back to the diet program, but I knew what I needed to do."

Apple began a healthier diet and, most important, joined a jazzercise class that meets at 6 p.m. three nights a week right after work. The class has made all the difference.

"This class is really fun; it motivates me and makes me want to go back," she said. "Exercise has to be fun if you're going to stay with it."

Glen Raven covers 60 percent of the cost of the classes, which are taught by Alan Stephens, who conquered his own weight problems. In addition to the exercise, the program includes tips on better nutrition.

"When I dance, I dance hard, I put a lot into it, and we're laughing all the time," Apple said. "You're not trying to keep up with anyone else, and you won't find anyone wearing fancy gym clothes. It's not a precision dance group; it's exercise, and everyone is doing it a little different, having fun and encouraging each other."

Apple lost 18 pounds in the first eight months, which she considers to be the ideal pace for weight loss that will last.

"The program's goal is to lose three pounds per week, but I know I couldn't sustain weight loss that fast," she said. "I would rather go slower, enjoy what I'm doing and maintain the weight loss. I pretty much eat what I want, within reason, and I enjoy the dancing. It fits my lifestyle, and I feel so much better. I really do. I have so much more stamina and I feel better all around."

WEIGHT LOSS ELIMINATES BLOOD PRESSURE MEDICINE

The highlight of the Glen Raven wellness program for Virginia Johnson, a spinning and winder operator at Anderson Plant, was the day that the doctor told her she no longer needed blood pressure medicine.

"I had been on blood pressure medicine for many years when I started in the wellness program in 2009," said Johnson, 53, who has been with Glen Raven for 25 years. "By exercising every day and watching what I eat, my weight went down from 270 pounds to 190."



and support through the plant's wellness program, which monitored blood pressure, cholesterol, blood sugar and weight.

"I cut out whole milk, bread and fried foods and began to eat more fruits and vegetables. My whole family did," Williams said. "I've lost more than 30 pounds, and I've completed a 65-mile bike ride."

Williams credits the support and encouragement from the wellness program for his turnaround.

"If I had started this program earlier, I could have avoided the triple bypass," he said. "I feel better today, and I am enjoying the changes I've made. I'm eating foods today that I would have never tried before. I really do like baked fish."



STOPPING SMOKING BEGINS WITH PERSONAL COMMITMENT

Frances Rathburn, a weaver at Glen Raven's Burnsville Plant, had heard all of the warnings about smoking, but for 50 years she continued to enjoy cigarettes.



"I thought that a cup of coffee and a cigarette was the best thing there was," said Rathburn, 62, a 33-year Glen Raven veteran. "It doesn't matter how much people preach to you about stopping smoking, you won't quit until you decide for yourself."

Rathburn made her decision to stop smoking after she began to experience chest pains, and medical tests revealed a dilated aorta. The condition did not require treatment, but it did indicate a need for lower blood pressure and a better overall health status.

"Quitting smoking was hard, real hard," said Rathburn, who has been smoke-free since April 2009. "I had quit smoking once, but started again. Whenever I would feel stress coming on, I knew a cigarette would help calm me down. What made the difference this time was Chantix, which takes away the craving. I know now that it would be dangerous for me to pick them up again."

Glen Raven's medical benefit covers stop smoking medications through a \$4 co-pay. Rathburn has also benefitted from support by the plant's nurse practitioners who are helping her manage high blood pressure and other health concerns.

"I feel better, I have more energy, and I'm not short of breath," she said. "When I lay down at night I don't hear myself trying to breathe."

During a routine blood pressure check in the plant's health clinic, the nurse practitioner suggested that Johnson check with her doctor because her blood pressure had dropped significantly.

"I'll never forget that day. The doctor took my blood pressure and said you don't need these pills anymore and threw them in the trash right then," Johnson recalled. "High blood pressure runs in my family, and it felt so good to get rid of those pills."

Johnson has taken part in a number of exercise programs at Anderson Plant, including step aerobics, Zumba and the walking club. Walking is her passion, which she pursues every day, circling the plant right after work and covering 15 or more miles each week.

"I have a walking partner, which helps a lot," she said. "Walking is not only good exercise, but it helps with your communications. When you walk with someone, you can share what's on your mind. You might think you had a terrible day, but you find out that somebody else had a worse day."

Johnson is dedicated to lifelong change. She reads food labels to check for undesirable contents. She eats fruit and vegetables regularly and cannot remember the last time she had a hotdog.

"I used to have knee pains, but that has gone away now that I've lost weight," she said. "It's easy to gain it back after you lose weight, but I don't want to be that big ever again. This has been a great change for me."

WELLNESS PROGRAM BEGINS WITH PERSONAL COMMITMENT

Anthony Long was like many people – not the unhealthiest person you ever met, but pretty much borderline on virtually every measure. Missing was motivation to make a change.

“I knew I had issues, that I wasn’t eating right, I wasn’t taking good care of myself,” said Long, 39, a 12-year finishing inspector at Glen Raven’s Park Avenue Finishing Plant. “When I took the health risk assessment at the plant, that’s when I realized that these minor issues were going to become major issues for me if I didn’t do something.”

Long made changes on every level. He joined the YMCA and started to regularly exercise. He gave up on vending-machine food and beverages, cut out fried foods and started medication to lower his blood sugar. In other words, he was a model wellness candidate.

The dedication and focus have paid off. Within two months Long had brought all of his risk factors in line – blood pressure, blood sugar and cholesterol. He lost 30 pounds and went from a 38-inch waist to 36.

“I’ve cut way down on the fried foods and the sweets,” Long said. “Before, I would drink a soda or eat something sweet



to get my energy up, but it wasn’t working for me anymore. With the changes I’ve made, I feel a whole lot better, and I have a lot more energy.

“I just wish I had made these changes 10 years ago, but I am glad I have made them now. I tell people to watch what they eat and to exercise. You’ll feel better, and in the long run you’ll have a lot fewer health problems.”



WELLNESS IMPROVEMENT ENCOURAGED BY TEAM EFFORT

Gina Harris, a training specialist at Glen Raven’s Burnsville Plant, knows the importance of a team effort when it comes to improved health. She credits associates at work with helping her shed 41 pounds, stop smoking and improving her health.

