

# Fabrics & Furnishings<sup>®</sup> INTERNATIONAL

The Global Home & Contract Sourcing Newspaper

Volume 31, Number 1 • Winter 2020/21

## American Silk Mills Offers 500 SKUs Ready to Ship

*New online archive to show 100,000 items*

F&FI News Network

**H**IGH POINT, N.C. – American Silk Mills continues its diversification three years after being bought by India's Sutlej Textiles & Industries.



ASM Creative Director Susan Hedgecock

The American/Indian combination resulted in two major initiatives this 2020 Showtime Market: Beauty on Demand, which is over 500 SKUs stocked and ready to ship, and the Luxe Collection, predominantly velvets.

"It's not just all 500 that are one look," ASM Creative Director Susan Hedgecock says. "It's 500 that include a really phenomenal velvet collection, a suede collection, and two types of indoor-outdoor performance fabrics.

"It's gotten a lot of really

positive support by way of orders."

Launched during the COVID-19 pandemic, officials created the program for customers who are carefully monitoring inventory – textiles available by the yard.

Hedgecock says the company now offers a "concierge type" of service, where a customer can look through thou-

sands of archived patterns for that unique look. And there's also the company's large production capacity that caters to large retailers. ASM also sells to jobbers.

### ARCHIVE ONLINE

Founded in 1896, ASM is one of the oldest American textile brands. It has more than 100,000 items in its

archive, which is in the process of being digitized.

Hedgecock explains customers can now see many designs online as it would look on furniture because of a proprietary visualization tool.

"This is a good first pass in eliminating waste," she says. "And speed to market is accelerated. We're able

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Jeff and Greg Thomases

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Amit Gokani

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- Proposte: (Lake Como, Italy): April 19-21
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Jessica Norby of Symphony Mills

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Ray McKinnon of Ramtex

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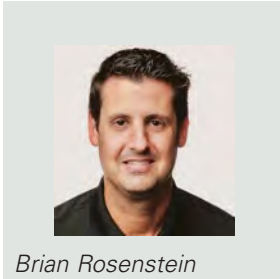


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Reapply ClearSpace and become COVID-free for another 90 days



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**Italian Mill Mario Cavelli Launches Sustainability Project**

*Officials say sales down 20% in June, but July 2020 sales similar to a year ago*

F&FI News Network

**BUSTO ARSIZIO, Italy** – Mario Cavelli, a vertical mill for the curtain, contract, and residential markets, has released new sustainable fabrics, including flame-retardant-recycled polyester, to compete during the pandemic era.

Export Manager Paolo Andreoli says this is one of several changes the 87-year-old firm has recently undergone.

“What we are doing is try to transform a threat into an opportunity with the new collection, the Green Philosophy Project, a new website, just to mention a few,” Andreoli says in an email.

The company’s sustainability project involves a new dyeing process that reduces water, energy, and chemical use by up to 40% compared to standard methods.

It also means less costs.

“For us, as a manufacturer, it is quite easy to try to find the right way to save money in production day by day,” Andreoli says. “Our new project called the Green Philosophy Project goes in this direction as well.”

Due to COVID-19, Italy has undergone several lockdowns, especially in the “hot zone” around Milan. The Cavalli facility is about 10 minutes from the city in the Lombardy region - the epicenter of the epidemic.

*(continued pn Page 8)*

**Correction:**

“In the Autumn 2020 F&FI edition, in an obituary on Jack Glabman, a photo caption of Thom Glabman misidentified him as the owner of Hyland & Hilton real estate. He is an agent.”

Address any factual errors to: [Ray@FabricsAndFurnishings.com](mailto:Ray@FabricsAndFurnishings.com)

# Regal Fabrics Buys Diversitex Home

## New brand called Dtex by Regal Fabrics

F&FI News Network

**M**IDDLETON, Mass. – Regal Fabrics has bought for an undisclosed amount the Diversitex Home division of Diversitex Inc.

The product line will be rebranded as Dtex by Regal Fabrics. Regal began operations on Aug. 24. Diversitex is a military, industrial, and apparel fabrics-converter in Fairfield, New Jersey.

“We’ll now have natural fibers sourced in the USA including the fabric known as Topsider, which is arguably the most successful cotton twill in the industry,” Regal President Steve Kahan says in a statement.

The new Dtex line includes a range of wovens in cotton, linen, and rayon, plus velvets.

For over 20 years, Diversitex Home provided upholstery and multipurpose fabrics from around the world. Officials say the line is best known for a collection of U.S.-converted piece-dyed natural-fiber weaves and twills. It also sells velvets, and natural and polyester jacquards.

Diversitex President and Principal Marc Bergman will stay at the company.

Kahan says, “Going forward, we are equally excited about the opportunities to build on our newly acquired capabilities to create new and novel fabrics in the future.”

### REGAL FABRICS HISTORY

Founded in 1987, Regal Fabrics is a leading producer of fabrics for furniture manufacturers, fabric distributors, and more. Regal’s design studio creates original, copyright-protected designs. All are available with performance finishing.

Regal offers a range of fabrics, including woven textures, jacquards, prints, velvets, and embroideries.

### DIVERSITEX HISTORY

Founded in 1970 by Charles Summers, Diversitex began as a jobber and converter of industrial fabrics. The company soon expanded into military and apparel – a

major supplier of camouflage around the world. The company continued its growth with the addition of home furnishings in the 1990s, becoming a leader in the fast-grow-



Regal President Steve Kahan

ing casual furniture sector, according to the company. F&FI

## Morbern Releases Additive-Free, Contract Vinyls

### Canadian company is now hiring

F&FI News Network

**H**IGH POINT, N.C. – Morbern, a leading designer and manufacturer of decorative-vinyl upholstery for contract markets, has released its Allante Free brand, a leather-like vinyl without additives designed for the hospitality, contract, and public-seating markets.

Headquartered in Cornwall, Canada, with U.S. offices here in High Point, Morbern operates or partners with nine manufacturing and distribution centers across the continent. It was named one of Canada’s best managed companies in 2020 and is now hiring, according to the company website [www.morbern.com].

“Having products that are additive-free is a necessary characteristic in places like California, which recently banned flame retardants from upholstered furnishings with Assembly Bill 2998,” a company release reads. “As of Jan. 1, 2020, the state no longer allows the sale or distribution of upholstered furniture, or its components, which contains flame retardants.”

It’s available in a range of 25 solid colorways from neutrals to saturated reds, greens, and blues. The vinyl is formulated free of phthalates and antimicrobial additives.

In addition to creating products like Allante Free,

Morbern was among the first manufacturers of coated fabrics to completely eliminate heavy metals, such as lead and cadmium. And the company ensures that the water flowing out at the end of the manufacturing process is clean enough to drink, according to the



John Weaver is executive vice president of sales & marketing at Morbern. / Courtesy Morbern.

release. Most recently, that commitment means reducing the additives in several of its products.

### MORBERN HISTORY

Established in 1965, Morbern is a leading designer and manufacturer of decorative-vinyl upholstery for the contract, health care, hospitality, automotive, and marine markets.

Headquartered in Cornwall, Ontario, with operations in the U.S., China, and Canada, Morbern manages manufacturing and distribution centers around the globe. F&FI

## Kravet Adds Luxury Brand Donghia; Scalamandre Adds Hinson

### Donghia filed for bankruptcy earlier this year

F&FI News Network

**B**ETHPAGE, N.Y. – Kravet Inc., the largest U.S. fabric distributor, has bought the luxury brand Donghia, which filed for Chapter 7 bankruptcy earlier this year, according to Kravet President Cary Kravet.

As part of the deal, Kravet says the Hinson brand has been bought by Scalamandre, the high-end fabric wholesaler with headquarters in New York City. Its brands include Scalamandre, Old World Weavers, Grey Watkins, and Boris Kroll.

Kravet owns other high-end fabric brands, including Lee Jofa, Groundworks, GP & J Baker, and Brunschwig & Fils. The company has more than 600 employees and annual sales of \$300 million to \$400 million, according to Rocketreach.com, Zippia.com, and other company profile websites.

In March, the Donghia New York showroom was



Cary Kravet

closed and the staff laid off. The company was in debt for \$10 million to \$50 million, according to documents filed in Connecticut District Court.

Designer Angelo Donghia founded the company in 1968, which was bought in 2005 by the Rubelli Group, which included the European textile company and other investors.

Recently, top Donghia leaders changed: Jonathan Witmer was CEO in 2017;

then Andrea Rubelli in 2018; and Cheryl Sterling in 2019.

In September 2019, Andrea Rubelli celebrated a Shanghai exhibition with Donghia designs, which commemorated Tiffany’s 180th anniversary.

He said at the time that Donghia’s wholesale contract and residential U.S. division had been undergoing a complete reorganization. Andrea’s brother, Nicolo Rubelli, was supervising the reorganization.

Even so, Donghia filed in April for Chapter 7 bankruptcy, which usually leads to liquidation.

Rubelli, the historic Venice company, produces fabrics for both residential and contract markets. The brand portfolio includes, alongside Rubelli Venezia and Rubelli Casa, also the brand Dominique Kieffer By Rubelli, as well as the Armani Casa Exclusive Textiles By Rubelli license. F&FI

## Founder Stan Cathell's Magnolia Home Fashions Continues Under New Leadership at Covington Fabric & Design

**NEW YORK** – Covington Fabric & Design, a major converter in the fabric industry for products in the residential and hospitality markets, has entered into an agreement with Magnolia Home Fashions to manage its business, including product development, customer service, sales, and marketing.

