

RAVEN

SUMMER 2019 | No. 30





Leib Oehmig
CEO

Glen Raven has been on a journey defined by transformative change for nearly 140 years, in part because it is always on the forefront of the next big idea. Today is no different, and the same is true for our customers, a sampling of whom are featured in this issue of Raven along with the creative solutions provided by Glen Raven.

Merida, Mexico, is the largest city in the cultural heart of the Yucatan Peninsula. The vibrant capital is known for its wide global appeal and classic, colonial-style architecture with heavy Spanish, French, British and Dutch influences. The combination of colorful architectural details and the artistic influence of the region makes it a perfect setting for a recent photo shoot for our Sunbrella® brand.

As you will see in the cover article, Merida brought Sunbrella to life, and it also illustrates the limitless possibilities the brand offers to our customers. At Glen Raven, we share our customers' passion to be inspired and what better way to spark their imagination than to show how they can create with Sunbrella.

Speaking of sparking one's imagination, Leslie and Paige Temple center many of their activities on water. When the duo was on a family vacation toting bags that fell over and couldn't hold all of their gear, an idea sparked—one they hoped would solve their problem. The result was Boatgirl, a line of bags with exceptional design and style that can withstand harsh weather and water conditions with the help of Sunbrella fabrics.

At Awning Mart, a family-owned and -operated business in Cicero, New York, inspiration comes standard. In fact, you might say that inspiration is part of the company's DNA. Awning Mart has been fabricating unique residential and commercial awnings to make the outdoors more comfortable and covered for a half-century. The company's owner relies on Trivantage® for business-building ideas, including imagining how the colors and patterns of Sunbrella create the textbook awning installation.

Finally, we travel to South America to learn how Matrix World Group Chile specializes in the technical design, development and manufacture of flame-retardant clothing for industrial use across the continent. There is a growing demand for protective apparel in Latin America, making the GlenGuard® family of fabrics a natural fit. John Funk takes us inside the decision to launch his company in Chile and how this decision took his part of the Western Hemisphere by storm.

If there is a consistent thread in this issue of Raven, it is how tightly woven business partnerships can foster new collaborations and new ideas designed to not only move a business forward, but also change the landscape of entire markets. With the right marketing-oriented company focused on creative solutions, there's no telling how far the next creative spark will take your business.



Awning Mart, a third-generation, family-owned business, has provided covered comfort in central New York for more than five decades. | Page 08

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MERIDA

MEXICO'S MULTICULTURAL, ARTISANAL FEEL BRINGS
RICHNESS, DEPTH TO SUNBRELLA® PATTERNS



“

WE WANTED A
BACKDROP THAT WOULD
HELP US TELL A STORY
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QUALITIES AND
ARTISANAL DETAILS
OF OUR FABRICS.”

GREG VOORHIS
Executive Design Director, Glen Raven



In Merida, Mexico, trade winds blow through warm tropical streets lined with palms and stucco buildings. Since the 17th century, Merida has been home to people from across the globe who travel to the city and leave their mark. From the Dutch to the Spanish, English to the Lebanese, the architectural and cultural influences built upon one another, creating a city layered in complexity and steeped in culture. Situated 22 miles from the Gulf of Mexico, today Merida is the largest city in the Yucatan Peninsula and is a cultural hub for the Americas.

In January 2018, Sunbrella® traveled to Merida to capture the artisanal look and feel of Sunbrella fabric.

“This was a continuation of photo shoots we’ve done in Arizona and Italy,” said Greg Voorhis, executive design director at Glen Raven. “Arizona was a rustic, outdoor look, and Italy demonstrated old-world

history. Both of those shoots focused on solids and tonal patterns. With the Merida shoot, we wanted to showcase Sunbrella’s range of vibrant patterns and bold colors with a focus on the indoor setting.”

Many of the fabrics featured are from the Sunbrella Makers Collection, which expresses values of human creativity, craftsmanship and individuality through fabric, but Voorhis explained that the shoot was bigger than a single collection.

