The ICC committees are accustomed to hearing primarily life-safety issues. While some of our industry’s products do house or shelter people within them, many do not. We’ll need to be very clear in this difference and how it may affect the engineering requirements.

- We need to be prepared to back up our statements with data. It might not be enough to say that meeting a 90 mph wind load is sufficient for a fabric awning; we need to be able to prove it.
- We need to be careful that our worldview isn’t too narrow. While we want to make sure that fabric products are accurately addressed in the IBC, we need to make sure that we aren’t asking the ICC to dismiss non-fabric materials.

How you can get involved

Although you must be a member of the ICC to be a part of the committee or vote at the final action hearing, anyone is welcome to participate in the code development process. Here’s how you get started:

- Be familiar with the code. The ICC has its various codes available on a searchable CD, making it easy to pinpoint the areas that affect your business.
- Bookmark the ICC Web site: www.iccsafe.org. A wealth of information is available to you, including a list of which states have adopted their code(s), what the proposals for change to the code are, the necessary forms for making proposals yourself, and results of the hearings.
- Witness the code development hearings. Not only will it keep you up-to-date on what’s happening, it also provides insight into the thought processes that shape the code system. If you can’t attend in person, the ICC provides live broadcasts of the code hearings on their Web site. You can’t testify that way, but if you’re unable to travel to the hearings, it’s still a great way to stay in tune with what’s happening.

There are a number of options open to you to become more involved in the written code process, not the least of which is working with an IFAI division to funnel information to the IFAI Code Committee. As a professional in the field, you have a voice; make sure it gets heard.

To offer feedback or comment on this article, please contact Juli Case, IFAI Information and Technical Services manager, at +1 651 225 6935, e-mail jcase@ifai.com.

To read the exact text of the proposed changes, as well as the opportunity to comment on them, visit Web site www.iccsafe.org.
When is an awning not just an awning? When it's also a sign. When an awning has lettering or logos on it, it often becomes subject to a whole additional slew of local regulations. It effectively becomes a sign in the eyes of city and county officials, making the approval process lengthy and complex.

The codes for awnings and signs blend together quite a bit, according to Roger Ryskamp, art director at Marygrove Awnings, Livonia, Mich. Ryskamp is in charge of pulling permits for his company’s awning installations, and he finds that graphic designs that used to sail through the permitting process are now often shot down. When it comes to the way it’s regulated, canvas might as well be neon.

And lest we forget—awnings are still awnings, too. And regulations for structures with even the slightest bit of projection have gotten much more stringent in some areas. Many local governments require fully engineered plans because they are concerned about liability.

“A few years back, some company put up a Blockbuster awning and it blew down and somebody was injured,” Ryskamp recalls. “It pulled down a whole wall. Since then, that has made it a lot tougher on awning companies. At our shop, we’ll do a frame drawing on the CAD system, and then we’ll send that to an architect and he’ll stamp it. And in extreme cases we even have to get the engineered loads on it.”

This is a sharp contrast, he says, to the state of affairs a decade or two ago.

“I started working in 1991, and at that time it was so easy to permit an awning,” he says. “In fact, in a lot of the cities you didn’t even have to send in permits. Every year since then it has just been getting more and more difficult. The regulations have been getting tighter.”

So when it comes to complying with the law, there are two factors to think about: the structural component, and the signage component. Let’s break it down and shed some light on the process.

Decoding codes

Some of the new, more stringent awning codes apply whether or not there is a signage aspect. Gordon Stowe, president of Wichita Awnings Co. Inc., Wichita, Kan., recently shipped some awnings to an installer in Florida. The awnings had a two-foot projection, yet the installation firm needed a stamped engineered drawing in order to be allowed to hang them.

“And these were on a temporary building!” says Stowe. “I’m sure there are hurricane concerns there, obviously; but the bottom line is that it just seems like more and more red tape.”

Stowe says he’s glad to provide engineering when the situation requires it. But when the request seems excessive, it’s discouraging.

“It’s really not so much the cost of the permits,” he sighs. “It’s the amount of time that it takes for us to get the information they need. But I guess it’s that way all over the country.”

Georgeo Hieblinger, in-house graphic designer at Hawthorne, Calif-based Awnings & Signs Unlimited, says engineering has become standard in his area, thanks to the threat of lawsuits. Like Stowe, he has found that size is irrelevant.
“It has to be really small in order for the guy to say, ‘You know what? Don’t worry. Put the little awning over a door,’” he says. “Anything that is in any way substantial, they are going to ask you for engineering.”

Many of the officials who concoct the rules don’t have an understanding of the awning industry. This has led to strange, even logically impossible, requirements. Kevin Kelly, MFC, president of Globe Canvas Products Co., Yeadon, Pa., says there’s a municipality near him that prohibits projections greater than 10 inches.

“That’s somewhat ludicrous in the world of an awning, or even for most projecting signs,” he says.

In one particularly odd example, officials in some municipalities in the Wichita area have passed a law that requires awning companies to do a site survey before installation. Arbitrarily, it applies only to awnings with lettering on them. It seems inexplicable until you notice that the information goes directly into the city or county databases, thus saving local government the cost of paying surveyors to document the sites.

“It’s all about the money, really,” says Stowe, who deals with the law often. “We have to spend the time to measure the building, measure the setbacks, indicate the wall height, and [mark] the location of parking lots and driveways in relation to the building. In effect we are out there, in the trenches, doing work that ends up getting put in their database.”

By comparison, the regulations that apply to graphics are fairly simple. Generally, local governments will allow signage to take up only a given percentage of the building’s length. Most cities permit something in the ballpark of one and one-half to two square feet of signage per lineal foot of storefront.