Greg Tarver, president and CEO of Covington, says in a release: "Covington is thrilled with this new partnership. We admired the business models that Stan Cathell built over many years, especially Magnolia with its distinctive design-style and targeted marketing.

"The home décor fabric industry is close-knit, so nat-

urally I was shocked and saddened to learn of Stan's passing in June. It's been a privilege to meet and work with his family in recent weeks to develop an operating model to ensure Magnolia's future while honoring Stan's legacy."

The new Covington endeavor means it bought "substantially all the assets of Magnolia Home Fashions and entered into a long-term operating agreement," Stefanie Wotton, vice president, marketing and contract services, says in an email. "The Covington team is managing all aspects of the business, including product development."

Tarver says in a statement, "We feel it is important to maintain the Magnolia Look with value-priced, domesti-

cally-printed cotton prints as the foundation. The response from our mutual customers has been very exciting. We are currently focused on integrating Magnolia's information into Covington's operating system in order to make this transition as smooth as possible for customers."

Britt Cathell Poer, Stan's daughter, mirrored Tarver's sentiments in a statement. "Our family is very happy with this new agreement. Covington is well-established, has a great reputation in the market, and we are confident they will do a great job maintaining and expanding my father's vision for Magnolia Home Fashions. It has been a difficult few months for our family, but we are very happy and looking

forward to our partnership with Covington."

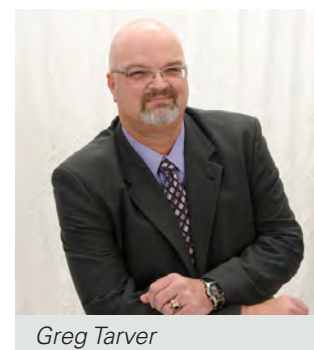
### MAGNOLIA HOME FASHIONS

Magnolia is a Georgia-based converter, founded by the late Stan Cathell in 1997. Magnolia is well-known with furniture and soft-home manufacturers as well as retailers for its printed-cotton programs.

### COVINGTON FABRIC & DESIGN

It is a major converter in the fabric industry for residential and hospitality markets.

Begun in 1940, and



Greg Tarver

acquired by the Kahan and Rifkin families in 2008, Covington provides product and design solutions to manufacturers, jobbers, retailers, and the hospitality design trade. With its design studio located at its headquarters in New York City, Covington also has operations in South Carolina. F&FI

*(continued from Front Cover)*

## American Silk Mills

to search artwork, design, identify a quality, identify price point, and complete the design digitally. Email it. Do color simulations and weave simulations. Really drill down on what they're looking for, make any other corrections. Mock cost it and then weave.

"It's about an 80% reduction in weaving waste."

The second Showtime offering is a new collection.

"Luxe has a certain aesthetic," Hedgecock says. "It doesn't necessarily demand it'd be the most expensive, but it certainly isn't casual. And so, it's predominantly velvets."

She adds all of the product is in stock and ships from Plains, Pennsylvania, usually within 48 hours.

A buzzword this season has been performance fabrics, so ASM has two such collections that are indoor/outdoor.

"It's 100% high-energy-dyed polyester," she says. "What that means is it's inherently bleach cleanable to 20%. It's light-fast to 1,500 hours. ... There's a lot more color options."

There's also EnduroSilk, an indoor-outdoor performance fabric.

"It's meant to emulate the look of a fine silk," she says. "The difference obviously is that you can put it at the window, it's not going to fade, and you can bleach clean it. What we're finding is that if someone isn't really ready to have a really dressy look outside, and we get it, it's a good silk look for indoors. If you spill coffee on it, if you spill red wine, it's going to be able to repel and not retain the stain."

ASM is the first American fabrics company to be bought by a major Indian company, officials say. ASM provides design and marketing in the U.S., while Sutlej provides manufacturing in India.

"It is the synergy between the companies where we're able to leverage the best strength of each," she says. "Sutlej has scale and capacity. They're completely vertically integrated."

This also means a secure supply chain, she adds.

"In short, it's not the same American Silk Mills," Hedgecock says. "We are still making great strides during the pandemic - such as the expanded website. Sales are good." F&FI

## Amit Gokani Hustles Upholstery Sales From Mumbai During Pandemic With Social Media

*He might manufacture in the U.S.*

F&FI News Network

**MUMBAI, India** – Amit Gokani, a rising player in the Indian upholstery market, wants to export his designs worldwide, especially to America.

Gokani is a successful converter of jacquard fabrics based here, but he would like to weave his designs in the U.S. – if necessary, to get the business there.

"I hired designers and make jacquards with units at various places across India," Gokani says. "I sold my own designs of jacquards online to various people through Instagram or LinkedIn or even WhatsApp during the lockdown.

"I made 65 new customers who were very much interested in my fabrics for various applications from furniture to other things."

The business runs in his family. He is the younger brother of Chandresh Gokani, the veteran fabric importer-exporter, who was interviewed in the autumn edition of *Fabrics & Furnishings International*.

During the pandemic, the young-

er Gokani has been aggressively seeking new customers for his line of gobelin and jacquard upholstery from \$6-\$18 FOB.

He has built his business, Amresh Enterprises, starting

in 2015, on the foundation of his grandfather's company, K. Haridas & Co.

"Immediately after opening, my sales soared," he says. "You have to be positive and keep on working towards your goal.

"I started with three designs, but I ended up making 43 designs. At first, I was afraid, but I overcame my fear and now I am distributing fabrics!"

He wants to build on that initial success.

"I would love to start a cut-length service or provide an opportunity to every person in the U.S. and everywhere else," Gokani says. "They could start to become their own boss. This would make everyone more self-reliant." F&FI



Chandresh Gokani

# Crestmont Fabrics Family Celebrates Professional and Personal Milestones: President Michael Harris Weds

**H**AUPPAUGE, N.Y. – Crestmont Fabrics CEO Judi Harris recently celebrated two major events with her son, Michael Harris, who married Michelle Ivanova on Aug. 8.

The couple held the wedding at the Gould-Guggenheim Estate (Sands Point Preserve), started by Howard Gould and completed by Daniel Guggenheim in 1912. The event had originally been planned to have 200 guests, but it had to be severely modified because of coronavirus restrictions.

“The virus and restrictions didn’t stop their plans,” Harris says. “It just caused some serious modifications.”

On the professional front, Crestmont, which has specialized in residential textiles for 36 years, has received national certification as a Women’s Business Enterprise, which “affords us the ability to conduct business with other diverse corporations who are interested in promoting business with women-owned businesses as well as within minority communities,” Harris says.

## WEDDING BELLS

Mishka, the couple’s

Portuguese Water Dog, helped during the wedding as the ring bearer.

“Michelle’s dress was an extraordinary, original design by the Russian designer Alex Tieh and Michael, of course, was dressed by Louis Vuitton -- his trademark,” Harris says. “A great time was had by all.”

“I think primarily because everyone was thrilled to finally leave their homes and attend such a beautiful and happy celebration.”

## BUSINESS DURING THE PANDEMIC

Crestmont Fabrics remains open during the coronavirus lockdown.

“During the pandemic, we quickly switched gears and began importing and selling surgical masks and N95 Personal Protective Equipment (PPE),” Harris says. “Although fabric sales were all but none, Crestmont remained fully operational thanks to Michael’s IT capabilities to enable us to work remotely.”

Harris says the new certification could improve sales.

“I applied for this certification to try to help improve our relationships and sales,” she says. “Hopefully, the coming

years will bring greater prosperity for all of us.”

The new certification could mean tax benefits because the federal government allows tax incentives to those who support the advancement of minority communities. The certification process is designed to confirm the business is at least 51% owned, operated, and controlled by a woman or women.

By including women-owned businesses among their suppliers, officials say corporations and government agencies demonstrate their commitment to fostering diversity.

## CRESTMONT HISTORY

Crestmont Fabrics was founded in 1984 by Paul



*Crestmont Fabrics President Michael Harris and Michelle Ivanova – with their dog, Mishka. Courtesy Judi Harris.*



*Mishka helped during the wedding as the ring bearer. Courtesy Judi Harris.*



*Crestmont Fabrics President Michael Harris married Michelle Ivanova – with their dog, Mishka – on Aug. 8. Courtesy Judi Harris.*

Harris and Judi Culmone Harris and has been a global source of fabrics and design since then. Harris says the company looks forward to partnering with corporations to promote diversification and unity. For more, click at [www.Crestmontfabrics.com](http://www.Crestmontfabrics.com).

## ABOUT THE WBENC

The Women’s Business Enterprise National Council (WBENC) is the largest certifier of women-owned

businesses in the U.S. and a leading advocate for women-business owners. Founded in 1997, WBENC is the nation’s leader in women’s business development and the leading third-party certifier of businesses owned and operated by women.

More than 1,000 corporations representing America’s most prestigious brands as well as many states, cities, and other entities accept WBENC Certification. For more, click on [www.wbenc.org](http://www.wbenc.org). F&FI

# Swavelle Founder Jeff Thomases Steps Down and Son, Greg Thomases, New CEO

F&FI News Network

**N**EW YORK – The founder of Swavelle / Mill Creek Fabrics, Jeff Thomases, has stepped down as CEO, and his son, Greg Thomases, has been promoted to the position.