“Being part of a team really helps because it’s competitive and you’re thinking about your team,” said Harris, who has been with Glen Raven for 19 years. “Our health clinic has really made the difference. I know I would not be as successful without them.”

Harris began her health improvement program in May of 2009, giving up a 10-year smoking habit with the help of the stop smoking medication Chantix and beginning a weight-loss program with her husband in January of 2011. As part of their commitment to losing weight, the couple joined a weight-loss challenge sponsored by the Blue Ridge Regional Hospital system that was introduced into the Burnsville Plant by the health clinic.

During two 16-week weight-loss challenges, Harris’ team was the biggest loser each time. She and her husband, who is now 38 pounds lighter, have steadily lost weight through lifestyle changes that include smaller meal portions, regular dinner times together and avoidance of foods high in fat or sugar.

The plant’s health clinic has been an integral part of Harris’ health journey, encouraging the weight loss, monitoring reductions in blood pressure and documenting that Harris is no longer at risk for diabetes. Weight loss and healthier eating have been the central elements in her success.

“The clinic encouraged me to lose the weight slowly, which helps keep it off,” Harris said. “It’s really a lifestyle change for me and my husband.”

LIFESTYLE CHANGES BEGAN WITH A PHOTOGRAPH



Sharon Grubbs knew that she had gained weight, but it was not until she had her picture made with her father on his birthday a year ago that she realized just how much weight she had added.

“When I saw that photo it really hit me that I had to do something,” said Grubbs, 52, who has worked for Glen Raven for 22 years. “I had gained so much weight that I didn’t realize that was me.”

With support and encouragement from the Glen Raven’s wellness program, Grubbs, a sample expeditor, began to take charge. Not only was she dedicated to weight reduction, she also had received a health risk assessment that indicated issues with cholesterol, blood sugar and blood pressure.

Grubbs began a healthier diet and joined a step aerobics class. Her commitment to diet and exercise began to pay off, and she has lost 48 pounds to date and gained a strong commitment to continue a healthier lifestyle.

“I thought to myself: ‘I work for a company that wants to help me, but first I have to help myself,’” she said. “I lost 15 pounds in the first month, which really encouraged me. Since I started exercising and eating right, I’ve gone from a size 14 to a 6. I’ve given away my larger clothes because I’m not going back there.”

Grubbs says that an issue with foot pain made worse by the extra weight has disappeared. While she tended to stay home in the past, today she is on the go and enjoying life.

“Everyone here at Anderson Plant is encouraging; they notice and comment that I have lost weight and look better,” she said. “The company doesn’t push you into a wellness program, but they make everything available that you need. When you come into Anderson Plant, you are coming into a healthy place.”

WEIGHT GAIN SLOW AND STEADY OVER THE YEARS

For Rick Saylor, weight gain was slow and steady over a number of years until he had accumulated 240 pounds on his five-foot, eight-inch frame.

“I was a couch potato, I’ll admit it,” said Saylor, who is a 23-year Glen Raven employee and currently an inspection shift manager in finishing. “Working third shift makes it hard to maintain a healthy diet.”

The turning point for Saylor was when he was recruited to be part of a five-person team in the plant’s “biggest loser” competition. That opportunity came along at the same time that Saylor was looking at moving from a pants size of 36 to 38, which he viewed as a wake-up call.

“Peer pressure and encouragement from our wellness coordinator, Terri Ann (Tindal), made the difference for me,” Saylor said. “I didn’t want to let people down.”

Along with a better diet, Saylor began exercising, starting with 15-minute treadmill workouts that escalated to an hour. The effort paid off, with Saylor winning The Biggest Loser competition with a loss of 45 pounds in five months.

“I started in the Glen Raven bike program and have fallen in love with it,” Saylor said. “I started with a mountain bike, but moved over to a street bike which I like better. I’ve completed a 50-mile ride.”

Diet education has been a big part of the transformation for Saylor.

“I’ve discovered that I actually like foods that I had never tried before, like spinach,” he said. “I used to bring a gallon of sweet tea to work every day and drink the whole thing, but no more. I have more energy today, and I look at life in a whole different way.”



TRI VANTAGE CONNECTS PRODUCTS, PEOPLE, IDEAS

“Tri Vantage associates offer a wealth of knowledge that helps our customers grow their businesses.”

Ron Paratore

While Tri Vantage is best known for more than 10,000 items it distributes tirelessly to thousands of customers every day, there is another side to the national distributor that is fostering innovative solutions.

“Tri Vantage associates offer a wealth of knowledge that helps our customers grow their businesses,” said Ron Paratore, vice president of sales. “Product knowledge combined with installation expertise can open up all sorts of new opportunities.”

Solutions range from the installation of power screens to enclose outdoor restaurant spaces to addressing sun control through interior shades. With access to a diverse product base and technical experience from suppliers, Tri Vantage associates are ideally positioned to solve virtually any need.

In the following articles, you’ll read examples of a few innovative solutions from Tri Vantage.

SEMINAR HELPS SECURE SHADE SAIL PROJECT

Cain Awning in Birmingham, Alabama, had an opportunity for a high-visibility project this past spring, installing shade structures at an athletic complex that was undergoing a general facelift. Fortunately for Cain Awning, the Tri Vantage branch in Atlanta was at the same time offering a seminar on the commercial application of shade sails.

“We had never done a true shade sail so the timing of the seminar was fantastic,” said Hank Lawson, president of Cain Awning. “We learned how to cut and sew the material and how to tension the shade properly to achieve the desired curvature.”

With newly acquired technical skills, Cain won the project bid that included the fabrication and installation of 26 shade sails over bleachers and common areas at Mountain Brook High School, which is located in the Mountain Brook community adjacent to Birmingham. The shades were fabricated using Commercial 95™ –

Synthesis (Coolaroo®), a UV-resistant material made specifically for shade structures.

“There is definitely growing interest in shade structures in public spaces,” Lawson said. “Shade sails are not only highly functional in offering sun protection, but they are also aesthetically very attractive. It’s a growing market in Birmingham, and because of the Tri Vantage seminar, and with this first major project under our belts, we’re well positioned to be part of this growth.”