“This shoot continues to tell the story of what Sunbrella has to offer,” Voorhis said. “Our products work together and build on each other. We’re constantly looking back to older collections and classics as well as looking forward to what we’ll do next. At the same time, our team, including R&D, sales and manufacturing, is always continuing to innovate by making new yarns and colors that will enhance the Sunbrella story.”



Merida was the perfect place to bring the fabrics to life. The pale buildings, high ceilings and colonial look created the ideal backdrop to showcase a wide color palette. The stone walls and floors offered a contrast to the fabric texture and helped communicate the softness of chosen patterns on camera.

"Today, many consumers want to know the story or inspiration behind a product," Voorhis said. "We wanted a backdrop that would help us tell a story by highlighting the handcrafted qualities and artisanal details of our fabrics. Merida allowed us to juxtapose old-world character with modern fabrics that popped against the earthy background."

Another goal was to emphasize longevity and durability of the fabrics through images.

"We wanted to create a sense of nature reclaiming the building with plants dripping from the ceiling and encroaching through open windows," Voorhis said. "This contrasted with the fresh colors and rich textures of the fabrics and communicated that Sunbrella® fabrics stand the test of time. We also did this with party vignettes, images that captured the aftermath of a fiesta. There may be spills, but Sunbrella's performance and cleanability mean that you can truly live in your home without worrying about ruining your furniture."

Part of the shoot focused on using fabrics in new and innovative ways, including mixing and matching patterns or pairing two colorways together on a single piece of upholstered furniture. But the designers took it a step further. From handmade rugs and macramé wall hangings, to pillows, throws, ottomans and lampshades,

nearly every element in the photographs was made from Sunbrella fabric or yarns. Most other accents and décor items were sourced from local artisans.

"Fabric is an ingredient in a room, so we wanted to show the numerous ways it can be incorporated," Voorhis said. "We want to inspire customers and clients, to show them that upholstery isn't the only way to incorporate fabric into a space. We want to spark their imagination, to encourage them to create something beautiful, authentic and durable."

"At the end of the day, we want to inspire customers and clients with the versatility and durability of the Sunbrella brand and show them that they have the power to create whatever they can imagine. It speaks to limitless possibilities."







AWNING MART

50 YEARS OF COVERED COMFORT
IN CENTRAL NEW YORK

From the backyard grill to storefront entryways, Awning Mart has been fabricating unique residential and commercial awnings to make the outdoors more comfortable and covered for nearly 50 years.

"I like to do custom projects," said Doug Loguidice, Awning Mart owner and operator. "Something like a tent is just up and down and that's it. Fabricating an awning is special for a home. Everything we do is custom, and that really drives it for me."

Awning Mart is a third-generation, family-owned business based in Cicero, New York, that creates custom awnings, from welding the metal frame to sewing the fabric, on-site. Because they construct the product

themselves, they can offer highly tailored products, from small to large, in a variety of colors and patterns.

"My father started the business in 1969," Loguidice said. "He worked out of the cellar and garage building awnings for camping and pop-up trailers."

From the cellar, the company grew to include commercial and residential awnings as well as tent rentals. Loguidice's father retired in 1992, and after 50 years in business, the company has a solid client list and reputation in the central New York region. Loguidice says, theoretically, anyone could do this work, but a key component to doing it well and for a long time is liking







what you do every day and taking pride in the work. For him, awnings are interesting work because they have to fit the home, business or whatever structure they are made for from both a functional and aesthetic perspective.

Under Loguidice's tenure, the awning business has grown to service a nearly 200-mile radius around central New York. In that radius, Awning Mart serves more than 350 regular residential customers that they put up, take down and store awnings for based on the season. They've also developed strong commercial relationships in the region, with Lockheed Martin on their list of repeat customers.