The elder Thomases is scaling back his daily activities, but will retain the title of chairman as well as remain active in the organization.

His son has over 20 years’ experience at Swavelle.

Other changes were announced.

Alan Halpern has retired as CFO after 30 years at the company, while Eric Zissman has been promoted to CFO. They worked closely for the past 13 years.

Swavelle has been a converter for 36 years. Officials did not return an email seeking comment.

## SWAVELLE’S RECENT EXPANSION

Swavelle Fabrics Inc., a major U.S. converter with a warehouse in Lasdon, South Carolina, bought Wearbest Mills Inc. in February 2019.

Wearbest was a contract weaver based in Garfield, New Jersey, and the makers of BellaDura indoor/outdoor fabrics. The Wearbest contract fabrics business began in 1990. The mill itself started up in the 1940s when Phillip Gasner went into the garment linings business.

Irwin Gasner, third-generation owner of Wearbest (and grandson of the founder) and Jeff

Thomases, founder of Swavelle, sealed the deal.

The purchase price was not disclosed.

Wearbest was one of the last mills based in New Jersey and was operated by several generations of the Gasner family.

“If you haven’t been in the mill business before, you’re in for a big surprise,” says Len Gliner, former owner of Jacquard Fabrics, also in New Jersey.

“If you lose key people in the mill business today, you can’t easily replace them. Without those mill people, you can’t operate the mill.”

Swavelle is an important supplier in the contract fabric business and Wearbest could be a plus for Swavelle in supplying this market. F&FI

(continued from Page 4)

## Italian Mill Mario Cavelli Launches Sustainability Project

In northern Italy, where the coronavirus crashed through cities from late February through April, officials credit the country's turnaround to several factors including: a strict nationwide lockdown; widespread testing, strong con-

tact tracing, and a very gradual process of reopening.

Even though there has been a huge drop in new infections - plummeting from a record high of more than 6,500 on March 21 to around 150 to 300 cases nationwide each day in early August, experts say they are prepar-

ing for an inevitable second wave. A similar pattern has occurred in Asian countries first hit with the virus.

Proposte, the international fabrics fair, was canceled this year because of the pandemic.

Even so, Cavelli officials have kept their facility open

at a reduced capacity to "guarantee shipment to our customers during the lockdown," Andreoli says.

He adds the company has lost 20% of its June sales compared to those in 2019, but sales have been equal in July.

"Why? Because our loyal

customers found in our company a stable partner who can guarantee production on time, also during the lockdown, especially for flame-retardant fabrics," Andreoli says. "This helps us to restore the turnover [or annual sales] to normality now."

### RECYCLED POLYESTER FR

The Cavelli flame-retardant fabrics are ideal for contract curtains and decorations, officials say, and are made with Global Recycle Standard (GRS), polyester yarn, which is made from recycled plastic bottles.

There are fabric options including voile, etamine, and more, as well as widths up to 340 cm, or 133 inches.

Officials add the colors are produced with dyed yarn using less water, while the soft feel is obtained through a natural mechanical-finishing process that avoids the use of chemicals.

These fabrics are produced in Italy, and are fire-retardant and International Maritime Organization (IMO) certified, according to the company.

Andreoli says, "We're crossing our fingers so everybody returns to business."

### NEW FABRICS

Cavelli has new health-care fabrics that are flame retardant and antibacterial; blackouts that are flame retardant in a width of 300 centimeters, or 118 inches; colors on velvet cationic, or mélange, that's flame retardant; acoustic fabrics, and more.

Founded in 1933, Mario Cavelli is a major manufacturer of plain, yarn-dyed, and jacquard fabrics. The vertical mill carries out the production cycle on its premises, from the initial creative phase through the various stages in processing the fabric: weaving, dyeing, finishing, and testing. F&FI

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# Independent Lab Confirms ClearSpace Kills COVID-19

*Reapply ClearSpace and become COVID-free for another 90 days*

F&FI News Network

**ROYERSFORD,**  
Pa. – The

Royersford Spring Company, a 98-year-supplier for the mass-transportation-seating market, is distributing a new product called ClearSpace.

The spray-on product's main ingredient is called PreventX, which has been used since 2005, primarily for food-preparation areas, college locker rooms, and private jets, according to Alan Grandis, ClearSpace vice president of sales. Officials have rebranded it for the COVID era.

"Suddenly you have this demand and the supplier pivoted," Grandis says. "The

distributor, Royco, has the transportation side to their buses and commuter cars ... [and I] went to them with a much wider net."

Grandis is the U.S. agent for two Swedish contract and residential furniture manufacturers (Mitab and Garsnas).

ClearSpace protects surfaces and destroys COVID-19 on contact and then provides a 90-day barrier against recontamination, officials say. And they say it is effective on all surfaces: wood, metal, glass, fabrics, leathers, plastics, and more.

Grandis says ClearSpace is much more than a disinfectant because it lasts for three months.

ClearSpace "is like blades on the barrier, germs lands, and the [ClearSpace] blades cut through [coronavirus] cell walls, so it's more of a physical process than a chemical process," Grandis says.

He adds if companies want to reassure their customers it has taken precautions against the coronavirus, it will have a ClearSpace sticker. "We are protection, safety, security, and [customer] confidence," Grandis says.

The Royersford Spring Company, or Royco, has its headquarters about an hour northwest of Philadelphia, Pennsylvania.

Grandis says ClearSpace is anti-microbial, and more, so that it's effective against

viruses, bacteria, mold, fungi, and more.

It allows cotton masks to be more effective, he adds, because ClearSpace can be sprayed onto them and the barrier holds up, even if the mask is washed 20 times.

ClearSpace has the following attributes, according to the company:

Safe and non-toxic (the active ingredient was originally developed for food preparation and athletic locker rooms); registered with the U.S. Environmental Protection Agency (EPA); tested and proven; and economical when compared to disinfecting sprays, especially when considering the labor costs.



Alan Grandis

For more, contact Royco at: ClearSpace@royersford-spring.com or 610-948-4440. F&FI

## Hospitality Designers Eye Clients' Evolving Needs

*COVID-19 altering what's being specced for hotel spaces.*

By Matthew Hall

Hotels have been hit hard by COVID-19. Travel restrictions and canceled face-to-face meetings/events have sent occupancy and RevPAR (Revenue Per Room) rates plummeting for most hotel operators.

While the pandemic is generally expected to loosen its grip on the traveling public in coming months, the current environment offers a chance for hoteliers and their designers to rethink a variety of elements in public and private hotel settings, including fabrics, furniture and layouts.

Gensler, a high-profile architecture, design, and planning firm with 50 offices worldwide that has worked for such hotel brands as Fairmont, Four Seasons, Hyatt and Waldorf Astoria, tackled this topic in a recent whitepaper titled

"How Will COVID-19 Shape Hospitality Architecture and Design?" that was written by two interior designers from its Miami Lifestyle Studio

"Today's travelers want to maximize their experiences while minimizing risk, and this is driving the hospitality industry to design new types of spaces," wrote Adriana Ghersi and Asya Gevorkyan.

As part of that process, designers expect an increased emphasis on durable, cleanable materials.

"Simple design promotes the reset of a new aesthetic of cleanliness," the design duo wrote. "Features such as hard flooring, simple bedding materials, easily cleanable bathrooms, anti-bacterial materials, seamless surfaces and limited furniture pieces can be designed elegantly, yet still be easy to maintain."

*(continued on Page 11)*

## Spanish Mill, Atenzza, Releases Anti-COVID-19, Indoor-Outdoor Fabrics

F&FI News Network

**VALENCIA, Spain** – Atenzza, a family-owned mill begun in 1939, is releasing what it's calling the first indoor-outdoor fabrics that repel COVID-19.

It launches into the U.S. market for the first time.

"For the group Atenzza, we developed some brands, Eco Plen, a new technology, antivirus fabrics, so (the virus) has a short life of less than two hours with contact on the fabrics," Sales Manager Sara Patón says.

The Eco Plen fabrics include the following characteristics, according to the company.

- Purifying the air: The Eco Plen coating means that when sunlight hits the fabric, it removes pollutants from the surroundings.
- Self-cleaning fabrics: The coating helps fabrics remove dirt when coming into contact with UV sunlight and helps eliminate odors.
- UV and anti-static protection.

Atenzza, which can hire more than 100 employees, sells about 90% of its products in Europe and the rest in Latin America. Paton says the company is now moving into the U.S. market with its new brand, Eco Plen. A new website and social media campaign will soon launch. Flashforce represents the company in the U.S.

"These innovative performance fabrics may be of special interest to companies in hospitality and cruise as well as contract for offices, medical waiting rooms, hospital reception áreas, etc.," says Elaine Taylor-Gordon, principal of Flashforce and sister of F&FI Editor Eric Schneider.

The indoor-outdoor fabrics are solution-dyed acrylic and also have Dralon for decoration, she adds.

Atenzza has separate divisions for healthcare, printing, and blackout, according to the company. It also produces certified acoustic fabrics.

"Our company has survived very well (during the pan-



Atenzza CEO Francisco Perez / Courtesy Atenzza

demio)," Paton says.

She explains the company was testing a new fabric last year geared toward the construction industry that was breathable, waterproof and other features.

"When the pandemic arrived, we created facial masks and it passed the regulation norms," Paton says. "We called it Eco Dry.