“But each city is different, and it comes with a lot of footnotes,” adds Hieblinger. “How do you measure the square footage of the sign, for example? Say I’ve got an awning with some lettering and a moon on top. Do I have to do the whole surrounding box, or can I get away with just doing the square footage of the lettering and the moon, which is way less? If they’re having a bad day, they’ll say it’s the whole awning, not just the lettering.”

Some governments also regulate the height of lettering, or the type of text that’s permitted—for example, they may allow only the business name and phone number. And historic districts often pass decrees on fabric type, style, and color.

“In the city of Philadelphia it’s extremely restrictive, especially if you get into the art commission’s jurisdiction,” Kelly says. “Then you’ve got an entire additional layer of artistic review in line with preserving the aesthetic consistency of a particular area of the city. And that becomes a very challenging environment.”

The heyday of backlit awnings appears to have passed now. But the sometimes garish structures may have had a lasting effect on awning regulations.

“Back in the ’80s when the technology of backlit awnings was first introduced, everybody was going nuts [with their designs],” Ryskamp says. “Since then, a lot of cities have said, ‘Whoa, we don’t like these things.’ So now sometimes we run into cases where if an awning lights up, then the whole thing counts as signage. Then we are forced to do something like a small backlit panel in the awning. Some cities are really extreme; they say you can only have very traditional awning styles, and you can only put lettering on the valance. Basically, the whole movement is to tone things down.”
AWNING SIGNAGE

A chilling effect

Overall, enforcement of regulations seems to be getting significantly stronger. But you never know what you’ll run up against.

“We supply awning installation companies, so we hear back from our customers across a pretty wide geographic area regarding what they can or can’t do,” Kelly says. “Ultimately, local officials have their say as to whether they follow the [national] model code or whether they amend it for their own purposes. The inconsistency in enforcement continues to be a major stumbling block.”

To his knowledge, there isn’t yet a good way to ensure that everyone has to play by the same rules. “We have worked with customers who have waited four and five months for permits for extremely basic simple awnings that are immediately next to existing awnings that are the same size, shape, and graphic coverage,” he says. “Just ridiculous.”

Hieblinger says he has had designs approved that were rejected the day before.

“What’s the most annoying to me is that there’s nothing I can really rely on, you know?” he says. “I’ve done this now for a year. I’m very systematic, and I want to get all the ground covered, to think of all possibilities of what could they say. But just when I think I have everything covered, there’s something else that you would have never thought of before.”

When awning designs are rejected repeatedly, it can delay projects for months. The result can be that the clients cancel the order, or (perhaps more sinister for awning makers) that they decide on an alternate product.

“If you are waiting four months for an awning permit, at some point that shop owner is going to say, ‘You know what? I’m going down to Kinko’s and putting up a banner, and that’s the end of it,’” Kelly says. “The sign company world doesn’t suffer as much, because they have many more alternative forms of signage to offer in that situation. A basic box sign against the wall gets you the identification you want, even if it’s not nearly as aesthetically pleasing. If there’s a three- to four-month lag period for the awning and comparatively none for a flat sign, which do you think the shop owner will go with?”

Another factor that works against awning makers is that code officials often aren’t full-time employees; they’re usually part-timers with little building experience. Therefore, they’re more familiar with— and more comfortable with— signs with no structural component.

“I don’t want to make that a broad generalization, but this is the experience we have when awnings are bumped in favor of an alternate industry’s product,” Kelly says. “Very basic signs are simple to get installed very quickly. And banners go up without a permit, because they are considered temporary.”

In localities where square-foot-age signage requirements apply to banners, those laws are likely to be flouted, says Hieblinger.

“Nobody really cares,” he shrugs. “When they tell you they want you to take it off, you take it off. You spent $200 and you had it for a while. And sometimes you can let a week pass and put it back on. With an awning, people are more concerned about how much trouble they are going to get in, because it’s a much bigger expenditure.”

Smart strategies

How do you combat pressures like these? Be ready to play the game. Many awning companies have in-house engineers who are employed full-time, satisfying legal and structural requirements. For its part, Awnings & Signs Unlimited maintains a long-time informal partnership with two trusted engineers in the area. It outsources the drawings and calculations to them.

There are third-party companies who can pull your permits, too, but Kelly is lukewarm on them.
“In my experience, they are of little value unless you’ve got an open checkbook,” he says. “That’s because they are not an advocate for you. They’re merely the one who stands in the line and waits four hours. Then three months later you call them to find out what’s been happening, and they have not expedited it. You really have to make them work for you, frankly.”

So if someone within your organization can pull permits, it’s a much better solution. At both Awnings & Signs Unlimited and Marygrove, it’s the head artist or designer who does it. That may seem surprising, considering the heavy workload they’re already under, but Hieblinger says it makes sense.

“I am the one who does the work, you know, so I know what to do,” he explains. “There are no communication breakdowns. It’s just easier that way.”

Perhaps more important, though, is the permit-puller’s temperament. The person in charge of meeting regulations should be knowledgeable, confident, and above all a cool character—someone with ice water running through his or her veins. The individual must be able to remain copacetic in the face of irrationality—never crossing the thin line that separates “a little stressed out” from “ranting incoherently.” Because heaven knows there’s plenty to rant about.

Some of Globe Canvas’ retailers find the whole thing to be too much trouble, Kelly says.

“Some of our customers shy away from, or outright will not quote on, work in areas [with tricky regulations] because they simply don’t have the staff or manpower to deal with the administrative permitting issues,” he says. “They simply have no tolerance for doing business that way, so they go to municipalities where they can walk into the office, submit the plan, within a reasonable period of time obtain the permit, and move on.”

Stowe admits that he has been known to avoid working in certain communities. He instead sells wholesale to area dealers, who then have to deal with the permitting hassle themselves.

In the end, you can do it if it’s important enough to you. All it takes is the right attitude. For Stowe, that attitude is quiet resignation.