Loguidice has 10 employees who complete awning orders from design to fabrication to installation, and they're nearing capacity in their current 4,400-square-foot building, which they may grow out of this year. His children are among the employees: his daughter is the store manager and his two sons are installers. Loguidice hopes they're able to purchase it from him one day, just as he and his brother did from their dad.

Loguidice says they've always used Sunbrella® fabric and that he's noticed the market trend toward the soft acrylic look Sunbrella provides and away from canvas material in recent years. He notices that residential consumers prefer a softer look and credits an uptick in awning purchases to people potentially investing in their home as an entertainment space rather than taking expensive vacations. Especially in newer neighborhoods with younger trees and less natural shade, the awning is a luxury that provides essential comfort for the outdoors.

The work started out simply with trailer awnings, but they grew to accommodate their customers' tastes. Whether by trends, inspiration from the internet or a desire to make a vacation-worthy backyard, many of their customers are more creative in their requests, from retractable awnings



Awning Mart employees complete awning orders from design to fabrication to installation from the company's headquarters in Cicero, New York.

to pergola covers. The Awning Mart team also plays a part in consulting on design and the possibilities for color, pattern and material. Luckily, Awning Mart has the tools and manufacturing and installation chops necessary to make the requests real. Glen Raven's distribution subsidiary, Trivantage®, supplies the company with Sunbrella fabrics, which come in a wide variety of colors and patterns relative to the shade industry. Trivantage also helps Loguidice's team personalize awnings for his customers.

In commercial spaces, the trend continues for a softer, more comfortable look that still offers high performance. At Awning Mart, they also offer customizations for businesses and will hand paint the logos and designs on the product.

Business has been trending upward for both residential and commercial awnings. They started in the home cellar, moved out to a 1,500-square-foot building with a welding space, and then moved to their current 4,400-square-foot space. Loguidice said it is possible they will move from this space to a larger location within the next year.

"You can build an awning pretty much anywhere when you're a custom shop," Loguidice said.

His customers ask for Sunbrella by name, and the Sunbrella reputation matches that which Awning Mart has worked to develop over half a century: one of high-quality and superior craftsmanship. Whether residential or commercial, the product they deliver carries clout.

"We don't do a lot of advertising," Loguidice said. "We're manufacturing something so nice that we don't have to. Over the years, it's been word-of-mouth. The branding is so strong with Sunbrella that people know to ask for it, and we've built Awning Mart the same way."

On the web at theawningmart.com



“

THE BRANDING IS SO STRONG WITH SUNBRELLA THAT PEOPLE KNOW TO ASK FOR IT, AND WE'VE BUILT AWNING MART THE SAME WAY.”

DOUG LOGUIDICE
Awning Mart Owner and Operator



“

SUNBRELLA® WAS A NATURAL CHOICE FOR THE BAGS. IT'S UV RESISTANT AND EASY TO CLEAN, AND IT'S A NAME MANY PEOPLE INVOLVED IN MARINE ACTIVITIES RECOGNIZE.”

PAIGE TEMPLE
Co-owner, Boatgirl



BOATGIRL

STRONG, SMART, STYLISH

Water runs in the Temple sisters' veins. From boating to kayaking, paddleboarding to swimming, Leslie and Paige have always been most at home in the lakes, rivers and oceans of North Carolina.

“Water has always been a part of our lives,” said Paige Temple, pediatric psychologist and Boatgirl co-owner. “Growing up, my father took us and our three siblings out to Hatteras on the Outer Banks nearly every weekend. We would camp, fish, swim, surf, spend the whole time in and around the water. At home in Tarboro, we could fish or paddle on the river.”

Three years ago, when they noticed all of their gear was wet and disorganized after a day on the boat, the pair began talking about what would make an ideal bag, not just what it would look like, but how it would work. After trial, error and learning on the go, Boatgirl was born.