"We invested in some machinery. ... We're launching new antiviral masks for the first time."

Paton continues: "With the help of other companies and suppliers in textile, from September, business has increased, and now we are increasing more and more with the Eco Plen technology." F&FI

# ITA Manager Moves: Carrie Dillon Becomes New Managing Director, While Brian Casey Resigns as Executive Director

F&FI News Network

**H**IGH POINT, N.C. – Carrie Dillon has been promoted to the newly created position of ITA managing director.

She will continue management of the International Textile Alliance (ITA), the non-profit that organizes the Showtime Market tradeshows.

ITA has cut staff since Executive Director Brian Casey resigned, according to officials.

He has not announced his next career move.



Brian Casey

“With COVID-19 creating so much disruption in the textiles, trim, and

leather industries, ITA has seen a contraction of the member mills and a consolidation of the industry as a whole,” officials say in a statement. “As a result, the ITA saw the decision to scale back its management team as the right one for the current times.”

ITA officials say they will continue the bi-annual tradeshows and have added a new temporary floor in the Market Square Tower.

In addition, Patrick Shelton, vice president of sales at Valdese Weavers, has been elected to join the ITA Board of Directors.

## CARRIE DILLON

Dillon has been with ITA since 2014

and has moved up through its ranks, first as assistant executive director and then taking on the additional management of the ITA Educational Foundation in 2017.

Board President Kelly DiFoggio said: “We are grateful to Brian [Casey] for the work he has done over the past 2 1/2 years. He has given a professional face to the ITA and has been a tremendous mentor and colleague. He will be missed, but at the same time, we

Carrie Dillon



are thrilled to have Carrie step into a management role for our organization.”

## PATRICK SHELTON

Shelton has been in the textile industry for nearly a decade.

Patrick Shelton



He graduated in 2010 with a bachelor’s in economics from Sewanee, The University of the South, where he also played football.

In 2011, he started working at Valdese Weavers and spent his first two years learning the manufacturing process. Shelton transitioned into a sales role in 2013 and was named vice president of sales in January 2019.

Shelton joins the ITA Board of Directors that include the following:

1. **Kelly DiFoggio** of Stein Fibers and ITA president;
2. **Kathryn Richardson** of Libeco and ITA vice president;
3. **Mendy Kearns** of Hamilton Fabric Sales and ITA treasurer;
4. **Nathan Copeland** at Highland House Furniture;
5. **Carmen Herndon Barbee** at Ballard Designs;
6. **David Lappert** at Kravet Inc.;
7. **Dada Patil** at Catania Fabrics;
8. **Katherine Shoaf** at Radiate Textiles;
9. and **David Stunda** at Barbarossa Leather.

## ITA HISTORY

Formed in 1990 to advance the textile industries, ITA hosts the bi-annual ITA Showtime Market and directs the ITA Educational Foundation. The non-profit, member-driven organization is based in High Point, North Carolina. Visit [InternationalTextileAlliance.org](http://InternationalTextileAlliance.org). F&FI

(continued from Page 10)

## Evolving Needs

Another way materials can be used as a tool to avoid spreading the virus is “as a textural or color demarcation between areas. By defining zones by texture or color, these interventions allow people to know where they need to be in space, which can make them feel safer,” they said.

In a follow-up interview on this topic, Lori Mukoyama, Design Director at Gensler

Chicago, offered Fabrics & Furnishings Intl. some additional thoughts:

\* White bedding will continue to reign, as it not only offers the feeling of cleanliness but can be bleached with no loss of color.

\* Copper, which is less friendly to bacteria than plastic and other materials, is showing up in unexpected places. “For example, we’ve seen it not only in door hardware and faucets, but also woven into textiles,” Mukoyama said.

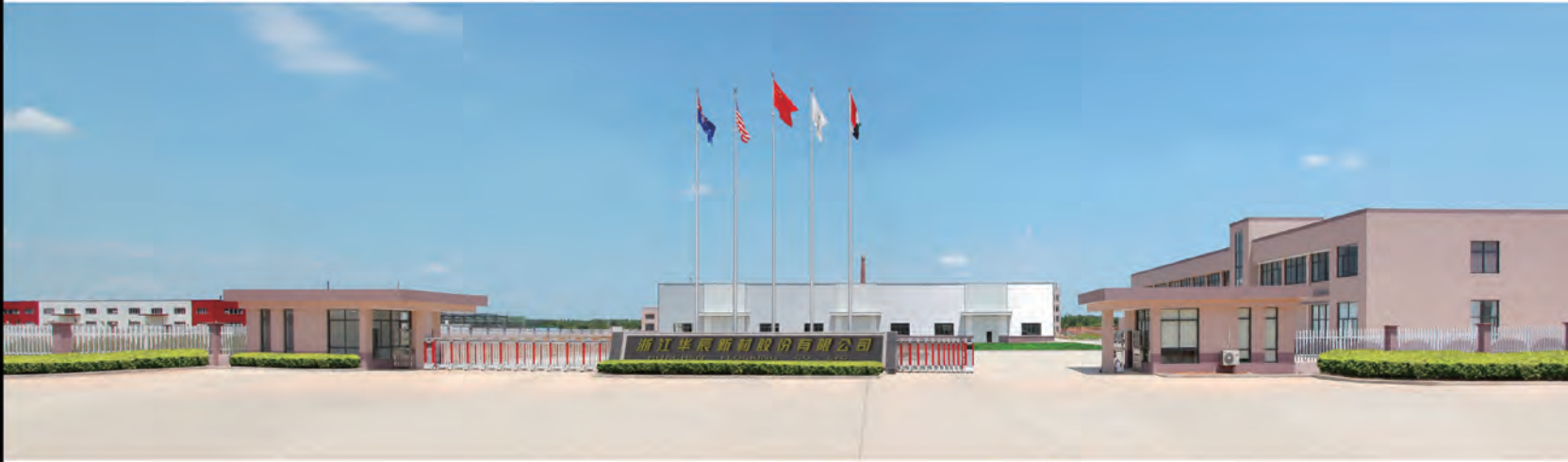
Editor’s note: Read the entire story online at [FandFI.com](http://FandFI.com).

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# Showtime 2020 Buyers Looking to Offset Chinese Backlog: U.S. Upholstery Sales Up Overall

F&FI News Network

**HIGH POINT, N.C.** – Many exhibitors say this year’s Showtime Market had fewer customers in attendance - down 50% in some cases - but still saw their upholstery sales increase, up in some cases by 20% over last year.

Large companies, such as Kravet, report a full customer schedule during Showtime (Nov. 15-18), while smaller companies had cancellations

of up to 50%.

Even so, furniture and home furnishings store sales continue to rise: a 5% increase in October 2020 to \$10.4 billion compared to same month last year, according to advance estimates from the U.S. Department of Commerce.

A backlog of fabric shipments from China to the U.S. caused at least two buyers to attend Showtime. They were looking for material to complete their project.

plete their project.

The buyers, who did not want to be identified, say if they were not under a deadline, they would not have attended because of the upcoming holidays.

“We did have buyers looking to shop our line for the first time this year because of the backlog from Asia but we had to turn them away,” STI Fabrics CMO Anderson Gibbons says. “Freight and container premiums are a

huge thorn in most furniture manufacturers’ side right now. STI Fabrics is a reliable resource to our customers because of our domestic supply chain. From yarn to fabric, 98% is made in the USA.”



One of the Ramtex furniture displays that officials will video for the first time.

STI is a manufacturer and distributor with locations in Kings Mountain, North Carolina, and Verona, Mississippi, and others.

David Lappert, vice president of sales at Kravet, says he had a full schedule the first day.

“This is one recession where the home is winning out,” Lappert says. “They’re spending money on their homes. We haven’t seen a downturn in business at all. We did for a couple of months, but it has come back stronger than it dropped.”

A dozen companies at Showtime reported slow traffic during the conference, including Ter Molst USA, a division of Belgium parent company Global Textile Alliance. Ter Molst began operations in 2016.

Sales Manager Chuck Marchant says the company’s U.S. design team tweaks similar products sold in Europe and Asia for the American market. It generally comes out with about 30 patterns per season, but because of the pandemic, it introduced about a dozen.

“Our appointments are down considerably,” Marchant says. “We’re launching a digital catalog to show the new product, but we’re also doing a lot more [online] meetings where



Construction is underway near the Textile Tower on Main Street.

we’re showing fabric.

“Performance fabrics are a big buzzword, so that’s another one of our top priorities... Vivalife is our brand name for the performance collection.”

## GETTING TO CUSTOMERS

Ter Molst’s mill is in Reidsville, North Carolina.

“We were able to keep our mill running,” Marchant says. “We have plenty of product orders to ship.... We’re happy to have manufacturing here in the states.”

Symphony Mills, also a division of parent company Global Textile Alliance, does about 80% of its sales internationally, in about 150 countries. It sources from Chinese mills.

(continued on Page 22)

## Organizers Add Showtime North in New Jersey for January 2021

F&FI News Network

**HIGH POINT, N.C.** – The International Textile Alliance (ITA) is adding Showtime North to connect wholesale fabric, leather, and trim suppliers with buyers in Mahwah, New Jersey.

Originally, the new trade fair was to coincide with the November Showtime edition, but it was later delayed until Jan. 26-27, 2021.