“In the historic Delano district [of Wichita], they are pretty restrictive about what can and cannot be done,” he says. “I was really almost hostile toward them at first. But now I just tell the customer, ‘You know, this is going to take some time, so please be patient.’ Then we just do it.”

For Hieblinger, what works best is to regard permitting as a challenge. He even goes so far as to describe it as a duel between him and the code official.

“I’m very competitive,” he says. “I’m like, ‘You are not going to win this time. I’m going to go in there, and you are going to have nothing to say about it. It’s all going to be perfect.”

To offer feedback or comment on this article, please contact Galynn Nordstrom, senior editor, at +1 651 225 6928, e-mail gdnordstrom@ifai.com.

Turn to page 78 for contact information on the sources used in this article.
Building on the value of online marketing

Using the Internet to market your business helps you forge long-term relationships with current customers while opening the door to new ones.

By Holly O’Dell

Most business owners understand that you can’t survive in today’s marketplace without a Web site. And that survival is dependent on much more than a simple Internet presence. Consumers have a high level of expectation when researching and purchasing products on the Web, regardless of the business’s size. They want information quickly, accurately, and presented in an updated manner. To appease your current customers and make a name for yourself to potential ones, you need to market yourself online.

“If you’re hoping to broadcast your message, you can’t compete in any field without some online marketing,” says Suzanne McGann, president and owner of Voyageur I.T., a full-service Web solutions company based in St. Paul, Minn. “I don’t think enough companies understand how much of a tool that is, utilizing something pretty easy to use that will then maximize your products.”

More than a buzz phrase, online marketing has a typical set of components. These include designing, building and maintaining a site relevant to your customers; implementing search engine strategy programs, such as pay-per-click advertising and search engine optimization (SEO); and using e-mail to communicate your message. Some companies have added podcasts and blogs to enhance their Internet presence as well. But, according to McGann, a Web site is nothing without branding. “You need to know what message you’re trying to communicate,” she says. “It’s dependent on how the Web site looks, key messaging, the voice and tone of the writing, knowing who your target audience is, and, on top of all that, actually meeting customers’ needs.”

The challenge in diversity

Scott Campbell, president of Rainier Industries Ltd., a manufacturer of fabric and display products in Tukwila, Wash., says the main goal of his company’s Web site is just that: to create a resource for customers. However, Rainier’s diverse product line—which includes residential and commercial awnings, banners, exhibits, stadium graphics, tents and yurts—has created some complex marketing challenges.

“There are a lot of people looking for residential awnings. I don’t want to talk to most of them,” Campbell says. “Our residential customers are in the Pacific Northwest. Our commercial customers are [broader based] in the Northwest and...
our display work is more nationally based. There are some areas where we just get tons of leads that we don’t really want, and I only want more traffic if it’s the right customer.”

To address the marketing challenges inherent in Rainier’s market diversity, Campbell recognizes the importance of keeping content focused. When building its Web site, Rainier used SEO in an attempt to attract the appropriate customers. For example, rather than just optimizing the word “tent” or “awning,” Campbell’s Webmaster added the word “Seattle” to each of those. Therefore, the likelihood of attracting local clientele for those specific products greatly increases. (On the flip side, McGann suggests, those who do want a national reach or plan to increase online sales should consider setting aside marketing dollars for pay-per-click advertising. In this system, you pay a search engine—such as Google—according to how many times your ad is clicked on by users.)

For the legitimate queries generated from its Web site, Rainier splits them along product lines to the respective customer service departments, which either respond to the customer or steer him or her to a salesperson. “We really work at being responsive to Internet inquiries,” Campbell says.

Another common way to address customers’ needs on a Web site is to produce a resource area for them. For example, companies that do a lot of display work need to provide easy access for uploading and downloading high-resolution graphics. Rainier features a customer resource center, where clients can use the FTP site to exchange files and download art guidelines.

Who’s stopping by your site?

In the early days of the Internet, counting the number of Web site hits was the gold standard in measuring traffic. Although this method is still popular, businesses now have more sophisticated metrics available to them when tracking visitors to their Web sites. Software such as Webtrends and Urchin provide the following types of data, according to Suzanne McGann, president and owner of Voyageur I.T., a full-service Web solutions company based in St. Paul, Minn.:

- Visitor sessions (how many people visited the site in the past week or month, as well as how long they stayed)
- Unique visitors (how many new people visited the site in the past week or month)
- Top path (what people tend to look at online)
- Favorite search words (what people are typing in that brings them to your Web site)

Although knowing your customer is important, relating to your customer’s customer can be just as advantageous, particularly in the fabrics industry.

Keywords: service

Gandinnovations, a company based in San Antonio, Texas, that makes wide-format digital printers for printing on fabric, hosts a similar service center for its clients. Owners of Gandinnovations’ printers use code to keep their machines running, so obtaining regular updates is necessary. Customers once had to wait for a code specialist to e-mail the information to them. Now, they can simply log in to the customer area, enter their printer information and receive updated code.

This shift toward customer ease of use has created not only a more efficient system, but a better way to communicate with customers, says Cory Brock, director of marketing for Gandinnovations. “We have the opportunity to stay really close and involved with them,” he says. “We always have new products and accessories, and it’s best to keep them up to date on the Web site. It’s a big tool to reinforce our product line."

Both Rainier and Gandinnovations use e-mail marketing, another common form of communicating with customers electronically. These e-newsletters or e-mail blasts to consumers include information about product updates, company news and calendars of events. Both companies are careful to ensure that they’re not aggravating their customer base with
unwanted communication. “It’s a list we nurture,” Campbell says of Rainier’s e-mail campaign. “We’re very religious about getting people off the list who don’t want to be on it. We always try to add relevant people, too.”

Know your customer’s customer

Although knowing your customer is important, relating to your customer’s customer can be just as advantageous—particularly in the fabrics industry. This type of approach is known as “pull-through marketing,” in which an organization promotes the benefits of its product to consumers while recommending them to retailers or members who can provide that product.