“We batted around the idea for almost a year,” said Leslie Temple, graphic designer and co-owner of Boatgirl. “We decided we either needed to do something or stop

talking about it. In the end, we went for it. I designed the logo, and we started sourcing the materials ourselves, from the fabric down to the hardware. It was a totally new process, and the more people we talked to, the more we learned.”

When they were designing the bag, the Temple sisters wanted to avoid a common manufacturing approach of “pink it and shrink it,” or taking a product designed for men and making it smaller. Instead, they wanted to create bags especially for the everyday issues they experienced on the water that had a sense of style and superior quality.

“We wanted to make a bag that would be practical and durable,” Leslie said. “That meant using stainless steel finishes that won’t rust or corrode and sturdy, outdoor fabrics that would hold up to the elements without fading. The materials come together in a unique design that keeps all of your things — keys, wallet, cellphone — protected, organized and accessible in a bag that you know will stand the test of time.”



boatgirl



Leslie and Paige Temple,
Owners, Boatgirl



From the weekend bags and totes to the zip pouches and crossbody satchels, Sunbrella® was the perfect fabric for the Boatgirl line. The fabric is supplied by Trivantage®, Glen Raven's distribution subsidiary.

"Sunbrella was a natural choice for the bags," Paige said. "It's UV resistant and easy to clean, and it's a name many people involved in marine activities recognize. We use the Sunbrella marine canvas for the main bag and accent with the Brentano line, which has some really great patterns and colors, adding a little extra flair to the bags. We also love that it's made in the USA, something we have in common."

Boatgirl bags are manufactured in Hendersonville, North Carolina, a point of pride for the Temple sisters.



"We were lucky to find a manufacturer not just in the USA, but in our state," Leslie said. "The labor expense is higher because people here are being paid a living wage, but we know that we're contributing to our economy and that this isn't a product that will fall apart and get thrown away. It takes a shift in mindset to pay more for something that's going to last."

But Boatgirl is more than a bag; it's a message of empowerment, adventure and independence to women and girls.

"Boatgirls are everywhere," Leslie said. "They're women who are passionate and driven, who lead by example, who are tough and fearless. Boatgirls are strong, smart, stylish and always up for adventure. Boatgirls are girls who love the water, but they're also goal oriented and hardworking, traits we also learned from a young age."



In a way, the Boatgirl brand is the Temple sisters' love letter to their parents, who instilled them with the values they want Boatgirl to embody: avid outdoorsmanship from their father, grit and determination from their mother.

"Our mom was forward thinking and always impressed upon us the need to do the best we could at everything we did," Paige said. "There wasn't a sense in our

house of boy versus girl activities. All of us played basketball and learned to change the oil in a car. She told us that whatever we were interested in doing, we should go out and do the best that we could. She taught us not to do anything halfway, and that's something we want to communicate to our customers."

Boatgirl sold their first bag in 2018, but it's gearing up for growth. The sisters see

Boatgirl becoming not just a product line, but a lifestyle brand.

"We would love for Boatgirl to be more than a bag," Leslie said. "We want Boatgirl to be a brand that represents and promotes a mentality of empowerment and doing what you love. That's what we're all about."