The venue in New Jersey will be the Marriott Courtyard, off Route 287. Leading mills and converters will be seen by appointment for showings of new collections of textiles, leather, and trim for the home furnishings sector - residential, hospitality, and contract markets.

ITA has partnered with the Courtyard to provide safe, personal, and private environ-

ments in which to show fabric lines to buyers unable to travel to North Carolina for the main show.

ITA will support this expanded venue as a one-time supplement to its ongoing High Point shows and looks to make even broader connections virtually.

If interested in attending the Showtime North event, visit the ITA website.

Formed in 1990 to advance the textile industries through the promotion of education, networking, and collaboration year-round, ITA hosts the bi-annual ITA Showtime Market and directs the ITA Educational Foundation. The non-profit, member-driven organization is based in High Point, North Carolina, and is supported by leading companies across the industry. F&FI



## EVTEKS 2020 Canceled: New Date Scheduled May 18-22, 2021

F&FI News Network

**ISTANBUL** – Organizers have canceled Evtteks 2020, the 26th International Home Textiles Exhibition, and rescheduled it for May 18-21, 2021.

Organizers announced the new dates in a Aug. 8 email, citing the Turkish government postponing exhibitions until after Sept. 1, 2020 due to the COVID-19 pandemic.

Evtteks 2020 had been scheduled for Aug. 25-28.

“EVTEKS will be once again organized in May,” organizers say in the e-mail. “We believe that it will come closer to its target [of] being the most important exhibition of the global home textile industry and add power to the manufacturers and exporters of our country in the global competition.” F&FI

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# Intertextile Shanghai Home Textiles Expo 2020 Impressions

*Few foreign visitors or new fabric samples, according to a source*

F&FI News Network

**S**HANGHAI – The Intertextile Shanghai Home Textiles expo had few new fabrics on display, according to Juliana Fang, China branch office manager for Fibers & Color International.

“Almost no new fabric samples, most booths are showing the old samples,” says Fang, who attended the trade fair here on Aug. 24-26. “The exhibitors are less than the previous fair and most booths are standard size. There were not too many special-decorations booths.”

In March, the Intertextile Shanghai spring fair was canceled because of the coronavirus pandemic. Other major trade shows were canceled this year as well, including Evtteks (Istanbul, Turkey) and Proposte (Lake Como, Italy).

Fang says she saw few foreign visitors in Shanghai: “In my three days visiting, I just saw almost no foreigners in the fair -- only five.”

Organizers say visitors could connect through in-person and virtual-online meetings with more than 600 exhibitors in the residential and contract industries.

Calling it Contract Business 360°, organizers featured more than 40 contract upholstery exhibitors, including Guangzhou Yuanzhicheng Home Textile, Haining Julai Textile, JAB, Morgan Shanghai, Symphony Mills, Suzhou Roufang, Ter Molst International, Zhejiang Hexin, and Zhejiang Maya Fabric.

Also, Agmamito from Poland and Wollsdorf Leather from Austria exhibited for the first time, according to organizers.

“I came to this fair to find new developments, new marketing ideas, interesting filling and fabric composition blends,” Elena Salsera, quality director, China branch general manager, Togas Group USA, says in a Messe Frankfurt press release. “It’s quite promising for the bedding segment in general and I was able to find a couple of really good and useful suppliers.”

Togas sells luxury custom-made services, home textiles, and readymade bedding products in 140 stores in seven countries, according to its website.

Fang says there was a focus this year on RPET, or recycled

polyethylene terephthalate. PET is a strong, durable, and recyclable material that is used for soda bottles, water bottles and food jars, while RPET can be made into fabric and more. This is being advertised as improving the environment, Fang says, and the RPET fabric looks the same as the conventional kind, except it’s more expensive.

“I also saw some new items woven [in] fancy thick yarn-rope, which is mainly for Chinese wholesales,” she says. “It is heavy and used for the high end.”

As expected, Fang adds, there were special finishes addressing coronavirus concerns.

In addition to body-temperature tests, visitors had their faces scanned and identification checked at the fair.

“In 2020, there were only



Visitors discuss business during Intertextile Shanghai Home Textiles 2020. Courtesy Intertextile Facebook page.



Visitors walking through Intertextile Shanghai Home Textiles in August. Courtesy Intertextile Facebook page.

four halls for the exhibition,” Fang says. “I saw some empty space ... [and] if I remember

well, in 2018-2019 fairs, the exhibition was about six to seven halls.” F&FI

## Heimtextil 2021 Delays Event to May 4-7 Due to Travel Restrictions

F&FI News Network

**F**RANKFURT, Germany – Heimtextil 2021 is being moved from January to May 4-7, when it will take place alongside Techtexil and Texprocess.

“Now that it is not only governments tightening travel restrictions, but also companies, the latest pandemic developments are causing growing uncertainty amongst trade fair customers,” organizers say in a Sept. 21 statement.

Throughout the summer, European Union leaders have restricted foreign travelers entering Europe to limit the spread of COVID-19.

The list is being updated regularly, but U.S. travelers have been banned so far, including with the most recent list on Aug. 7. EU leaders have barred U.S. travelers and other countries because they have not been able to control the coronavirus.

The 10 countries currently on the EU list are: Australia, Canada, Georgia, Japan, New

Zealand, Rwanda, South Korea, Thailand, Tunisia, and Uruguay. China could also be included if it agrees to allow EU travelers to visit as well.

Still, there have already been some exceptions,

including Germany, which is only allowing in 7 of the 10 countries on the list. For the latest go to [www.auswaertiges-amt.de/en/einreiseundaufenthalt/coronavirus](http://www.auswaertiges-amt.de/en/einreiseundaufenthalt/coronavirus)

Frankfurt. “Many companies are looking to their trade fair presentations to help boost sales following the resumption of business, and we feel that it is more important now than ever that we satisfy this demand.

“However, the travel restrictions that have now been put in place and a renewed rise in the number of infections simply pose too great a hurdle for our very international event.” F&FI



### HEIMTEXTIL MOVES TO MAY 4-7

“Much of the international home and contract textiles industry has made it clear that they want Heimtextil 2021 to take place,” says Detlef Braun, executive board member of Messe



# Rockland Industries Continues Business After Restructure, But Seeks New Financing, Perhaps Outright Sale

*Company offers new PPE-fabric-finishing service*

F&FI News Network

**B**ALTIMORE – Rockland Industries, the manufacturer of the Roc-lon brand, announces it is still operating and open for business.

Last year, officials say the company was forced to reduce its operations by its bank.

“We were able to repay the bank without resorting to a fire-sale liquidation or filing bankruptcy,” CEO Mark Berman says in a statement on Aug. 19. “To paraphrase [American author] Mark Twain: The reports of our death have been greatly exaggerated.”

The company statement indicates it continues to use its Bamberg, South Carolina, plant at a reduced rate.

Rockland recently launched a new 100%-blackout, roller-shade line as well as certified finishes for Personal Protective Equipment (PPE) fabrics, which it offers on a commission-finishing basis.

Still, officials must secure new financing and have engaged an investment banking firm, TM Capital, to that end.

“We are open to a wide variety of possible transactions, including an outright sale,” Berman states. “Our goals are to pay our creditors, most of whom have been very supportive during this trying time, and to rehire the portion of our Bamberg, South Carolina, workforce that we were forced to lay off.

“In the meantime, Rockland will continue coating and finishing goods and serving customers from its inventory on a limited basis.”

## ROCKLAND HISTORY

Rockland, which traces its roots to 1832, is a family-owned textile manufacturer headquartered in

Baltimore, Maryland, with a manufacturing plant in Bamberg, South Carolina. Rockland developed coated-blackout window-covering fabrics in the mid-1960s.

Officials say it was the first manufacturer of these

products in the world and the last still operating in the USA. In addition to servicing the hospitality, contract, and residential-window-covering trades in the U.S., Rockland has customers in more than 90 countries.

Rockland is also the leading U.S. supplier of muslin fabrics used in home-sewing by quilters and crafters. Rockland sells all its products under the Roc-lon brand. F&FI

“To paraphrase [American author] Mark Twain: The reports of our death have been greatly exaggerated.”

—Mark Berman

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# Rose Brand, U.S. Largest Stage-Curtain Supplier, Promotes Social Distancing With Its Campaign: Distance is Resistance

F&FI News Network

**SECAUCUS, N.J.** – Rose Brand, the 99-year-old, family-owned stage curtain supplier, including most Broadway theaters, now promotes consumer products emblazoned with its pandemic awareness campaign: Join The Resistance, Keep Your Distance.

The motto is now on items such as masks, T-shirts, and banners to help spread the word about social distancing, while contributing to the GlobalGiving’s Coronavirus Relief Fund. It supports front-line responders and people who are most vulnerable to the pandemic.

Check out the Distance is Resistance (DIR) Campaign and products at: [DistancelResistance.com](http://DistancelResistance.com).

## THE DIR CAMPAIGN BEGINS

Rose Brand has 400 employees and two locations - Los Angeles, California, and New Jersey. It’s the largest U.S. firm supplying stage curtains, fabrics, printed backdrops, production hardware, and supplies to the entertainment and event industries, officials say. The company has equipped concerts of the famous, such as Elton

John and Lady Gaga, and the less famous, such as high school theaters.

In March, President Josh Jacobstein wanted to help lift employee morale as COVID-19 spread and employees were furloughed. The marketing department was tasked with developing a concept.