On the Web at www.cainawning.com. For more information, contact Brett Baird (bbaird@trivantage.com).

With input from Tri Vantage, Cain Awning has developed the expertise needed to expand into the installation of shade sails in public spaces, such as athletic fields.





JONES BEACH CONTINUES TRADITION WITH CUSTOM FABRIC

Developed during the 1920s, Jones Beach State Park is located on Long Island, New York, serving as a timeless summer destination steeped in traditions ranging from Art Deco influences on many of its facilities to classic striped fabrics on its beach umbrellas. Tri Vantage recently played a central role in assuring that tradition continues.

“The fabric design on our umbrellas and canopies dates back to the 1920s and is closely associated with Jones Beach,” said Susan Guliani, park director. “Historic photos from the Beach include this fabric pattern, so when it came time to replace the fabrics, it was very important to us that we keep the same look.”

Jones Beach turned to Tri Vantage for assistance in securing an exact replica of the classic Jones Beach umbrella fabric, and Tri Vantage turned to Glen Raven Custom Fabrics to recreate the fabrics in Sunbrella® brand fabrics.

Working from a fabric sample, Sunbrella® designers at Glen Raven were able to match the multicolored stripes, adjusting the 41-inch pattern to today’s 46-inch fabric widths. After samples were approved, Tri Vantage arranged for custom weaving and delivery of more than 3,800 yards.

On the Web at www.parks.ny.gov. For more information, contact Ann Marie Logue at alogue@trivantage.com.

Tri Vantage worked with Glen Raven Custom Fabrics to translate classic umbrella fabric designs at Jones Beach into Sunbrella® fabrics. The iconic summer destination on Long Island has featured the same pattern of fabrics since its founding in the 1920s.



ASPEN AWNINGS GROWING WITH SHADE

Product offerings by Aspen Awnings and Upholstery are highly diverse, ranging from boat covers, awnings and restaurant patio enclosures to furniture upholstery and covers of all types. With this broad perspective, combined with owner Karen Klinefelter’s 18 years of experience as a fabrication professional, it is only natural that the company is continuing to diversify product offerings.

“Anthony (Pappalardo, Tri Vantage marketing representative,) introduced me to the Shade Inspiration Collection more than a year ago,” Klinefelter said. “When one of my customers asked for my help with a sun issue, I knew interior window shades would be the answer.”

The Aspen area is the ideal setting for quality window shading, given the area’s extreme UV exposure due to its high elevation and snow reflection. It’s also a high-end community with expensive homes that feature large windows.

“It’s a great product to work with, beautiful and easy to install,” she said. “My business is growing with more commercial customers, so I can see where the shade products will be in demand for hotels and resorts.”

Pappalardo adds: “Tri Vantage customers that have been successful in this difficult economy during the past few years have been the ones that are open to exploring new opportunities in the shade business, whether it’s with interior roller shades or shade sails. Diverse and multifaceted companies are succeeding.”

On the Web at www.aspenawnings.com. Contact Anthony Pappalardo at apappalardo@trivantage.com.

Window shade products from Tri Vantage are the latest offering by Aspen Awnings.



POWER SCREENS INCREASING REVENUE FOR RESTAURANTS

Outdoor dining is all the rage as consumers are drawn to naturally entertaining spaces. The challenge, however, is that Mother Nature is not always conducive to eating outdoors, particularly in climates where winter arrives early and leaves late.

An increasingly popular solution to this challenge is the installation of awnings and power screens, which extend the season for outdoor dining and pay for themselves through increased revenues. Capital City Awning of Columbus, Ohio, is an example of a company that is taking advantage of this trend.

“Restaurant owners want to extend the outdoor dining season for increased revenues,” said Kisha Moldovan, sales manager and marketing director for Capital City. “When you enclose the space, you can add heaters, air conditioning, bars and flat-screen TVs, which are like magnets for consumers.”

Moldovan recently secured the largest restaurant project in her company’s history thanks to cooperative participation with Tri Vantage at the National Restaurant Association trade show in Chicago. The owners of Bella Milano, an Italian restaurant in Edwardsville, Illinois, which is about 20 minutes from St. Louis, stopped by the booth to learn more about power screen enclosures.

“We had an incredible team at the booth to answer all of the customer’s questions regarding power screens, awnings and

fabric,” Moldovan said. “The owners of Bella Milano were so impressed that they flew to our offices in Columbus to discuss and confirm the project.”

The installation for Bella Milano included a fixed 30-by-26 welded patio awning of Sunbrella® fabrics and eight power screens that feature clear vinyl windows. Before the project, the patio had only a small awning over the door and market umbrellas, which limited the use of the patio to spring and summer months.

“We are in negotiations with two other projects from the NRA show, and I’m confident that the installation at Bella Milano will generate interest from other restaurants,” Moldovan said. “After the show, Tri Vantage developed a spreadsheet that shows the return on investment for restaurants that enclose outdoor spaces. This is a great tool that we’re using with our restaurant customers.”

On the Web at www.capitalcityawning.com. For more information, contact Dan Litster at dlitster@trivantage.com.

Capital City Awning is enjoying growth with patio enclosures that help restaurants increase dining revenues. Before and after photos from a recent installation show the dramatic difference that allows diners to enjoy outdoor spaces virtually year-round.

DICKSON COATINGS FOCUSES ON INNOVATION, GROWTH

“Through a closer alignment of Dickson Coatings, Dickson-Constant and Glen Raven, we are extending the geographic reach of our products.”

Eugene Deleplanque



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Dickson Coatings, which is Glen Raven’s performance fabrics subsidiary in France, has completed a realignment of its management team following the retirement of Matthew Watson, who served as general manager for more than 20 years. The new team will continue to enhance an innovative products portfolio and lead global expansion.

“Matthew did an excellent job of forming a strong management team and positioning Dickson Coatings as a leader with highly technical products,” said Eugene Deleplanque, general manager of Dickson. “We are investing for the future and developing synergies among Dickson-Constant, Dickson Coatings and Glen Raven.”