On the web at goboatgirl.com





GLENGUARD[®] FABRICS

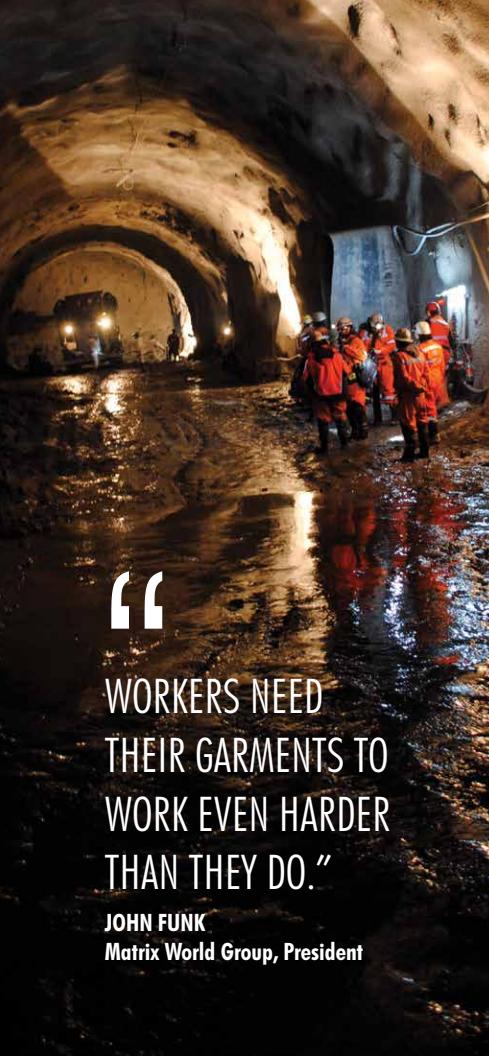
NATURAL FIT AS FR WORKWEAR HEATS UP IN LATIN AMERICA

John Funk, president of Matrix World Group, Chile SPA, knew the South and Central American markets for flame-resistant workwear were ripe with potential when he convinced his Canadian-based parent company to launch a Santiago office in 2013.

While the parent company, MWG Apparel Canada, was well-recognized for designing and manufacturing industrial flame-resistant clothing (FRC), Funk soon discovered that successfully launching a new brand and gaining market penetration in a different hemisphere was no easy task — despite all the signs of growing demand throughout the region.

"We believed Chile was a great starting place to break into Latin America because of its stability and openness to outside markets," Funk said. "We started trying to build brand awareness at trade shows as we'd done before in North America, but the results weren't the same — the ROI wasn't there."

So, Funk decided to make a hard pivot in Matrix World Group's marketing approach. Instead of exhibiting at large trade shows, where meaningful interactions with potential customers are sometimes hard to come by, he decided to pursue a more personal, grassroots approach.



“

**WORKERS NEED
THEIR GARMENTS TO
WORK EVEN HARDER
THAN THEY DO.”**

JOHN FUNK
Matrix World Group, President

Smaller-scale training workshops and seminars, Funk discovered, provided the ideal setting to build meaningful relationships with prospective buyers, as well as to educate them on safety regulations and the unique technical and performance attributes of Matrix World Group's products.

"We took a handful of targeted customers, 10 to 15 key accounts, and gathered them in a small hotel conference room to present our products — but more important, to learn about their values," Funk explained. "These workshops were the perfect platform to develop meaningful client relationships, provide training opportunities and identify solutions together."

Soon, Funk's approach paid off, and Matrix World Group found its foothold in the burgeoning marketplace. Funk credits the change in marketing strategy as a major turning point in the history of Matrix World Group, and proudly notes that the company still does business with many of the same people who attended his first seminars.

In 2017, Funk established Matrix World Group as an independent venture separate from its Canadian-based parent company. In addition to the domestic FRC market, Matrix World Group now exports its products to other regional markets such as Argentina, Colombia, Panama and Peru, as well as small Caribbean countries. They've even started to do some business in Australia. Matrix World Group manufactures high-performance flame-resistant shirts, pullovers, hoodies, pants, coveralls and jackets in a wide range of colors and styles to suit individual needs, and all products are certified under NFPA 2112-2018 and both ASTM F1506 and F2621 standards for flame resistance and arc flash protection.

And while the scale and scope of his seminars have evolved over the years, Funk says the principle strategy is the same.

"Relationship-building is critically important, and we're always finding ways to network," Funk says. "But now we like to create an even more personalized, focused experience for the client."





Funk believes customers and potential clients seek integrity, product quality and stellar customer service. "If you provide these things, you build brand loyalty," he says.

Relative to North America, Funk believes Latin American business relationships require more cultivation, courtship and a zealous reverence for personalization. But at the same time, he noticed that North American businesses seemed to provide a higher level of customer service. Within this unexpected dichotomy, Funk saw an opportunity.