Marketing Director Louis Peter explains it had certain requirements: A concept that they could digitally print onto a roll of 140-foot-long fabric, placed in the company parking lot, photographed, and then sent to employees.

“I woke up the next morning with a brainstorm and developed the slogan: Join The Resistance, Keep Your Distance,” Peter writes in an email. “I married the slogan to a patriotic image of the American flag, which was subsequently modified to include Lady Liberty as well.”

The concept became bigger. Officials wanted to encourage people to spread the word about social distancing (a new concept when they initially developed the campaign in March) as well as share the product sales with a COVID-related charity. The company gives 25% of the DIR revenue to charity.

The campaign received nationwide attention when Scripps Media picked up the story and its TV affiliates aired the segment.

## ROSE BRAND HISTORY

Rose Brand was created 99 years ago. Peter explains the company initially sold cleaning rags, including those that were used to clean The New York Times printing presses.

CEO George Jacobstein expanded the company in 1975, Peter explains, when it started selling theatrical fabrics and then custom-sewing services for curtains and backdrops. Last year, George’s son, Josh Jacobstein, was appointed president and leads daily operations. Jacobstein senior remains very involved.

“Eventually, we added production supplies to our inventory; a West Coast office and warehouse; an in-house digital printing capacity for large, seamless backdrops; a curtain track manufacturing division, and other technical services,” Peter writes.

Although there’s a reduced staff, Rose Brand still does some business during the pandemic.

“We are currently quite busy, albeit with a vastly

reduced staff, in our traditional areas of custom drapery manufacturing and technical services, such as curtain-track manufacturing and installation,” Peter

writes in late-August. “We’re fortunate in that we stock much of our fabrics and hardware in-house, so we have had little, if any, supply chain issues on our traditional businesses. We have tons of velour on hand, which we have used to a great extent to fulfill orders related mostly to venue renovations.”

Peter adds: “We are hopeful and fight every day to put ourselves in a position to rehire employees as business returns.”

## ROSE BRAND TIMELINE

- 1921 - Rose Brand opens selling rags in Manhattan.
- 1970s - Theatrical fabrics added and custom sewing.
- 1986 - First product catalog published.
- 1995 - Rose Brand West Facility opens in Los Angeles.



Rose Brand employees roll out the new campaign in the company parking lot.

2004 - Rose Brand West moves to larger facility.

2007 - East Coast operations move to Secaucus, New Jersey; facility space doubles.

2015 - New Jersey facility expanded by 42,000 square feet.

2015 - George Jacobstein celebrates 40 years at Rose Brand.

2015 - Rose Brand acquires Swag Decor, growing its Florida market for event and decor services.

2016 - Rose Brand celebrates 95 years of business.

2017 - Rose Brand West again outgrows its space and moves to larger facility; Rose Brand creates Printhead Studio Digital Printing.

2018 - Rose Brand buys Automatic Devices Company. F&FI

# IMM Cologne 2021 Cancelled, Other European Trade Fairs Delayed Including Heimtextil, Proproste, and Evteks

F&FI News Network

**COLOGNE, Germany** - As a new wave of the coronavirus hit Europe in late November, IMM Cologne organizers canceled the annual international furniture trade show, which was scheduled for Jan. 20-23, 2021.

Other notable trade fairs, such as Proposte in Italy, Evteks in Turkey, and Heimtextil in Germany, postponed because of the pandemic.

Heimtextil 2021, which is held in Frankfurt, about a two-hour car ride from Cologne, is being postponed from its original date of Jan. 12-15 to May 4-7.

IMM Cologne organizers were set to continue with the fair until the latest pandemic wave swept across Europe.

“We’ve had to face the reality, even though it’s painful,” says Gerald Böse, CEO of Koelnmesse, in a Nov. 17

statement.

Oliver Frese, COO of Koelnmesse, adds: “Now we have to abandon that plan. ... The developments of recent weeks - and in particular the latest feedback from our customers - have shown that today’s cancellation of the special edition, which we had planned with so much dedication and commitment, is the right decision because it’s appropriate to the situation.”

Preparations for IMM Cologne 2022 are underway. It will take place in physical form as usual, with the addition of a digital supplement. Over the coming weeks, the concept for 2022 will be drawn up in conjunction with the industry.

## NEW LOCKDOWNS

Beginning Nov. 2, Germany underwent a new partial lockdown because of concerns about new coronavirus cases.

The new “lockdown light” is expected to continue until late November.

“We are in a very serious situation,” German Chancellor Angela Merkel said in a Oct. 28 press conference.

Merkel added the number of people in intensive care had doubled in 10 days and that in 75% of those new cases the source could not be tracked.

(continued on Page 23)



# Dr. Gail Feinberg Goldman, 69, Succumbs to Cancer

F&FI News Network

**M**IAMI BEACH, Fla. – Gail F. Goldman, wife of the founder of Fabrics & Furnishings International, Eric Schneider, passed away on Oct. 17, after a long battle with cancer.

She was born Feb. 3, 1951.

She was a frequent trade show visitor with her husband and was known to many in the fabrics industry. She traveled the globe with her husband for many years.

Prior to her retirement in 2019, she was a recognized leading psychologist in private practice in New York City and Miami Beach, administering psychoeducational testing and evaluations to thousands of students. Dr. Goldman changed the lives of these students and their families. She was voted a Top Psychologist in 2018 in the New York City area.

She was a graduate of Sophie Newcomb College/Tulane University and University of Maryland with an MA and PHD in Psychology in 1991. Gail performed her Post Doctorate work at Johns Hopkins University in Baltimore completing a fellowship in 1993.

Dr. Goldman was a native Floridian, graduating from Coral Gables High School. She also was on the Board of Directors of Temple Emanuel in Miami Beach.

Her father, Dr. Herbert Feinberg, was a nationally renowned podiatrist who opened his practice in Miami



Dr. Gail Goldman in Capri



Eric Schneider and Gail Goldman

Beach after serving in the U.S. Army in WWII and was one of the founders of Barry University School of Podiatric Medicine. Her mother, Ethel Feinberg, immigrated from Romania through Ellis Island.

Dr. Goldman is survived by her husband of 22 years, Eric Schneider, two sisters, Judy Feinberg and Carol Feinberg, two daughters, Robin Goldman Fitzgerald and Dr. Julie Goldman Merriman, and four grandchildren, Jake, Chase, Eli and Paige. F&FI



Dr Gail Goldman and Eric Schneider during his 70th birthday trip to Capri In 2018

# Veteran Agent Richard Gladstein Dies

Recently represented Pasari of India and Neutex of Germany

F&FI News Network

**F**AIRLAWN, N.J.–Well-known international-sales agent Richard Gladstein died Sept. 25.

He was in his 70s.

He recently represented Pasari of India and Neutex of Germany, but there were many other lines in his bag over the nearly 50 years he was in the textile industry.

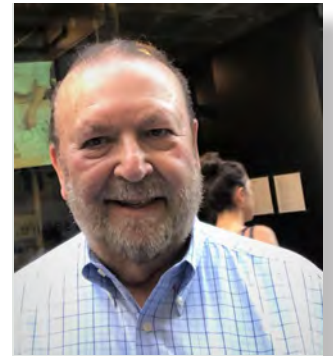
He is survived by his wife of 53 years, Judy, and daughters, Jennifer and Emily, along with sons-in-laws, Brian and Daniel. His four grandchildren, Ethan, Blake, Joshua, and Zachary “were the light of his life,” according to his wife.

“Richard loved what he did in the fabrics industry,” Judy adds.

Gladstein never missed a show and he was a constant fixture at Proposte and Heimtextil.

“He was one of the most kind, gentle, and loyal individuals I ever met,” says agent Elaine Taylor-Gordon, who shared offices with him for many years, after they both moved out of the D&D Building in New York.

“He was very private and definitely old-school in the way he did business,” she remembers.



Richard Gladstein

## RICHARD GLADSTEIN: TEXTILE ANIMATOR PAR EXCELLENCE

By Christopher Hyland, Constantino Castellano, and Seth Pariser of Christopher Hyland Inc.

Richard Gladstein was very much a part of an ancient, honorable trade, namely that of purveyor of fine textiles, a tradition that extends to the dawn of commerce.

Each time Richard visited Constantino, Seth, and I [Christopher] at the Hyland showroom, he presented us outstanding examples of fabrics that he knew would enhance our collections. His arrival at our D&D Building showroom, often by chance, was always a welcomed event. We liked Richard: over the years we came to regard Richard as a venerable persona.

If I were busy, Richard would often sit in a very comfortable, high-back, palace chair at the center of the showroom surveying everything that transpired, occasionally nodding off. Over the years we came to regard Richard as part of our Hyland showroom family, so committed was he to assisting us in presenting beautiful textiles to our world-wide clients.

Each visit was like a birthday party, each textile a gift, purposely chosen by Richard. Constantino came to think of Richard as the pony-tail man, Seth as the Yankees man (they often spoke baseball even outside of work) and I called him “Ricardo,” the animator.

Ricardo was the greatest of sports, a congenial, helpful, diligent, and kind person. Seth, Constantino, and I find it very difficult to imagine that “Ricardo” will no longer be visiting us.

But, as long as there are dozens of beautiful textiles that he helped bring to life in our collections, they will serve as emissaries well into the future of a man who absolutely loved his textile job and of a man who made it very clear to us over several decades that he loved his wife and family more than anything else.

