



Melanoma International Foundation Awards Phifer's Fabrics Seal of Approval

Phifer Inc., global manufacturer of energy-saving sun-control fabrics, announces that more than 30 of its interior and exterior sun-control fabrics have been recognized by the Melanoma International Foundation (MIF) and awarded its prestigious seal of approval for outstanding products and promotion of sun-safe behaviors, in accordance with the MIF mission statement. According to Bill Strickland, Phifer's national market manager for sun-control products, "Phifer is proud to partner with MIF in its promotion of sun safety, and it is an honor to receive its seal of approval. The importance of sun safety cannot be overstated as we strive to communicate the effectiveness of our sun-control fabrics."

All products acknowledged by MIF must pass a series of rigorous independent tests and demonstrate a high level of effectiveness in protecting against melanoma. Following testing, the product is reviewed

by a committee (including physicians, melanoma experts, and MIF staff) to determine whether the product is suitable to receive the seal of approval.

Phifer SheerWeave interior sun-control fabrics can be fabricated into all types of window treatments and are easy to maintain. SheerWeave helps reduce solar heat and glare, thereby lowering energy costs, and it helps prevent the fading of interior furnishings—all while maintaining excellent outward visibility.

Installed as a screen on the outside of the window, Phifer's exterior sun-control fabrics can block up to 95% of solar heat and glare before it enters the glass. This results in a more comfortable indoor temperature, more efficient air conditioning, and (ultimately) energy conservation. Sun-control



SheerWeave by Phifer

screens work with the window open or closed, providing daytime privacy while reducing the fading of drapes and furniture. In addition to these benefits, the screens also allow excellent outward visibility and insect protection.



Candy Chase

Treasure Garden Hires Candy Chase As Its National Sales Manager

Shade-products manufacturer Treasure Garden has rehired Candy Chase as its national sales manager. She previously held this position from November 2012 through May 2014. She will remain in Arizona and will be responsible for managing the company's retail-sales team and for working on product development. Her experience in the casual industry began in 1999, when she became the purchasing manager for California Backyard in Sacramento, California. Over the past 15 years, she has worked for several casual specialty retailers in California and Arizona.

Margaret Chang, president of Treasure Garden, says, "Candy is a highly respected member of our industry, and her extensive experience will help our company continue its climb to new levels. She has tremendous expertise at managing, working with, and training our talented sales staff and in helping our retailers maximize their sales potential. We are glad to have her back as a part of the Treasure Garden team."

Homecrest Appoints Todd Wingrove Vice President of Sales

Todd Wingrove reunites with Homecrest Outdoor Living as vice president of sales, bringing the company more than two decades of industry experience. Wingrove—based in Grand Rapids, Michigan—will be responsible for all aspects of residential and commercial sales throughout North America. Including his earlier tenure at Homecrest as director of sales, Wingrove has a wealth of management experience with indoor and outdoor-furniture companies. Heckman Furniture, DMI Furniture, Meadowcraft, and (most recently) SunVilla have all benefited from his 28 years in the industry.

Tim DeJong, CEO of Homecrest, says, "I have always found Todd to be professional, motivated, and an exceptional leader. We are thrilled to have him back where he belongs, guiding our sales force and introducing our innovative products to the marketplace."



Todd Wingrove

OW LEE NAMES PAUL ROGERS DIRECTOR OF PRODUCT DEVELOPMENT

OW Lee (Ontario, California), manufacturer of high-end outdoor furniture, firepits, and accessories, has appointed Paul Rogers as its new director of product development. Rogers will direct OW Lee's new-product design, development, and introduction, as well as new-concept development and material procurement for the research/development department. He will report to Chris Goff, vice president of production.

In his previous position as a designer for OW Lee, Rogers worked alongside Brian Lee, former vice president of research and development, to bring innovative new products to market. When Lee left OW Lee last winter to pursue other ventures, Rogers stepped in to help bridge the gap from development to production. Rogers has been designing furniture for OW Lee for more than 10 years and has been with the company since January 2012 as a full-time employee. Some of his most notable designs include the San Cristobal, St. Charles, and Ashbury collections.

OW Lee was founded in 1947 in Pasadena, California. It is a premier manufacturer of fine wrought-iron and wrought-aluminum outdoor furniture and firepits. OW Lee manufactures heirloom-quality products, and it is one of the few remaining companies in the outdoor-furniture industry that still manufactures in the United States.



Paul Rogers

Twin-Star International Acquires Larger Space at Las Vegas Market

Twin-Star International debuted its latest products in a new showroom during the January Las Vegas Market™. Located in World Market Center, the new showroom boasted 10,000 square feet of space, providing the ability to display the company's products in such a way that its Tresanti®, Twin-Star Home, Duraflame®, and ClassicFlame® lines all can be seen at once. Twin-Star also introduced the product line of the newly acquired Bell'O International, with a lineup that features beds, audiovisual towers, Triple Play television stands, wooden cabinets, audiovisual stands, speaker stands, home-theater seating, and desks.