"Whereas many North American companies accept responsibility for their products for the duration of the product life cycle, many Latin American companies take the position that once a product has been purchased, all responsibility lies with the customer," Funk explains. "We felt that was the wrong way to do business and have dedicated ourselves to providing the highest level of customer service."

This attention to detail gives Funk and Matrix World Group an edge when it comes to uncovering client pain points, and this mentality has led to several product innovations.

By way of example, Funk explained that Matrix World Group must tailor his product designs by geographic region because the average height and body weight varies so greatly across various Latin American populations. Similar examples include fabric reinforcements developed for high-friction areas, such as the knees. Once Funk learned from a client that garment deterioration in these areas had become problematic for the company's workers and costly to its bottom line, he implemented a solution. Funk says Matrix World Group has also borrowed tactics from the sportswear industry, such as methods for addressing heat stress and garment breathability.

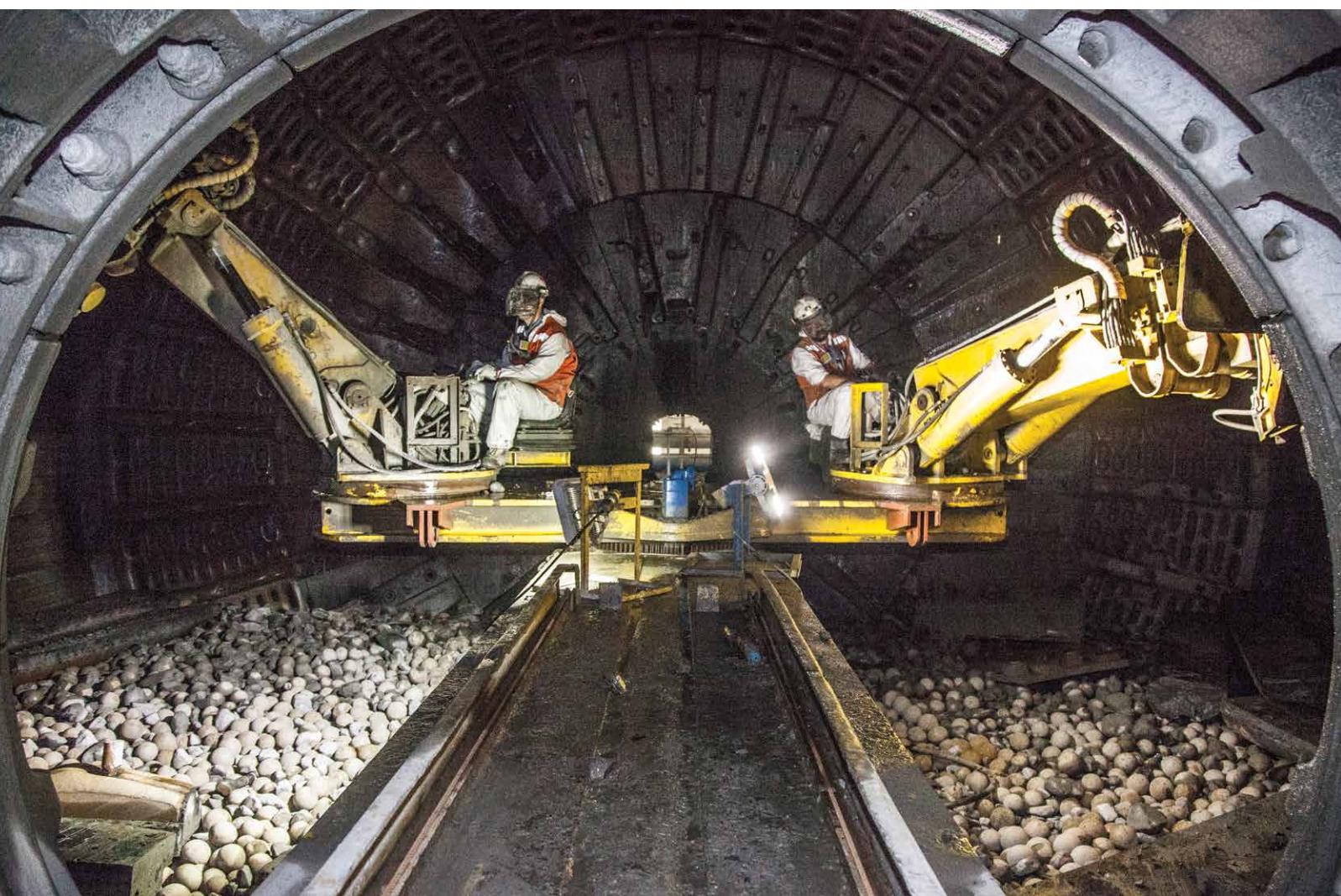
"Workers need their garments to work even harder than they do," he says, "especially in extreme and sometimes dangerous