In the beyond, one may imagine, Richard Gladstein, heaven sent, being welcomed with huge trumpets—swathed in the most splendid textiles—announcing his arrival, yet Richard bringing even more splendid ones. Bless you, Richard, and thank you for the many years of friendship. F&FI

## Gum Tree Fabrics Tackles Supply Chain Disruption During COVID-19

F&FI News Network

**HIGH POINT, N.C.** – Gum

Tree Fabrics, the 31-year-old, privately held converter and distributor, has been branching out to mitigate its risks from a disrupted supply chain.

Starting a year ago, officials started buying fabric from mills in North Carolina, India, and Turkey, so that it was no longer relying solely on its Chinese suppliers.

“We’re trying to broaden our offering to our customers, so they’re not all from one source,” says account executive Allison Wargowsky.

Based in Tupelo, Mississippi, Gum Tree has a 200,000-square-foot warehouse there, a third-party warehouse in Los Angeles as well as an office in High Point. Its main customers are furniture manufacturers, but also some retail outlets.

“We just decided in January 2020, we were going to jump into working with Turkey and India,” Greg Morgan, director of sales and product development, said at Showtime. “We launched this week our new collections from Turkey and India.”

He estimates the company now sources 70% from China and 10% each from the U.S., India, and Turkey. Morgan describes one collection, called Autumn in New York, as “kind of a minimalist, deeper, warmer earth tones that’s very industrial in texture.”

“We’re seeing a huge influx of new construction in homes where you have gold light fixtures and gold door hardware and plumbing fixtures and things like that, so we did Modern Beauty, which was kind of a throw to gold,” Morgan says.

He adds the company sells to “a huge part of our

industry.” It also has a team in China that does domestic business.

“We feel like people are spending more time in their homes and they’re trying to update their homes and putting more emphasis into them,” he says.

Gum Tree officials looked for foreign mills that could give the company a new mix.

“The mills in Turkey, we just fell in love with their product,” Morgan says. “We knew these were mills that had been in existence for a long time and ... created interesting weaves and textures. Things that sometimes you can’t get from China.

Morgan, who has been in the industry for 20 years, adds: “It’s definitely opened doors for us with a lot of people.”

Although it offers both low- and upper-end fabrics, the bulk of the company’s plains cost from \$2.95 to



*Greg Morgan, Gum Tree director of sales and product development, in the company showroom during Showtime.*

\$4.95 per yard. The company’s accents, prints, and jacquards cost around \$6.95 per yard, while its cut velvets are \$16.50, Morgan says.

“But the bulk of it is in that \$6.95 to \$12.95 range,” he notes. “We’re excited about not having all of our eggs in one basket. We’re definitely not leaving China, it’s too important for our industry, but we definitely see that there’s an opportunity to complement what we’re already doing.” F&FI

## President Adam Jurlin Leaves Fabtex

F&FI News Network

**ORANGE, Calif.** – Adam Jurlin has left as the president of Fabtex Inc., the \$50-million-plus hospitality fabricator, after eight years with the company.

His future plans are unknown.

The company, which is located three miles north of Santa Ana, has been affected by the pandemic, sources say, and this has resulted in Jurlin’s departure. The company has had a major drop in sales, and this has resulted in layoffs, sources familiar with the proceeding told F&FI.

Fabtex owner Michael Feterik bought the company in 2015.

In the past, the company’s annual sales were \$57 million, but this has been greatly reduced due to the decline of the hospitality industry, a source says.

Fabtex has four brands: Spec-Tex, FabriLux, Pure Shade, and FabriSafe. F&FI



*Adam Jurlin*



*Michael Feterik*

## TSG Finishing Now Uses Plants in its Defend Protective Coating; Eco-Friendly Move Reduces Fluorinated Chemicals

F&FI News Network

**HICKORY, N.C.** – TSG Finishing now uses plants in its Defend Finishing Program, which helps reduce fluorinated chemicals.

Officials say Defend is one of the first performance brands to make such progress and will reduce the amount of PFAS (fluorinated chemicals), also known as C6, by one-third with the new process.

“This is great progression regarding the reduction of the C6 footprint and seeking out the elusive ‘holy grail’ of textile finishing, which is a true fluorine-free treatment that will protect against both water- and oil-based stains,” CEO Brian Rosenstein says.

Going forward, the Defend immersion method contains up to 30% USDA-approved, plant-based process.

“Our team spent a lot of time vetting out different materials until we were satisfied that we had the right component,” Rosenstein says. “Having a USDA-certified, bio-based product was key in our decision-making process.”

In the near future, TSG plans more plant-based options as well as expanding it into all of its Defend offerings.

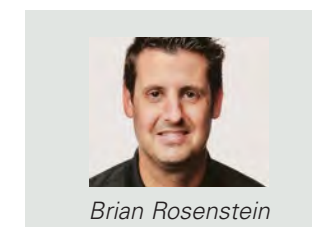
TSG Finishing has over 119 years of experience in textile finishing.

Rosenstein explains the industry is moving towards

a “truly fluorine-free environment.”

“Even though a lot of the PFAS chemicals being used are safe (like the one we use in Defend), they are ‘guilty by association’ due to the bad apples that are out there,” he says. “In the absence of a truly fluorine-free product that still provides the same high level of protection on fabric (this technology does not exist anywhere on the planet), our goal is to continue to work towards a fluorine-free environment. This introduction of plant-based technology is a big step in the that direction.”

Now, the plant-based process is being applied to all of the Defend-branded immer-



*Brian Rosenstein*

sions, but there are some limitations.

“We have a Defend-branded spray process for velvets and other hard-to-treat textiles that is still 100% PFAS,” Rosenstein says. “I’m hoping to convert that over to plant-based by the end of 2020. Once that is done, then I can claim that all textiles can be treated with the new plant-based technology.” F&FI

# South Beach Photos:

## Ocean Drive Images Show International Destination Quiet Due to Virus

*F&I Insider: Textile expert Rolando Henao captures a moment in his city during the pandemic*

*EDITOR'S NOTE: The following text and photos come from Rolando Henao, principal, Fibers & Colors International, a leading importer/exporter to South America. He usually travels for business, but then the pandemic hit.*

**M**IAAMI BEACH, Fla. – We were lucky to be in Miami Beach for this difficult time, the pandemic.

Things never shut down here completely, so we were able to go for walks throughout. That was a gift, specially the first couple of months, when the level of uncertainty was much higher, and we all knew much less about it than we know today.

One night, we went out for a walk around South Beach and were fascinated with how quiet and beautiful it looked. I decided that I had to return soon and bring my camera to document this very unusual moment.

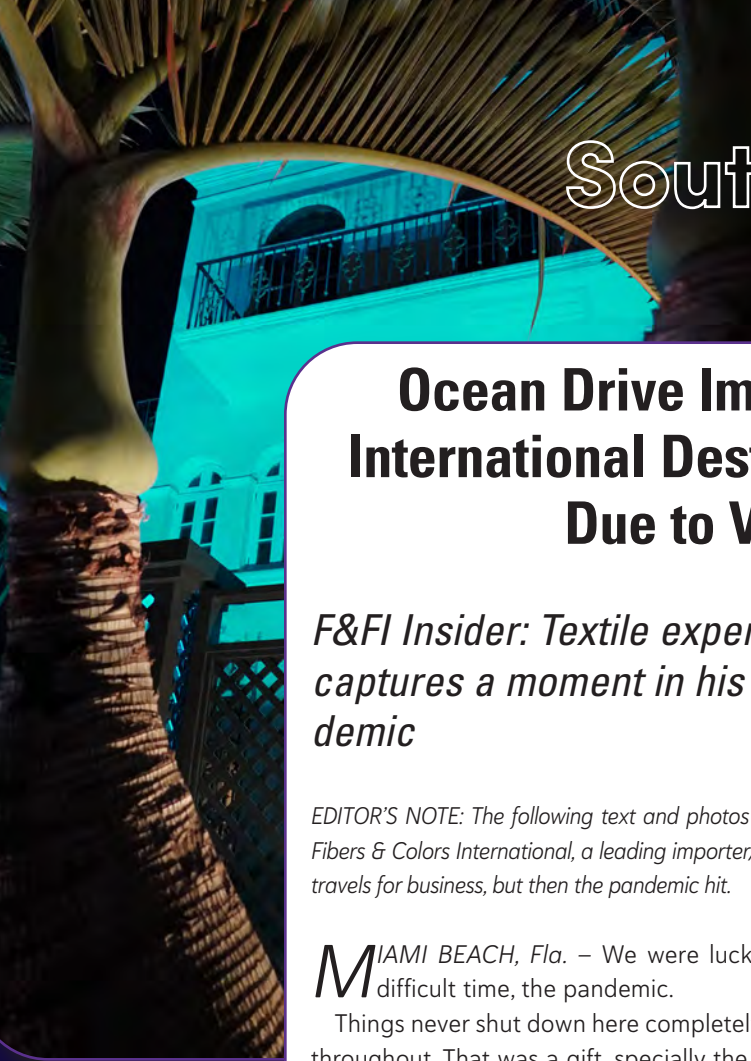
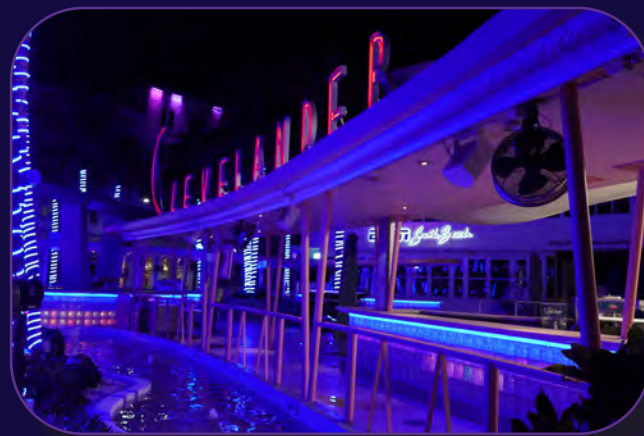
So, we returned a few nights later. That was part of what we were thinking about when we went for a long walk on April 30. A very pleasant surprise was to find the streets of this beautiful part of town, Ocean Drive, almost empty.