Under the new management structure, Xavier Christophe has been named general manager for Dickson St. Clair and Thierry Mosa is serving as general manager for Dickson PTL. Christophe Destombes, a veteran of 24 years with Dickson, continues as manager for finance, information technology and human resources for St. Clair and PTL.

Xavier Christophe, who has been with Dickson for 23 years, brings a professional background in engineering to his position. During his career, he has held responsibilities in quality, finance, production and purchasing. Mosa has been with Dickson for 11 years and is a textile engineer by training.

His responsibilities have included research and development and sales management.

Dickson St. Clair is a leader in technical products that include large PVC covers, printable fabrics for media, including the EverGreen brand, and sun protection fabrics. Dickson PTL is also a technical fabrics leader, with products that include metallized aramid fabrics for molten metal splash protection in foundries; flame retardant fabrics for ventilation ducting; release liners for tire manufacturing; and machine bellow fabrics increasingly used for laser cutting machines.

To support plans for continued innovation and growth, Dickson is investing in new coating and fabric formation facilities, while investments in research and development are also being accelerated.

“Through a closer alignment of Dickson Coatings, Dickson-Constant and Glen Raven, we are extending the geographic reach of our products,” Deleplanque said. “We are exploring how complementary products and expertise in areas such as sun protection can be leveraged for the benefit of our mutual customers.”

Xavier Christophe, general manager for Dickson St. Clair, left, and Thierry Mosa, general manager for Dickson PTL.

UNIFI CREATING NEW, LONGER LIVES FOR PLASTIC BOTTLES



It's a concept as amazing as it is environmentally reassuring. The plastic bottle from which you enjoy your favorite water or soft drink may achieve new life as a high-performance jacket or the interior of an automobile.

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This achievement is the result of the work by a select group of yarn manufacturers, including Unifi, which is headquartered in Greensboro, N.C., and which is one of Glen Raven's strategic supply chain partners. Unifi's focus on innovation and sustainability, as evidenced by its work with recycled yarns, is just one of many reasons that Unifi and Glen Raven have forged a relationship that is producing advanced fabrics for markets as diverse as the military and automotive.

"Yarn producers are extremely important to us because fiber is the building block for everything we do," said Patti Bates, vice president of operations for Glen Raven Technical Fabrics. "Unifi is focused on high-tech, engineered offerings, just as we are, which means we leverage each other's resources and expertise."

Founded in Yadkinville, N.C., in 1971, Unifi (NYSE: UFI) began work with recycled polyester yarns in 2006, first using waste materials that naturally result from manufacturing processes and soon after adding recycled content from plastic bottles. The company's branded line of recycled polyester yarns, Repreve®, is supported by a 58,000-square-foot recycling center that opened at its Yadkinville manufacturing center in 2010.

"Our growth in recycled yarns is the result of advancing technology and a growing focus on sustainability by businesses and society as a whole," said Roger Berrier, president and chief operating officer of Unifi, which is a diversified producer of multi-filament polyester and nylon textured yarns. "Repreve is becoming an increasingly important part of our portfolio of performance yarns."

Interest in Unifi's recycled yarns crosses over many markets, ranging from contract upholstery to apparel to automotive. Recycled yarn content has become so important, in fact, that leading consumer brands, such as Patagonia and Ford, are featuring hang tags to focus consumer attention to the recycled content and the Repreve brand from Unifi.

"We are working closely with Unifi to potentially incorporate Repreve yarns into concept fabrics that we are co-developing with our channel partner Shawmut Corporation for the automotive industry," said Patrick Hennessy, manager of the automotive market for Glen Raven. "Our tests have shown that Repreve performs as well as virgin materials, and there is strong interest from various automotive customers who are exploring every avenue for increased sustainability."

"Unifi is focused on high-tech, engineered offerings, just as we are, which means we leverage each other's resources and expertise."

Patti Bates

The collaboration taking place between Unifi and Glen Raven with Repreve yarns is just one of many joint development programs for performance fabric innovation.

"We may have 8 to 10 yarn development projects underway at any given time," said Greg Miller, Unifi account representative for Glen Raven. "Ours is a seamless relationship that enables us to work closely at every step, from research and development through production processing and quality management."

Polyester and nylon yarns from Unifi are used by Glen Raven for numerous performance fabrics, including military, automotive



and outdoor. This close working relationship is facilitated by the proximity of the two companies in North Carolina, less than a two-hour drive apart, along with a relentless focus on highly engineered products.

“The supply chain has undergone fundamental change during the past several years, which has led us to focus on yarn development in which we add significant value,” said Byron Sharron, vice president of sales for Unifi. “Yarns from Unifi enhance performance, aesthetics and comfort for high-end consumer and industrial products.”

Anticipating customer needs is the ultimate goal of Unifi and Glen Raven as the two companies collaborate on big ideas in performance fabrics across a broad range of markets.

“Our entry into the automotive headliner market six years ago was in response to requests from the industry for a new generation fabric that is as attractive as it is high performing,” said Sammy Rose, research and development manager for Glen Raven. “We are responding again to the needs of leading car companies by exploring how recycled yarns can be applied to headliner fabrics for greater sustainability. With a supply chain partner such as Unifi, we have the ability to innovate for the ultimate benefit of our customers.”

On the Web at www.unifi.com and repreve.com.

Repreve is a registered trademark of Unifi, Inc.

TOP LEFT Patti Bates, center, vice president of operations for Glen Raven Technical Fabrics, with, left, Byron Sharron, vice president of sales for Unifi, and Roger Berrier, Unifi president and chief operating officer. **TOP RIGHT** Left to right, Patrick Hennessy, automotive business unit manager for Glen Raven, Greg Miller, Unifi account representative for Glen Raven, and Sammy Rose, research and development manager for Glen Raven. **RIGHT** The process for manufacturing Repreve® recycled fibers begins with chopped-up plastic bottles that are melted into pellets and then extruded into yarns.



SUNBRELLA® BRAND EXTENSIONS CONTINUING

When the Sunbrella® brand was introduced in 1961, the focus was narrow – replace cotton canvas for awnings with a long-lasting, easy-care and beautiful performance fabric. With a value proposition this strong, it was almost inevitable that the Sunbrella brand would be extended into boating, convertible car tops, casual furniture and high-end interior décor.