working conditions, so we always have to find ways to improve our products for the benefit of those workers."

Matrix World Group also saw a void in the market for women's FRC after his team visited a mine and saw women working in menswear. In response, Matrix World Group created a new FRC line specifically for females working in conditions where there is a risk of arc flash or flash fire.

"Gender equality, particularly in the workforce, is a salient issue in many Latin American countries right now," Funk said, "but ironically, there was no FRC to match this sentiment."

Funk credits a relentless pursuit of client feedback and a desire to always improve the quality of Matrix World Group's products as the key ingredients to the company's success in Latin America. He also credits GlenGuard®, which has been a prominent feature of Matrix World Group's FRC lines since the company's inception.





"I previously worked in sportswear and fashion for more than 20 years," Funk explained, "and when I first learned about GlenGuard, I had never seen anything like it in the FRC market — I knew immediately that it was altogether unique due to the combination of its comfort, durability and performance." Funk chuckled when adding, "When people wear the same garment for years and the fabric color looks the same as it did when they bought it, they tend to take notice."

According to Rich Lippert, GlenGuard's technical director, GlenGuard and Matrix World Group were a natural fit from the beginning. "This partnership has always been mutually beneficial and based on shared values in terms of product quality and customer service," Lippert explained. "When John approached us about Matrix World Group's new Latin American aspirations, we understood his vision perfectly, and we saw the same opportunity to expand the GlenGuard brand globally."

Both Funk and Lippert agree it's the shared dedication to product quality and endless devotion to the customer that make the partnership truly special.

"This vision has allowed us to differentiate ourselves from the competitors in the region and promote the value of GlenGuard," Lippert said. "The Matrix World Group team's design ideas for garments, relentless attention to detail and quick turn-around combined with the properties of GlenGuard created a natural match."

"Had we not come across GlenGuard, the story of Matrix World Group would be much, much different," Funk says. "But thankfully, these two brands have aligned, and we look forward to building success and prosperity together for many years to come."