The new showroom, a true market destination, provided attendees with a variety of amenities, including free high-speed Wi-Fi. The showroom has a full kitchen for catered events, providing the company with the ability to offer complimentary beverages, pastries, and lunches in its kitchen throughout the market. Afternoon cocktails and appetizers were offered in the new showroom daily—another perk

for the company's large customer draw. The layout provided a more homelike setting, enabling retailers to view the line in a lifestyle environment.

Capel Rugs Introduces New Braided Collections

Capel Rugs maintains its position as the rug industry's fashion-forward leader with three new braided collections and a variety of rugs that incorporate Pantone's 2015 color of the year, Marsala. The new braided collections include Crystal Falls, which incorporates calming pastels; Dramatic Static, which generates a sprayed, speckled effect, with tons of texture; and Untamed, which sizzles with bold color combinations.

Made in Capel's Troy, North Carolina, factory since 1917, Capel braided rugs are true American Originals™, as the company puts it. Handcrafted from the finest wool, cotton, and performance-blend yarns, Capel's braids are recognized around the world for their peerless craftsmanship and unique beauty.

Allen Robertson, vice president of sales, says, "Capel is always searching for robust, rich color stories,

and deep reds and earthy browns have been a part of our product line for many years. From established collections to brand-new designs, we have several exciting Marsala inspirations to share with our customers."

Industry Veteran C.P. Davis Joins Casual Cushion Corp.

C.P. Davis will join Casual Cushion Corp. as the company's CEO. Davis is a highly respected industry executive with a track record for driving strong business growth, leading strategic operational initiatives, and delivering improved results.

"I am extremely honored to be named the senior executive of Casual Cushion," Davis says. "I have always admired the company and the strong entrepreneurial spirit demonstrated by the Siesel family. I look forward to leading the company, executing an exciting growth plan, and continuing to improve upon the high-value products and services that Casual Cushion provides to its customers."

Davis has a long history of success in the manufacturing industry, with more than 25 years of experience in business management and operational improvement. He was formerly the CEO of Shuford Mills, also known as Outdura, and has advised numerous suppliers, manufacturers, and wholesalers in the specialty-textile sector.

Jason Siesel, vice president of Casual Cushion, says, "Given our tremendous growth and expansion during the past few years, someone with C.P.'s strong leadership skills and background in building businesses is exactly what we need to move our quickly growing company forward. C.P.'s incredible experience within the industry, along with his broad financial, sales, and operational background, will prove to be integral to Casual Cushion as we focus on significant growth opportunities."



Komfy sofas and chairs (foreground) with Kwadra chairs

TWO POPULAR SIFAS COLLECTIONS ARE PERFECT FOR MIXING AND MATCHING

In response to customer demand, Sifas—a well-known French manufacturer of high-quality, contemporary indoor/outdoor furniture collections for poolsides, patios, sunrooms, and yachts—has added new pieces and color options

to its two most popular product lines, the Kwadra and Komfy collections. The Kwadra and Komfy collections have become Sifas' best-selling collections in the United States due to their simple, clean lines; their numerous display options; and their attractive pricing structure.

As the two collections have grown, demand for additional display options also has grown. In response, for 2015, Sifas is introducing three new dining tables from the Kwadra collection and is adding mocha as a color choice (in addition to the original white).

SABER GRILLS INTRODUCES THE EDGE

Saber Grills LLC has expanded its line of premium infrared gas grills with the addition of the EDGE™ grill, a smart, high-performance, contemporary barbecue that offers real-time cooking information via Wi-Fi connection. Designed to look and cook like no other grill, the EDGE grill is a beautifully designed, well-engineered grill that makes full use of smart technology to deliver a superior cooking experience.

The EDGE is a two-burner grill (with a 340-square-inch cooking surface) made of high-grade 304 stainless steel. The grill's sleek profile was achieved by reengineering the burner system and replacing it with a superefficient, patented infrared cooking system that preheats quickly, eliminates flare-ups, and generates even heat across the entire grill surface. An LCD panel on the front of the grill displays grate temperature, fuel-tank levels, the burners' on/off status, and battery life. The grill features an all-infrared cooking system that has a wide temperature range and uses 30% less gas than is used by traditional gas grills.



The EDGE grill by Saber Grills



Homecrest to Showcase More Than 100 Fire Tables at HPBExpo

Homecrest Outdoor Living will be displaying its diverse line of fire tables at HPBExpo in Nashville, Tennessee, on March 5–7, 2015. With a rich history of excellence and stylish designs, Homecrest offers affordable and comfortable living for outdoors.

In addition to its 2015 fire-table lineup, Homecrest will be unveiling its new seating and dining collections; view them at booth 2939. Homecrest designs are made in the United States. Visit www.homecrest.com.