This tradition of brand extensions for Sunbrella is continuing, with recent growth into contract upholstery, a new type of commercial awning fabric, sling furniture, decorative artwork and casual shoes. Each extension is founded on a consistent view of Sunbrella brand values.



“Every Sunbrella brand extension must pass the litmus test of strengthening the brand’s long-term position and supporting core values.”

Hal Hunnicutt

“All of the extensions for the Sunbrella brand have been centered consistently on premium applications of beautiful, durable, easy-care fabrics,” said Hal Hunnicutt, vice president of marketing for Glen Raven Custom Fabrics. “Every Sunbrella brand extension must pass the litmus test of strengthening the brand’s long-term position and supporting core values.”

There is an almost endless list of opportunities for applying the Sunbrella brand name to products. With a half century of creating a brand image that is revered by the trade and consumers alike, each extension is weighed carefully.

“The Sunbrella brand remains in growth mode, which means we are researching new applications, markets and brand extensions,” Hunnicutt said. “We’ll evaluate new opportunities based on Sunbrella brand values and assure that we stay true to the brand and consistent with what our customers and consumers expect from Sunbrella.”



CONTRACT UPHOLSTERY

The Sunbrella brand has long been a leader in the contract marketplace for outdoor applications, such as poolside settings at hotels and resorts, but it has not been commonly used for interiors. This situation is changing, however, as a result of the introduction and growth of Sunbrella Contract fabrics.

“The extension of Sunbrella fabrics for interior contract applications is a natural move for our brand,” said Allen Hawks, contract fabrics market manager. “Durability, fade resistance, easy care, comfort and beauty – all of these attributes of Sunbrella are important for contract interiors.”

The launch of Sunbrella Contract fabrics occurred first within the healthcare market with a line distributed nationally by CF Stinson. These new fabrics have the look and feel of residential

décor, yet can withstand the rigorous demands of hospitals, clinics, extended care facilities and physicians’ offices. Glen Raven’s proprietary Defiance™ technology was created specifically for healthcare environments.

Hawks and the Sunbrella team are continuing to expand distribution channels for Sunbrella Contract into hotels, resorts and offices. Even more luxurious contract offerings, including jacquard designs, are being created.

LEFT AND ABOVE Sunbrella® upholstery fabrics for the interiors of healthcare facilities, hotels, restaurants, offices and resorts represent a major extension for the brand.



CASUAL SHOES

Sanuk makes casual outdoor footwear from unconventional and often recycled materials, offering a sense of style and comfort that meshes well with the Sunbrella lifestyle. Whether on a boat, deck or patio, Sanuk shoes are a logical choice for fans of Sunbrella® fabrics.

Sanuk shoes with Sunbrella fabrics began to appear at retail in January, offering two styles for men and one style for women. The company was founded in 1998 by avid surfer and entrepreneur, Jeff Kelley.

“Being innovative is a way of life at Sanuk, and coming up with new creative profiles and fabrics is something we are dedicated to,” Kelley said. “By using Sunbrella fabrics we are able to offer our customers a product that is truly unique and extremely high quality.”

On the Web at www.sanuk.com.

While Sunbrella® fabrics are rarely used in apparel, Sanuk shoes with Sunbrella fabrics fit the Sunbrella outdoor lifestyle.

COMMERCIAL AWNINGS

The leadership position of Sunbrella awning fabrics for commercial applications is being strengthened by a new addition, Sunbrella Clarity, which offers all of the brand’s traditional performance characteristics with additional technology that makes the maintenance of hard-to-reach commercial applications easier.

A photoactive ingredient in the fabric is fueled by UV light, creating a natural cleaning mechanism that decomposes organic material. A moisture spreading component allows the surface of Clarity fabrics to wet out, washing away particles of inorganic matter, while a highly water-resistant coating prevents water from penetrating an awning.

“Commercial awnings and canopies project a company’s image, and they have to look great all the time,” said Vince Hankins, industrial business manager for Glen Raven Custom Fabrics. “For most situations, Sunbrella awning fabrics are ideal, but in situations where awnings are difficult to access because of size, location or design, Sunbrella Clarity is an even easier care product.”

The photocatalytic technology incorporated into Sunbrella Clarity is used in several product categories, including vinyl, glass and paint. Glen Raven studied the technology for several years before launching Sunbrella Clarity. Installations of awnings with Sunbrella Clarity have been monitored across the country for the past three years.

“The feedback has been universally positive,” Hankins said. “While Sunbrella Clarity was created for commercial awnings, we believe it will be extendable into other areas, such as marine, where reduced maintenance is highly valued.”



DECORATIVE ARTWORK

Vogue Too is a New York-based specialty stitching company that specializes in architectural embroidery for three-dimensional architectural effects. The company recently created a ribbon embroidery that was showcased last fall at the casual furniture market in Chicago. The new computer-generated designs are yet to be commercialized as an extension for Sunbrella fabrics in home décor.

Decorative art is one of the most innovative of brand extensions for Sunbrella®.

SLING FURNITURE

Sling furniture has traditionally been fabricated using vinyl straps, but this practice could be changing thanks to Sunbrella Strap, which is a new material with the look, feel and comfort of Sunbrella fabrics.

“Sunbrella Strap is designed for consumers who would like an alternative to vinyl that is equally durable and strong, yet more comfortable and more attractive,” said Suzie Roberts, vice president and business manager for furniture fabrics. “We hope to redefine sling furniture with this new option.”

SEARCH FOR FRESH WATER TECHNOLOGY INTENSIFYING

“Our expertise with engineered fabrics and our asset base for fabric formation and coating are enabling us to bring innovation to the most essential of human needs – clean water.”

Monty Hodges



More than 70 percent of the earth’s surface is covered by water, but only 1 percent of that water is drinkable. At the same time, the world’s population is continuing to expand, reaching more than 7 billion people during the past year. Climate change is threatening fresh water supplies for many of these growing populations with environmental catastrophes that range from torrential flooding to prolonged droughts.

These disturbing global trends underscore why the development of fresh water technology is intensifying and why Glen Raven has selected water filtration as a research and development priority.