On the web at mwgchile.cl



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31.65.434.56.24

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33.(0)4.37.85.80.00

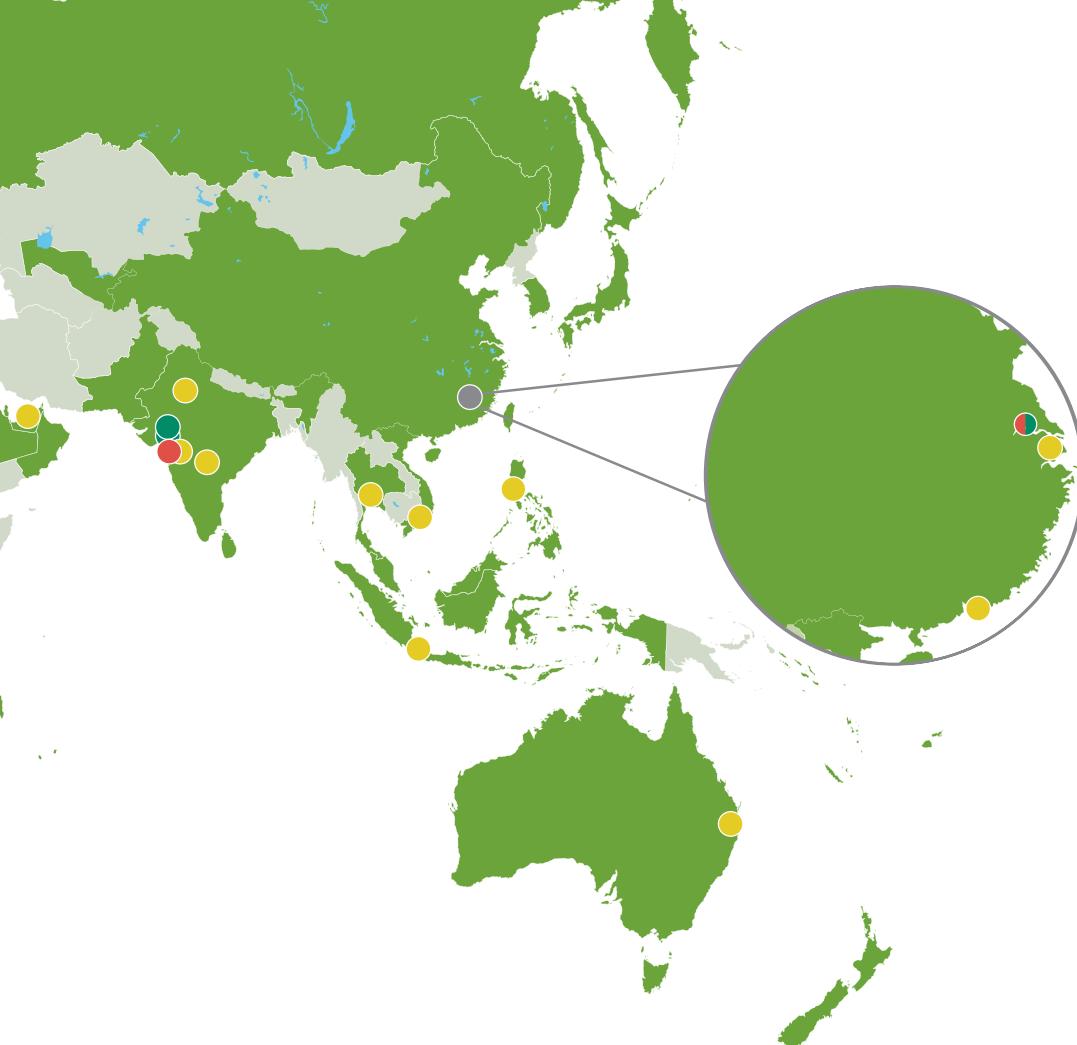
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● Turkey Sales Representative
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● California Terminal
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● Texas Terminal
Laredo, TX
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● Consolidated Distribution Center
Mebane, NC
877.540.6803

● Texas Distribution Center
Irving, TX
800.786.7610

● Washington Distribution Center
Tukwila, WA
800.213.1465

● Southern California
Distribution Center
City of Industry, CA
800.841.0555

● Northern California
Distribution Center
Hayward, CA
800.786.7607

● Colorado Distribution Center
Denver, CO
800.786.7609

● Florida Distribution Center
Miami, FL
800.786.7605

● Georgia Distribution Center
Austell, GA
800.786.7606

● Illinois Distribution Center
Elmhurst, IL
800.786.7608

● Ohio Distribution Center
Middleburg Heights, OH
800.786.7601

● Missouri Distribution Center
Maryland Heights, MO
800.786.7603

● New Jersey Distribution Center
Somerset, NJ
800.786.7602

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Mississauga, Ontario, Canada
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