The Professional Awnings Manufacturers Association (PAMA), a division of IFAI, recently launched a major public relations initiative that targets the end user. The group created a new Web site, www.awningstoday.com, as part of its extensive consumer awning awareness campaign, which also includes magazine articles and TV and radio broadcasts promoting the healthy and aesthetic benefits of residential awnings.

“The message is not that we’re selling a certain company’s products; it’s selling awnings for the home,” says Michelle Sahlin, managing director of PAMA. “The appeal for the message is much larger. We’re telling the consumer about what’s good about this product. Doing so lends higher credibility.”

Besides serving as an educational tool for consumers, the Web site will also feature images and messages (that is, consumer-oriented awning articles that have already been published), along with a link to PAMA members participating in the public relations initiative. The links will allow Web site visitors to contact a participating awning manufacturer directly.

To further drive home the message of awning use, PAMA is using home-improvement expert Lou Manfredini in the campaign. Known to his fans as “Mr. Fix-It,” Manfredini hosts a popular radio show in Chicago, is the author of several home improvement books, writes a column for USA Today Weekend and appears regularly on NBC’s Today Show. PAMA chose Manfredini as its spokesperson not only for his down-to-earth nature, but also his credibility with home-related topics, Sahlin adds. Television clips or articles in which he talks about awnings will be available for download on the Awnings Today Web site.

Make it interactive

Another fabrics company that uses pull-through marketing online is Sunbrella®, the main brand of Glen Raven Inc., a fabric supplier in Glen Raven, N.C. The Sunbrella Web site is geared more toward the end consumer, rather than those who would use and sell Sunbrella products, such as awning shops or marine fabricators. “If we explain the benefits of furniture fabric or of awnings as energy saving and aesthetic benefits, then consumers will in turn go through the furniture dealer or awning store,” says Hal Hunnicutt, brand manager for Sunbrella.

Sunbrella’s Web site, which was redesigned in August, showcases interactive features for visitors. One such element that both fabricators and consumers use is the online fabric showroom, where they can view online swatches for Sunbrella’s furniture, marine and awning lines. Another recent interactive addition is Sunbrella TV. Here, customers can take a video tour of a mega yacht, download a podcast on the Sunbrella marine line or watch a video on marine care and cleaning. Sunbrella plans to update this content regularly.

The marine podcast, in particular, is a way not only to promote this industry, but to serve as a starting point for other podcasts as well, says Spooky Apple, Sunbrella’s advertising manager. “This gives us a way to show the creative things that can be done with Sunbrella visually,” she says. “It shows carry-through from inside cabins down to the boat top. We’ll be doing the same thing with furniture, showing that it’s performance-driven, no matter what the environment is.”

Like PAMA, Sunbrella has chosen a celebrity spokesperson to address its products. Popular home design expert

Textile transactions online

These Web sites are connecting textile buyers and suppliers:

- **www.teonline.com**: Geared toward textile buyers and suppliers who want to conduct transactions on a secure, Web-based platform. Features product directory, glossary of trade terms, length and weight conversion calculators and a list of trade events.
- **www.textilesolutions.com**: Portal that connects you to other specialists in the textile industry. Also features a virtual trade show, in which textile suppliers can buy “booth space” to showcase wares online.
- **www.fzxx.com.cn**: China’s textile e-commerce site that provides information about trade fares, consultancy on textile quotas and tariffs.
Joe Ruggiero, who hosts specials on HGTV and has a furniture line with Norwalk Furniture, designs a fabric line for Sunbrella every six months. His current video on the Sunbrella Web site shows trends in outdoor living. “Joe is giving design tips on how to put together an outdoor room using different colors and patterns,” says Hunnicutt of the video. “He’s answering a lot of questions that we get on a regular basis. It’s a different way to reach consumers.”

Although businesses will not likely shirk their non-Web marketing collateral altogether, they are devoting more resources to their online marketing efforts, whether through creating a Web page that is more easily navigable or producing original online-only interactive content. And those who do so quickly reap the rewards. “The amount of traffic and the amount of real-dollar wholesales resulting from the Internet are growing significantly,” says Rainier’s Campbell. “You talk about bang for your marketing buck, and it’s high there.”

To offer feedback or comment on this article, please contact Galynn Nordstrom, senior editor, at +1 651 225 6928, e-mail gdnordstrom@ifai.com.

Turn to page 78 to contact the sources interviewed for this article.
Upcoming events: Industry opportunities—and industry VIPs

MFA National Convention: Grow Boating

The annual event devoted to educating marine fabricators on the latest industry trends and techniques, the 2007 Marine Fabricators Association (MFA) National Convention is being held Feb. 11–13 at the Palace Station in Las Vegas, Nev. The gathering opens Sunday, Feb. 11th, with an address from keynote speaker Thom Dammrich, president of the National Marine Manufacturers Association (NMMA), who will update attendees on the “Grow Boating” consumer-awareness program designed to help introduce people to the boating lifestyle, and help them find the boat that’s right for them. For more information on the MFA Convention, visit www.marinecanvas.com.

Lobbying for the textile trade

The United States Industrial Fabrics Institute (USIFI) Lobby Days will take place March 20–21, 2007, in Washington, D.C. Member companies in USIFI are invited to unite their voices for textile manufacturing issues, fair global trade, and for funding of military shelters and textiles. USIFI will work with AMTAC to arrange individual meetings with legislators and with key Congressional committees. AMTAC is preparing briefing papers on high-priority manufacturing and trade issues. USIFI arranges opportunities to speak with key decision-makers at the Pentagon, DLA, USTR, DOC and FEMA. For more information on how you can participate, contact USIFI at +1 651 225 6920, e-mail rastephens@ifai.com.