“There is every indication that fresh water will become an increasingly important global issue,” said Monty Hodges, market manager for Glen Raven’s reverse osmosis products line. “Our expertise with engineered fabrics and our asset base for fabric formation and coating are enabling us to bring innovation to the most essential of human needs – clean water.”

Glen Raven’s entry into water filtration is focused on reverse osmosis, which is one of the fastest-growing methods for water purification, including desalination (removal of salt from seawater.) Reverse osmosis removes contaminants from water and other liquids by applying pressure to a solution when it is on one side of a selective membrane. The result is that pollutants as small as microscopic ions are retained on the pressurized side of the membrane while the pure liquid passes through.

An increasingly important application for reverse osmosis is desalination, as Asia and other regions of the world turn to the sea for drinking water for growing populations. The International Desalination Association reports that there are 13,000 desalination plants in the world and the number is growing.

Applications for reverse osmosis water purification range from municipal treatment facilities to naval vessels. While the purification of brackish water and saltwater is the primary application for reverse osmosis, the process can also be used

in a number of other industries, including food, beverage and pharmaceutical processing.

“The priority for reverse osmosis is increased efficiency, which means generating greater quantities of purified liquids using less energy,” Hodges said. “Our R&D is targeted on this aspect of the process as we develop new component fabrics.”

Glen Raven’s offering for reverse osmosis filtration, branded as GlenFlow®, is the permeate carrier component of a reverse osmosis filter, which serves a central role in removing contaminants. The current Glen Raven offering is a biocomponent element created through the fusion of low-melt and high-melt polyester yarns.

GlenFlow products are certified by NSF and are compliant with applicable U.S. Food and Drug Administration regulations. Glen Raven is also pursuing international certification for GlenFlow.

“The reverse osmosis filtration marketplace is growing 8 percent annually, which gives us confidence for long-term investment,” said Jeff Michel, vice president of industrial fabrics with Glen Raven. “We’ll continue to develop additional product offerings as we build out an entire family of components in the GlenFlow family of environmentally sensitive products.”

Glen Raven is working closely with leading reverse osmosis filtration companies as product development and manufacturing occur with Glen Raven’s supply chain partners and at its own Park Avenue Finishing Plant.

“Our goal is to apply our yarn expertise in a way that will take permeate carrier fabrics to a new level of performance,” said Hodges, who has more than 25 years of experience with similar technical yarn applications. “We see tremendous opportunities for innovation and are excited to be involved in a market that is not only experiencing sustained growth, but also contributing to the quality of life for millions of people.”

CONCEPT GALLERY ENCOURAGING INNOVATION, COLLABORATION

Concept cars are often the most exciting aspect of global automotive shows, giving free rein to creative possibilities for car designers and inspiring the imaginations of consumers. Innovative thinking that goes into these futuristic machines serves as a test bed for new vehicles destined for showroom floors in years to come.

This approach to conceptual product development is reflected in a new Concept Gallery that Glen Raven has created at its corporate headquarters in Burlington, N.C. Officially opened in January, the Glen Raven Concept Gallery is the latest addition to Glen Raven's innovation toolbox.

“The mission of the Gallery is to foster a culture of shared innovation with associates and customers all around the world.”

Paige Mullis

“Our Concept Gallery will serve as a visual reminder of our vision, Let Endless Possibilities Begin™,” said Paige Mullis, director of concept development and curator of the new Gallery. “The Gallery is here to invite discovery of Glen Raven's resources, inspire new ideas and challenge associates, customers and trade partners to stretch their imaginations for what's possible.”

One of the Gallery's first accomplishments was the compilation of a materials library, which includes more than 150 products offered by Glen Raven. As the building blocks for end-use products, this new database is supporting conceptual product development for customers, design students, associates and others.

The Gallery features large touch-screen monitors supporting a number of applications, including interactive services such as Awning Composer, the interactive awning development software from Tri Vantage. The Gallery also subscribes to the Material ConneXion database, which is a global resource featuring more than 5,000 products from around the world. Plans are underway to create a website for the Gallery that will make its resources available to all associates and customers.

“The mission of the Gallery is to foster a culture of shared innovation with associates and customers all around the world,” Mullis said. “We are open to any and all conceptual thinking that can be translated into valuable products and services.”

Glen Raven's Concept Gallery is designed to promote innovation and collaboration among associates, customers and trade partners.





DICKSON-CONSTANT SPONSORING INTERNATIONAL OCEANS EXPLORATION

Dickson-Constant has joined several leading global organizations in the sponsorship of the Changing Oceans Expedition, a 10-year international research program dedicated to understanding threats to the most important marine eco-regions in the world.

The United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Union for Conservation of Nature (IUCN) joined forces in launching the program, which is making it possible for experts in medicine, biodiversity, ecology, climatology and marine archaeology to conduct research that is increasing the understanding of changes in the ocean over time.

“The Changing Oceans program is a superb opportunity for us to support a fabulous adventure of raising public awareness concerning the importance of protecting our oceans,” said Arnaud Dalle, European marine market manager for Dickson-Constant. “The objectives of this program are shared by many of our customers who are also concerned about the quality of the marine environment.”

Changing Oceans research activities are conducted from a 110-foot ketch, Fleur de Passion, which was originally commissioned in 1942 as a motor boat in the German Navy. In 1945 the French Navy seized it as compensation for war damages, and 30 years later it was stripped of its weapons and sold to a new owner who turned it into a ketch.

“This sponsorship provides excellent feedback on the performance of our fabrics.”

Patrick Raguet

For the next 20 years Fleur de Passion sailed the Mediterranean and the Atlantic for socio-educational and scientific projects. After running short of funds, the research program and the vessel were abandoned near Marseille. In 2002, it was restored and up-fitted with new research and communications systems for the Changing Oceans program.

“We are a technical sponsor for this program, providing fabrics for crew and equipment protection aboard the Fleur de Passion,” said Patrick Raguet, marketing director for Dickson-Constant, which began its sponsorship in 2007. “Sunbrella® and Sunbrella Plus fabrics are used on board, and our PVC-coated fabrics are included in a building where documentaries and movies are shown. This sponsorship provides excellent feedback on the performance of our fabrics.”