We were able to see details on the buildings we had never seen before because they were always semi-covered with people, cars, big umbrellas, etc. But here they were, as they were, nothing to cover them.

Ocean Drive is part of the Art Deco District, the best-known part of it, that includes over 800 buildings. The structures, as well as the neon signs, are protected by law.

Some of the buildings, mostly hotels, in the photos include: Crescent, Cardozo, Victor, Clevelander, the Versace house, Breakers, Colony, Starlite, and Shelborne.

The photos were taken on April 30 from 8:45 p.m. to 11 p.m. We will probably never see it again this empty. There were hardly any people around. A photographer's dream. F&I



## Expo 2021 Dates

- Showtime North (Mahwah, N.J.): Jan. 26-27
- Proposte: (Lake Como, Italy): April 19-21
- Heimtextil (Frankfurt, Germany): May 4-7
- Evtteks (Istanbul, Turkey): May 18-22
- Showtime Market (High Point, N.C.): May 23-26

For more event information or to add your event to our calendar, please visit: [www.fabricsandfurnishings.com/events](http://www.fabricsandfurnishings.com/events)

(continued from Page 14)

## Showtime 2020

“Even though we do business worldwide, it’s all the same product, all the same business strategy model, so the website really helped being able to get in front of customers,” Sales Director Jessica Norby says. “We’re probably seeing about 50% fewer of the people than we normally do [at Showtime].”

Many companies are relying on online meetings.

“The biggest difficulty is getting in front of the customer,” Kravet’s Lappert says. “Online is obviously very strong, but even brick and mortar is doing really well. But it’s just a weird time.”

Kravet introduced two collections at Showtime by designers such as Barbara Barry, which had watercolor and pastel highlights.

“We’re pretty pleased,” Lappert says. “[But] it’s not like in past [Showtimes].”

### COVID-19 KEEPS COMING

The wave of new COVID-19 infections across the U.S. could have affected Showtime attendance. There were new lockdowns and restrictions the previous week across the U.S., when more than a million new cases were reported.

Tana Bana Principal Shreenie Vasani says it’s even more important to be

seen as a stable company during the pandemic.

“Stability is very much required during troubling times,” Vasani says. “That’s why I’m here [at Showtime]. I want to make sure my customers know there’s certainty as far as my products.”

Ramtex has its own office a few blocks from the Textile Tower. Ray McKinnon, director of merchandising, says the company had customers during Showtime, but also made appointments in a different way.

“They’re looking in a different way,” she says. “Either virtually or just having samples direct to their factory, instead of them bringing a big group of people to Showtime to avoid the crowds.”

For the first time, Ramtex officials plan on shooting a video of their showroom, so customers can see the fabrics on the furniture.

“And then we will do a tour of each ladder, and the collections, the color story, and with an explanation of the inspiration behind it,” McKinnon says. “In some ways, I think it’s a good thing, because it made us think, OK, we need to start doing new ways of communicating with everyone, when everyone can’t get together.” F&FI



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# Design Expo Evolution Amsterdam Hits Stride Despite Travel Restrictions Due to Pandemic

F&FI News Network

**A**MSTERDAM – Evolution Amsterdam, the expo where 110 textile designers showed to converters, wholesalers, and mills, was held Sept. 2-4 despite travel restrictions due to the pandemic.

Even though attendance was sparse, down about 80% from last year, organizers say people had an upbeat mood at the fair.

We had “substantially less customers, as expected, nevertheless those who did attend the show bought designs,” says Chris Verbeek, owner of Verbeekdesigns and CEO of Evolution Fair. “We got plenty of compliments from the studios and visitors, which was nice after all the setbacks that we had.”

Heimtextil recently

announced the largest textile fair would be postponed until May 4-7, 2021.

Evolution Amsterdam started last year to fill the void left with the sudden closing of MoOD+Indigo.

Amsterdam provided an ideal venue, Verbeek says, because most of the city’s restaurants have reopened and some hotel rates have dropped by as much as 70%.

Throughout the summer, European Union leaders have restricted foreign travelers entering Europe to limit the spread of COVID-19.

The list is being updated regularly, but U.S. travelers have been banned so far, including with the most recent list on Aug. 7. EU leaders have barred U.S. travelers and other countries because they have not been able to

control the coronavirus.

This year, most Evolution Amsterdam customers came from Europe as well as Russia, Scandinavia, China, Korea, and South Africa, Verbeek says.

“Some studios did surprisingly better than the year before, which proves that a ‘good’ or a ‘bad’ show sometimes depends on one or two customers,” Verbeek says. “Others were satisfied as it brought them more than they expected. It could be in terms of sales, commissions or just in new contacts.”

## PARTICIPANTS’ REACTIONS

“All felt comfortable with the COVID-19 protocols that we followed,” Verbeek says. “As it was not too busy, customers had plenty of space to feel safe.”



There was plenty of space at the Verbeekdesigns booth during Evolution Amsterdam. Courtesy Evolution Amsterdam.

He adds the venue, called The Gashouder, provided ample space for personal interactions with social distancing in mind.

“The new hall was breathtaking, and as the shape of the hall is round, no exhibitor was somewhere in a hard-to-reach corner,” Verbeek says.

Verbeek says, “We will absolutely continue organizing this event, as even in this difficult time, the overall outcome of the show was positive.”

The next Evolution

Amsterdam fair would have been in May, but since Heimtextil changed its dates to May 4-7, the next Evolution Amsterdam is scheduled for Sept. 7-9, 2021. F&FI

(continued from Pg 18)

## IMM Cologne

### TRAVEL RESTRICTIONS

U.S. travelers are banned from entering the E.U., while the U.S. has a ban in place for E.U. travelers, the United Kingdom, and Ireland.

The travel bans were one reason Heimtextil 2021 organizers postponed the largest trade fair for four months until May.

“Now that it is not only governments tightening travel restrictions, but also companies, the latest pandemic developments are causing growing uncertainty amongst trade fair customers,” Heimtextil organizers said in a Sept. 21 statement.

As of Nov. 5, the list of E.U. countries banned to Europe has not been updated. The 10 countries allowed to travel to the E.U. include: Australia, Canada, Georgia, Japan, New Zealand, Rwanda, South Korea, Thailand, Tunisia, and Uruguay.

“Travel restrictions that have now been put in place and a renewed rise in the number of infections simply pose too great a hurdle for our very international event,” Heimtextil organizers said in a statement. F&FI

# PDF Systems Steve Hagen Says Jobbers Should Band Together to Share Infrastructure Expenses

F&FI News Network

**M**iami Beach, Fla. – In a recent *Five Favorite Friday* newsletter, F&FI Editor-in-Chief Eric Schneider spoke about a jobber’s frustration who speculated his role could soon be unnecessary.

“The mill is going direct to my customer, bypassing me, or the mill rep is going directly with one of his other lines,” he told Schneider. “Where does that leave the jobber? It leaves us nowhere.”



Steve Hagen

In response, Steven Hagen, a principal at PDF Systems, sent an email offering a possible solution.

“Think about the benefits of 50 - 100 textile companies banding together under a single distribution-customer service entity,” Hagen wrote. “The website alone would have more product and visibility than the largest textile companies.”

“There is a need for a warehouse and distribution service that caters to small- to medium-size textile companies (foreign and domestic).”

He says the cost of entering the U.S. market is prohibitive for many non-domestic lines.

“Expenses such as office space, staff, computers, accounting, legal, sampling warehousing, etc. are too big of a hurdle for many com-

panies,” he writes. “Many domestic designers who have started textile lines do not want to manage an office, warehouse, etc. They just want to design beautiful products and leave day-to-day operations to somebody else.”

“A jobber who understands the industry, has a staff, and a warehouse would do well managing distribution for numerous high-end textile lines.”

Hagen adds the model would be a low-cost, high-volume service. The cost to the line would include a smorgasbord of options:

- 1) Input reserves, orders, and provide customer service;
- 2) send CFAs;
- 3) ship sales orders;
- 4) collect payments;
- 5) produce commission

reports to reps;

6) provide a national sales manager that reps numerous lines;

7) sampling;

8) warehouse inventory;

9) create an interactive website across all lines (very important).

“One of the keys to making this a successful operation is having easy-to-use and robust-industry-specific software to handle all of the lines on a single platform,” Hagen adds. “This is critical for keeping staff to a minimum.”

“Another key is the company providing the service does not compete with the lines that subscribe to the service.”

He concludes: “I see no reason why such a service could eventually handle 50 - 100 lines; if you build it, they will come.” F&FI



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