Dan Fritz to receive SAE Outstanding Contribution Award

Dan Fritz, Foamex International, has been selected to receive a 2006 Technical Standards Board Outstanding Contribution Award in recognition of his outstanding service within the technical committee activities of SAETechnical committees, on behalf of SAE and the Materials, Processes, and Parts Council.

The Outstanding Contribution Award recognizes individuals for service in the technical committee activities of the society in these areas:

- Outstandingly valuable contributions to the work of SAE technical committees
- Unusual leadership in the activities of an SAE technical committee;
- Significant contributions as a representative of SAE to the accomplishments of technical committees of other organizations or of government agencies;
- Outstanding contributions to SAE technical committee work in the form of research, test methods and procedures, and/or development of standards.

Presentation of the award will take place during the SAE 2007 World Congress in Detroit, Michigan, April 16–19, 2007.

The Industrial Fabric Products Association is a complex organization that offers assistance to the specialty fabric industry in many areas. To get more information on specific programs and divisions, please contact the following staff:

Advertising
Sarah Hyland, Advertising Director
+1 651 225 6950, schyland@ifai.com

Bookstore
Barbara Connett, Bookstore Manager
+1 651 225 6913, bjconnett@ifai.com

Certification
Kristy Osman, Certification Programs Manager
+1 651 225 6959, klosman@ifai.com

Conferences
Tracie Coopet, Conference Management
+1 651 225 6947, tccoopet@ifai.com

Divisions
Automotive Materials Association
Kristy Osman, Managing Director
+1 651 225 6959, klosman@ifai.com

The Casual Furniture Fabrics Association
Elizabeth Newman, Managing Director
+1 651 225 6925, ednewman@ifai.com

Fabric Graphics Association
Jan Schieffer, Managing Director
+1 651 225 6944, jmschieffer@ifai.com

Geosynthetic Materials Association
Andrew Aho, Managing Director
+1 651 225 6907, amafo@ifai.com

Lightweight Structures Association
Beth Hungiville, Managing Director
+1 651 225 6952, blhungiville@ifai.com

Marine Fabricators Association
Beth Hungiville, Managing Director
+1 651 225 6952, blhungiville@ifai.com

Narrow Fabrics Institute
Kathy Mattson, Managing Director
+1 651 225 6942, kmattson@ifai.com

Professional Awning Manufacturers Association
Michelle Safrin, Managing Director
+1 651 225 6948, msafrin@ifai.com

Safety and Protective Products Division
Ruth Stephens, Managing Director
+1 651 225 6920, rastephens@ifai.com

Tent Rental Division
Jan Schieffer, Managing Director
+1 651 225 6944, jmschieffer@ifai.com

Truck Cover & Tarp Association
Kristy Osman, Managing Director
+1 651 225 6959, klosman@ifai.com
United States Industrial Fabrics Institute
Ruth Stephens, Managing Director
+1 651 225 6920, rastephens@ifai.com

Education Programs
Jill Rutledge, Director of Shows & Events
+1 651 225 6981, jmrutledge@ifai.com

Jilien Roundtree, Educational Program & Events Specialist
+1 651 225 6966, jeroundtree@ifai.com

IFAI Canada
Elizabeth Newman, Managing Director
+1 651 225 6925, ednewman@ifai.com

IFAI Japan
Kikuko Tagawa, Executive Director
+81 727 80 2803, ifaijapan@ifai.com

Information Services Hotline
Juli Case, Information & Technical Services Manager
800 328 4324, infocentral@ifai.com

International Achievement Awards
Christine Malmgren, Achievement Awards Manager
+1 651 225 6926, cmmalmgren@ifai.com

Magazines
Fabric Architecture
Bruce N. Wright, Editor
+1 651 225 6953, brwright@ifai.com

Fabric Graphics
Lou Dzierzak, Editor
+1 651 225 6980, lkdzierzak@ifai.com

Geosynthetics
Ron Bygness, Editor
+1 651 225 6988, nrbygness@ifai.com

Industrial Fabric Products Review
Galynn Nordstrom, Senior Editor
+1 651 225 6928, gnhordstrom@ifai.com

InTents
Juliana Wallace, Editor
+1 651 225 6927, jrwallace@ifai.com

Marine Fabricator
Chris Tschida, Editor
+1 651 225 6970, cptschida@ifai.com

Upholstery Journal
Chris Tschida, Editor
+1 651 225 6970, cptschida@ifai.com

Magazine Subscriptions
Susan Smeed, Assistant Circulation Manager
+1 651 222 2508, subscriptions@ifai.com

Membership
Steve Hebert, Membership Manager
+1 651 225 6949, sjhebert@ifai.com
Your new membership manager

IFAI is pleased to welcome Steve Hebert as our new membership manager. He joins our organization as a seasoned business-to-business professional, with a keen understanding of the need for ongoing communication and exemplary customer service. Steve will be attending many IFAI and IFAI division events throughout the coming year in order to meet members and gather feedback on how to increase the value of IFAI membership. Contact Steve Hebert at +1 651 225 6949, e-mail sjhebert@ifai.com.

Now playing: Fabric Graphics

Just launched, the first issue of Fabric Graphics magazine, IFAI’s seventh industry publication, will land in readers’ hands this month.

IFAI and the Fabric Graphics Association created the magazine to fill the information vacuum on the applied graphics industry; as consumer demand for graphics continues to expand, fabrics have an increasingly lucrative role to play.

In the premiere issue, Editor Lou Dzierzak comments: “It is our goal to bring you not just more information, but insight that will enhance your ability to capitalize on new opportunities. We hope this magazine will be a valuable resource for succeeding in this exciting industry.

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To subscribe to Fabric Graphics, contact Katy Lerach at +1 651 225 6930, e-mail kmlerach@ifai.com.

New Members

The Industrial Fabrics Association International (IFAI), publisher of the Review, is a not-for-profit trade association that facilitates the development, application and promotion of specialty fabric products manufactured by its diverse membership. The following companies have made an investment in their future by joining IFAI.