To extend the reach of the sponsorship, Dickson-Constant has organized cruises aboard Fleur de Passion for customers and associates. On the Web at www.changingoceans.org.

Fleur de Passion provides a platform for research concerning changes in the ocean environment.

ISO ONLY THE BEGINNING FOR QUALITY PROGRAMS

When it comes to quality management, three letters are recognized all around the globe – “ISO” – which stands for the International Organization for Standardization, the world’s largest developer of international standards.

“ISO has established a common language throughout the global supply chain,” said Harold Hill, president of Glen Raven Technical Fabrics. “It serves as a baseline for world-class quality and has played an important role in supporting globalization of sourcing and manufacturing.”

Founded in 1947, ISO is perhaps best known for its ISO 9000 series, which establishes quality assurance systems for manufacturing and service industries.



To achieve ISO 9000 certification, an organization must implement a quality system based on ISO principles covering 20 essential operations. Certification includes examination by an outside auditor who reviews documentation and interviews employees concerning their understanding and compliance with ISO standard procedures.

“ISO has established a common language throughout the global supply chain.”

Harold Hill

Annual internal and external audits assure that standards are being consistently updated and applied. Operating procedures

identified during audits as outside of ISO standards are labeled as noncompliant and must be corrected to sustain ISO certification. Standards established by ISO have obtained almost universal acceptance because they facilitate global trade, assuring a broadly accepted baseline for product quality, safety and reliability throughout international supply chains. In addition, ISO standards allow for the sharing of global best practices, promote a level playing field and continually raise the bar on quality and performance standards.

At Glen Raven, ISO adoption has become universal, with manufacturing centers using the ISO framework as one of many elements in comprehensive quality management systems. In many instances, Glen Raven facilities adhere to specific industry standards for quality that are more demanding than ISO.



ANDERSON, S.C., PLANT

Glen Raven’s Sunbrella® manufacturing center in Anderson, S.C., began implementation of ISO in 2003.

“When we began the ISO process, our quality was very good, but we wanted to take it to the next level, and ISO provided a path forward,” said Judd Bailey, quality/ISO manager at Anderson. “Each department had its own quality assurance standards; what we needed was glue to bring all of those elements together.”

Associates at the Anderson Plant spent the better part of a year in ISO implementation that involved virtually everyone throughout the plant documenting standard procedures. Today the plant refers to its ISO program as “ISO on steroids,” and outside auditors agree.

“The Quality System at Glen Raven is among the best I have ever had the privilege to work with,” said R. Scott Bagley, president of Audit3, an ISO compliance firm. “The entire (Anderson Plant) team, from management to production to administrative associates, is focused on achieving results through the use and improvement of the (ISO) system. The secret to the system is its people.”

Joel T. White with EnergyISO, Inc., another outside auditor working with Anderson Plant, commented: “The belief in the (ISO) system and the attention to detail can be seen throughout the organization. This culture is prominent not just with management but all the way down to the operator level.”

The keys to success with ISO at Anderson Plant are associate involvement, annual internal audits and electronic documentation to assure that noncompliant activities are remedied.

“We didn’t certify our plant with ISO just to fly the flag,” said Alan Rampey, director of technical services. “ISO is a standard that we train by, and it’s a standard that we live by.”

LEFT Left to right, Judd Bailey, quality/ISO manager at Anderson, Lois Davis, fabric inspector, and Alan Rampey, director of technical services.

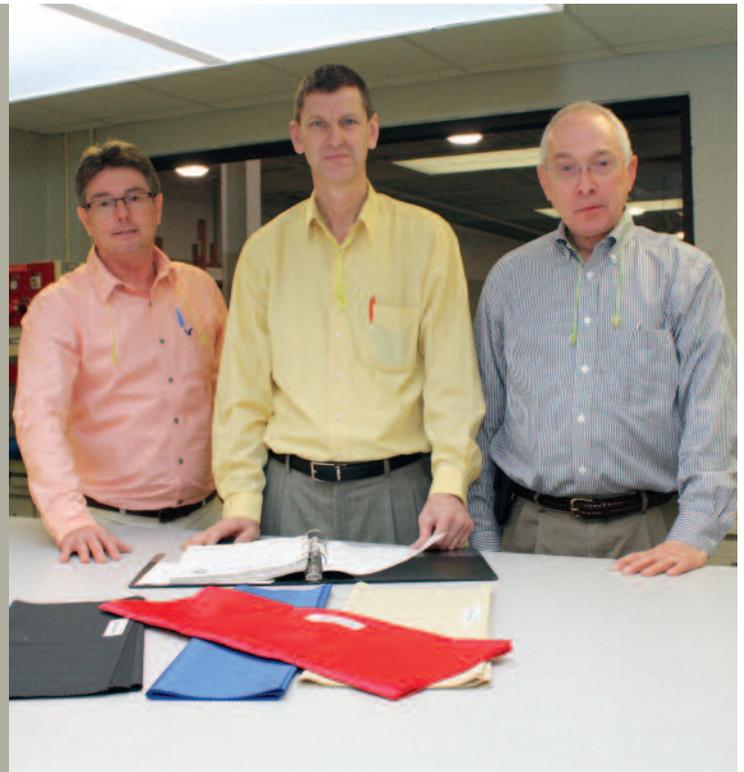
GLEN RAVEN TECHNICAL FABRICS

Manufacturing centers operated by Glen Raven Technical Fabrics are ISO certified, as are strategic supply chain partners, such as Fairystone, which is a primary source for knitted fabrics. Eddie Gant, currently manager of Glen Raven's Park Avenue Finishing Plant, was a member of the Park Avenue ISO implementation team, which began work in 1999.

"The strength of the Park Avenue facility is our flexibility to produce fabrics for many different applications, from automotive to the military," Gant said. "ISO has been the perfect complement to that flexibility by overlaying a disciplined culture."

In addition to its ISO certification, the Park Avenue facility is one of only 36 locations in the world with a testing certificate for geogrid products. Park Avenue has also earned prestigious certification by the American Association for Laboratory Accreditation, which covers testing standards for a diverse array of technical fabrics.

"Lives depend on the quality of our fabrics for the military, protective work apparel and mining," Gant said. "Our associates are fully engaged in our quality systems, and if something doesn't seem right to them, they take action. We couldn't perform at the levels we do today without this sense of ownership."



Eddie Gant, Park Avenue Finishing Plant manager, center, with Richard Greeson, process engineering manager, right, and Larry Sykes, quality assurance supervisor.

STRATA SYSTEMS

Glen Raven's global supplier of geogrid products and systems, Strata Systems, has adopted ISO standards for quality management globally and for Strata India's manufacturing center in Daman, India, which is producing geogrid products for that nation's rapidly expanding infrastructure.

"Our growth worldwide has been one the primary incentives for us to adopt ISO," said Chip Fuller, president of Strata. "For international trade, ISO certification is a huge confidence builder as you reach out to new markets and new customers."

In addition to ISO certification, Strata has also obtained compliance with CE marking, which translates as "European Conformity" and is mandatory for products sold in European Union countries. Strata products are also certified by the National Transportation Product Evaluation Program (NTPEP), which is required by departments of transportation in the U.S.

"We consider quality as our core competency," Fuller said. "These three certifications – ISO, CE and NTPEP– all work together for us to assure a systematic approach to quality."

FRANCE AND CHINA

Glen Raven's French-based Dickson subsidiary and Glen Raven Asia in China are also under the ISO umbrella.

"We are active members of the French Quality Organization, with Dickson-Constant certified in ISO 9001 and ISO 14001," said Eugene Deleplanque, Dickson general manager. "With seven internal audits each year at Dickson-Constant, we assure that we actively maintain ISO standards and keep our associates fully engaged in the process. In addition, Dickson PTL has obtained ISO 9001 and Dickson St. Clair is completing work on ISO 14001."

When Glen Raven opened its Glen Raven Asia subsidiary in 2007, it committed to ISO certification, which was completed in 2009 and upgraded in 2010.

"For Glen Raven Asia, ISO is not merely a quality management tool; it is a spirit that links together our customers, suppliers and workforce," said Hua Li (Wally), general manager of Glen Raven Asia. "Through our quality management program we are saying that the Sunbrella brand is a valuable trademark that represents confidence, trust and endless possibilities."

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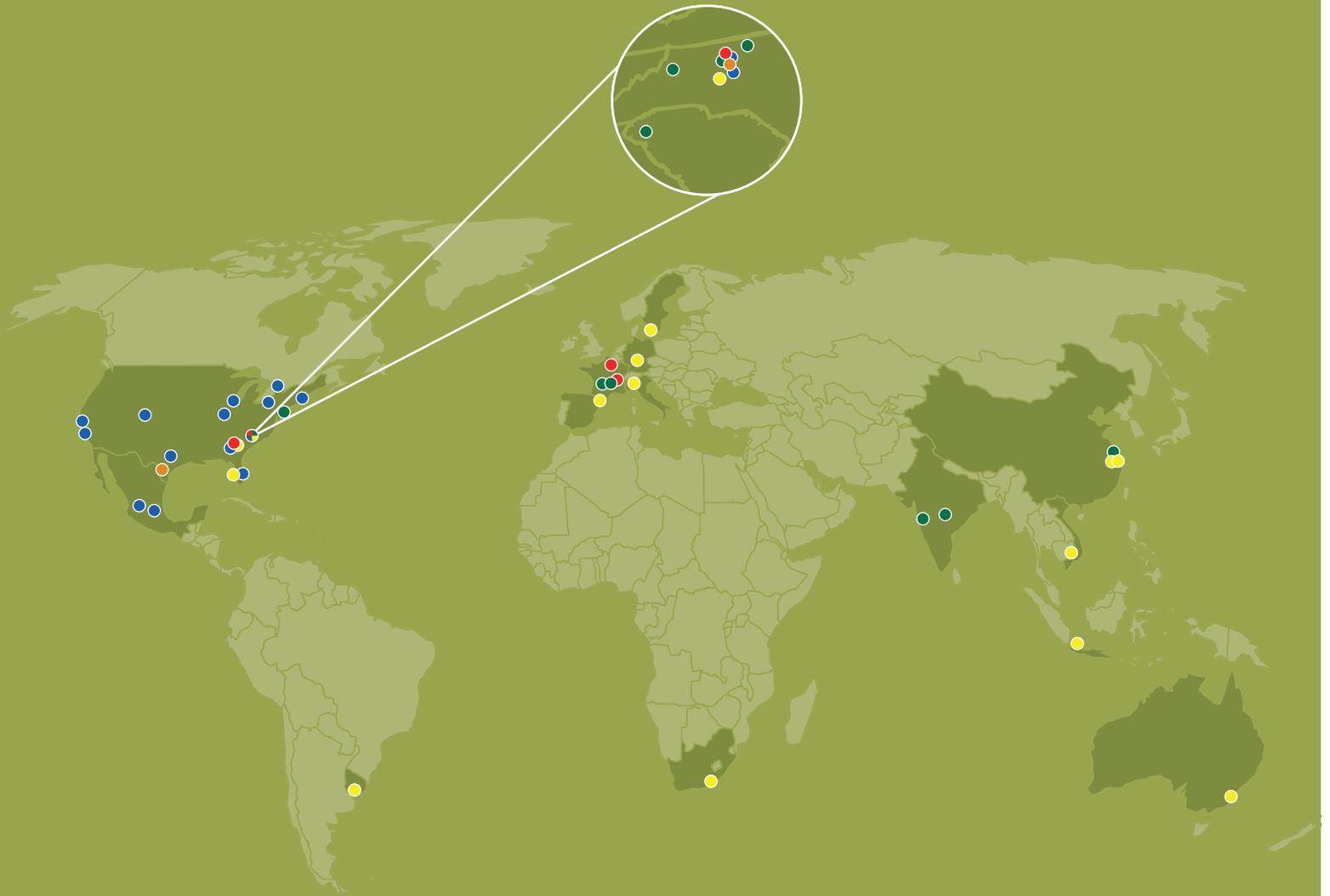
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RAVEN

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