Allerton Harbor Canvas
Jay Hanks
1545 Commercial St.
East Weymouth, MA 02189-3060
United States
+1 781 337 1900
E-mail allertonharborcanvas@comcast.net
IFAI division(s) joined: Marine Fabricators Association

American Polyfilm Inc.
Matthew Cassella
7 Business Park Dr.
Branford, CT 06405-2926
United States
+1 203 483 9797, fax +1 203 488 5585
E-mail info@apusa.com
Web site www.APUSA.com
IFAI division(s) joined: IFAI Canada
Polyurethane blown and cast film

Appalachian Tarp Inc.
Mike Vaughn, Pres.
4296 Cowan Rd.
Tucker, GA 30084-4800
United States
+1 706 897 4374
E-mail Gerald@geraldschwartzInc.com

Artful Shelter
Roger Rountree, Owner
P.O. Box 19539
Asheville, NC 28815-1539
United States
+1 828 281 4853
E-mail roger@artfulshelter.com
Web site www.artfulshelter.com
IFAI division(s) joined: Lightweight Structures Association
Event tents design, fabrication, rental and sales

Atlantic Awnings
Jose Suarez, Co-owner
12334 S.W. 131st Ave.
Miami, FL 33186-6484
United States
+1 305 229 0555, fax +1 305 229 0699
E-mail atlanticawnings@bellsouth.net
Web site www.atlanticawnings.com
IFAI division(s) joined: Professional Awnings Manufacturers Association
Commercial and residential awnings

Atomic Design Inc.
Tom McPhillips
10 Wynfield Dr.
Lititz, PA 17543-8002
United States
+1 717 626 8301, fax +1 717 626 7736
E-mail tom@atomicdesign.tv
Web site www.atomicdesign.tv

Awnings Plus Inc.
Sam Moody, Pres.
807 21st Ave.
Albany, GA 31701-1109
United States
+1 229 439 0900, fax +1 229 439 0103
E-mail awningsplus807@bellsouth.net
Web site www.awningsplusinc.com
IFAI division(s) joined: Professional Awnings Manufacturers Association
Commercial and residential awnings

B. Van Zuiden (Asia) Ltd.
Henk Stijwege
Unit B, 1/F East Industrial Building No. 658 Castle Peak Road, Cheung Sha Wan
Kowloon, Hong Kong
P.R. China
+852 2148 5423, fax +852 2368 7745
E-mail basilijweg@attglobal.net
Web site www.suniture.com
Distributor, manufacturer of awnings

Best Buy Awnings
Luis Hernandez
13275 S.W. 136th St.
Miami, FL 33186
United States
+1 305 238 0724, fax +1 305 238 9458
E-mail luish@bestbuyawnings.com
Web site www.bestbuyawnings.com
IFAI division(s) joined: Professional Awnings Manufacturers Association
Awnings, retractable and repair

Bill’s Sewing Machine Co. Inc.
Jerry Green, Sr. Mgr.
P.O. Box 1760
Hildebran, NC 28637-1760
United States
+1 828 397 6941, fax +1 828 397 6193
E-mail brsdonnie@charter.net
Web site www.billssewing.com
Sewing machines

Calypso Fabric Architecture
Riad Shakeer, Mng. Dir.
#53 Plum Rd., Edinburgh Gardens
Chaguanas,
Trinidad
+1 868 634 4012, fax +1 868 634 2684
E-mail riadcmc@tstt.net.tt
Web site www.ucfcaribbean.com

China Textile Academy
Zhao Shuang
No.3 Yan Jing Li Middle St.
Chao Yang Men Wai
Beijing,
P.R. China
+86 10 65010825, fax +86 10 65010837
E-mail ws@cta.com.cn

COMANCO Environmental Corp.
Chris Eichelberger, Geosynthetics Estimator
4301 Sterling Commerce Dr.
Plant City, FL 33566-7372
United States
+1 714 259 3000, fax +1 813 386 7392
E-mail eichelberger@comanco.com
Web site www.comanco.net
IFAI division(s) joined: Geosynthetic Materials Association
Comprehensive environmental construction company

COMANCO Environmental Corp.
Chris Eichelberger, Geosynthetics Estimator
4301 Sterling Commerce Dr.
Plant City, FL 33566-7372
United States
+1 714 259 3000, fax +1 813 386 7392
E-mail eichelberger@comanco.com

Web site www.comanco.net
IFAI division(s) joined: Geosynthetic Materials Association
Comprehensive environmental construction company

Distributor, manufacturer of awnings

Fabric Graphics

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To subscribe to Fabric Graphics, contact Katy Lerach at +1 651 225 6930, e-mail kmlerach@ifai.com.

Awnings, retractable and repair

Sewing machines

China Textile Academy
Zhao Shuang
No.3 Yan Jing Li Middle St.
Chao Yang Men Wai
Beijing,
P.R. China
+86 10 65010825, fax +86 10 65010837
E-mail ws@cta.com.cn

COMANCO Environmental Corp.
Chris Eichelberger, Geosynthetics Estimator
4301 Sterling Commerce Dr.
Plant City, FL 33566-7372
United States
+1 714 259 3000, fax +1 813 386 7392
E-mail eichelberger@comanco.com

Web site www.comanco.net
IFAI division(s) joined: Geosynthetic Materials Association
Comprehensive environmental construction company

Distributor, manufacturer of awnings

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To subscribe to Fabric Graphics, contact Katy Lerach at +1 651 225 6930, e-mail kmlerach@ifai.com.
Comercial Industrial Delta S.A.
Fernando Alvarez, Exec. Chairman
Av Pedro Miotto 910-914 Urb
San Juan, San Juan de Miroflos
Lima, 29
Peru
+511 6178787, fax +511 6178700
E-mail arodriguez@cidelsa.com.pe
Web site www.cidelsa.com.pe
IFAI division(s) joined: Lightweight Structures Association
Manufacturer of lightweight tensile structures

Conacero CA
Gernando Gerlotti, Arch. Mgr.
Av. Venezuela, Bello Monte
Caracas, 1050
Venezuela
+58 212 761 2983, fax +58 212 761 6478
E-mail conacero@conacero.com.ve
Web site www.conacero.com.ve
Manufacturer of lightweight structures

Cotton Inc.
Mary Ann Ankeny, Assoc. Dir.
6309 Weston Pkwy.
Cary, NC 27513-2314
United States
+1 919 678 2394, fax +1 919 678 2235
E-mail mankenmy@cottoninc.com
Web site www.cottoninc.com
Nonprofit research/promotion for cotton producers

CS Central America S.A. DE C.V.
Eric Joo, Dir.
515 Avenida La Capilla #7C,
Colonia San Benito
San Salvador,
El Salvador
+503 7768 3931, fax +503 2243 7545
E-mail eric@cscentralamerica.com
Web site www.cscentralamerica.com

Dakota Door Sales LLC
Ronald Spitzer, Owner/Pres.
8418 Manchester Hwy.
Morrison, TN 37357-5901
United States
+1 931 815 8088, fax +1 931 815 3816
E-mail ron@dakotadoor.com
Web site www.dakotadoor.com
IFAI division(s) joined: Professional Awning Manufacturers Association
Garage doors, openers, awnings, screens

Decolux Industrial
Aris Isa, Owner/Pres.
C Seminario #60,
Plaza Milenium Ens. Piantini
Santo Domingo,
Dominican Republic
+809 227 3326, fax +809 563 5337
E-mail info@decolux.net
Web site www.decolux.net
IFAI division(s) joined: Lightweight Structures Association
Manufacturer window fashions, tents, lightweight structures

Dickson Coatings USA
Juan Hernandez, Sales Mgr.
3495 Piedmont Rd. N.E.
Piedmont Ctr. Bld. 11, Ste. 710
Atlanta, GA 30305-1773
United States
+1 404 495 5994, fax +1 404 233 8625
E-mail jhermandez@dickson-coatings.com
Web site www.dickson-coatings.com
IFAI division(s) joined: Tent Rental Division, Truck Cover & Tarp Association
Media structures, tarpsaulin

DIY Tactical LLC
Michael Rinaldi, Pres.
P.O. Box 16414
Rumford, RI 02916-0692
United States
+1 401 383 4851, fax +1 866 626 4118
E-mail mike@dityactical.com
Web site www.dityactical.com
Military equipment

DogLeggs
Schon Gross, Pres.
2104 Thomas View Rd.
Reston, VA 20191
United States
+1 703 715 0300, fax +1 703 391 9330
E-mail sagross@dogleggs.com
Web site www.dogleggs.com
Veterinary rehab products
IFAI UPDATE

Downer Intl. Ltd.
Noel Downer, Mng. Dir.
The Sail Loft, Crofton Ave.
Dun Laoghaire
Dublin,
Ireland
+35312806286, fax +35312846431
E-mail noel@downernint.com
Web site www.downernint.com
IFAI division(s) joined: Lightweight Structures Association

Fabric structures

Dream Awnings & Sign Co.
Alberto Romero, Owner
3607 21st St.
Long Island City, NY 11106
United States
+1 718 707 0139, fax +1 718 707 0139
E-mail dreamawningsco@aol.com
Web site www.dreamawnings.com

Emblem Inc.
Rainer Barthel, Pres.
1616 Anderson Rd.
Mc Lean, VA 22102-1602
United States
+1 703 286 0911, fax +1 703 852 2729
E-mail r.barthel@emailusa.com
Web site www.emblemusa.com
IFAI division(s) joined: Fabric Graphics Association

EventScape
Gareth Brennan, Prin.
4 Bestobell Rd.
Toronto, ON M8W 4H3
Canada
+1 416 231 8855
E-mail gareth@eventscapes.net
Web site www.eventscape.net
IFAI division(s) joined: Fabric Graphics Association

Expert Upholstery
Rose St. John, Owner
P.O. Box 204
Gloucester City, NJ 08030-0204
United States
+1 856 981 2139
E-mail misewandsew@verizon.net
IFAI division(s) joined: Marine Fabricators Association

Flexpak
Lee Hackethar, Pres.
1305 S.E. Armour Dr.
Bend, OR 97702-1691
United States
+1 541 385 9444, fax +1 541 385 0107
Web site www.flexcovers.com

Foison Packaging Inc.
Sarah Wise, Admin. Asst.
5060 N. Royal Atlanta Dr., Ste. 32
Tucker, GA 30084-3051
United States
+1 770 939 2447, fax +1 770 939 2493
E-mail sarah@foisoninc.com
Web site www.foisoninc.com
Manufacturer distributor of polypropylene bags and textile rolls

FoshanGaoming Guanglong Polyester Material Co. Ltd.
Anna Rao, Vice Sales Mgr.
No. 138 Bigui Road Sanzhuo Gaoming
Foshan, Guangdong 8511
P.R. China
+86 757 88621113, fax +86 757 88623718
E-mail master@guanglongpolymer.com
Web site www.yilonsguangjian.com.cn
PVC coating fabric, PVC laminating fabric

Franz Barta KG
Tracey Hodges
Pfeiffergasse 1
Vienna, A-1150
Austria
+43 01894 689440, fax +43 01894 6864
E-mail office.usa@barta.at
Web site www.barta.biz
Manufacturer of high-quality heat transfer labels for use on many fabrics and vinyl

Frontier Fabric Structures
Dustan Flanagan, Owner
10298 W.C.R. 25
Fort Lupton, CO
United States
+1 303 857 2148
E-mail dustanflanagan@gmail.com
Web site www.frontierfabricstructures.com
Commercial and residential awnings, fabric structures

Fujita Shokai Inc.
Yoshiie Misaki, Exec. Dir.
3-5-3-7 Koiichikawa,
Bunkyo-ku,
Tokyo, 112-0002
Japan
+81 3 3812 3975, fax +81 3 3812 3982
E-mail yoshiie@fujita-tent.net
Web site www.fujita-tent.net
IFAI division(s) joined: IFAI Japan

Hangzhou Dikai Industrial Fabrics Co. Ltd.
Bia Wang, Gen. Mgr.
Lingang Industry Zone
Gaoli, Xiaoshan
Hangzhou, Zhejiang 31243
P.R. China
+86 571 8250 7588, fax +86 571 8250 6888
E-mail webmaster@dikai-fabrics.com
Web site www.dikai-fabrics.com
IFAI division(s) joined: IFAI Canada, Marine Fabricators Association, Narrow Fabrics Institute, Professional Awning Manufacturers Association, Safety & Protective Products Division
Division
Nylon 6 and 66 HT yarn, Nylon 6 and 66 tire cord fabrics

Donna Humphrey Inc.
Donna Humphrey, Pres.
2560 Southland Rd.
Mount Dora, FL 32757-2425
United States
+1 352 848 0065, fax +1 352 848 0226
E-mail dhumphrey@earthlink.net
Web site www.donna-humphrey.com

Innovative Geotextiles Corp. (IGC)
Jeffrey Ward, Pres.
2224 Graham Park Dr.
Charlotte, NC 28273-6524
United States
+1 704 583 4646, fax +1 704 583 4647
E-mail jbwgeo@juono.com
Converter nonwovens

International Clearspan Tents
Tom Wodetzki
1706 Warrington Ave.
Danville, IL 61832
United States
877 428 4085, fax +1 217 443 9619
IFAI division(s) joined: Tent Rental Division

Island Extrusion
Richard Parke, Mgr.
52 Kennedy Road
Stratford, PE C1B 2T6
Canada
+1 902 569 5959, fax +1 902 892 2995
E-mail parke@eastlink.ca

Plastic cords, three-season rooms

Jupiter Cushion & Canvas
Steven Eannarrino, Owner
18487 S.E. Federal Hwy., Ste. 4
Jupiter, FL 33469-1725
United States
+1 561 747 4024, fax +1 561 747 4025
E-mail smc135@adelphia.net
IFAI division(s) joined: Marine Fabricators Association

Marine fabricator, cushions

Hawaiian Canoe Canvas
Kristen Esthill
P.O. Box 610
Kailua, HI 96734-0610
United States
+1 808 927 7989
E-mail info@hawaiiancanoecontainers.com
Web site www.hawaiiancanoecontainers.com
IFAI division(s) joined: Marine Fabricators Association

Canoe covers, sails, trampolines

Leather Back Canvases
Joel Butler, Owner
1999 1/2 Rettemer Blvd., Suite A
San Diego, CA 92101
United States
+1 619 916 8400
Web site www.leatherbackcanvases.com
IFAI division(s) joined: Marine Fabricators Association

Marine canvas

Lseswitz
Lori Hunter, Owner
4432 Clifford Rd.
Cincinnati, OH 45236
United States
+1 513 794 0067, fax +1 513 794 0626
E-mail lseswitz29@fuse.net
Web site www.leswitz.com
Contract sewing, industrial covers

Lumat USA LLC
Benny Terhorst
140 Preston Executive Dr., Ste. 100
Gary, NC 27513
United States
+1 919 349 9081, fax +1 919 380 3363
E-mail benny.terhorst@lumat.com

Mesange Co. Ltd.
Norikazu Ikeya, CEO
4 Bestobell Rd.
Tokyo, 112-0002
Japan
+81 467 24 9300, fax +81 467 24 9302
E-mail mesange-japan@ybb.ne.jp

IFAI division(s) joined: IFAI Japan, Professional Awning Manufacturers Association

Agent of Ferrari S.A.
Mid South Extrusion
Mike Rutledge, Corp. Acct. Mgr.
2015 Jackson St.
Monroe, LA 71202-2533
United States
+1 318 322 7299, fax +1 318 325 7524
E-mail mrutledge@midsouthextrusion.com
Web site www.midsouthextrusion.com
Lamination and packaging films

NAEF Press & Dies Inc.
Bernard Marki
P.O. Box 1249
2 Braley Point Rd.
Bolton Landing, NY 12814-1249
United States
+1 518 644 2018, fax +1 518 644 2546
Web site www.naefusa.com

National Fiber Technology LLC
Fred Fehrmann
300 Canal St.
Lawrence, MA 01840-1420
United States
+1 978 686 2964, fax +1 978 686 1497
E-mail fred@nftech.com
Web site www.nftech.com

Neocorp
Chet Sutphen, Vice Pres.
300 Canal St.
Rumford, RI 02916-0698
United States
+1 401 722 3800, fax +1 401 722 3999
E-mail neocorpace@aol.com
Web site www.neocorp.com
Cord, rope bungees

Oriental Industries
Kevin Huang, Sales & Mkts. Mgr.
1688 Ying Zong South Rd., HeDong Ind. Pk.
Wu Zhong Economic Develop. District
SuZhou, 215124
PR. China
+86 512 6595 1888, fax +86 512 6597 4212
E-mail kevinhsong@metro.feg.com.tw
Web site www.otiz.com.cn
Supplier of industrial textile materials, tensil, awnings, tarps, belting and fire core

Padlewski Szeto Inc.
Marcin Padlewski, Pres.
350 Con .10 Darling, RR#2
Clayton, ON K0A 1P0
Canada
+1 613 521 3034, fax +1 613 256 7440
E-mail marcinp@bakerygroup.com
Web site www.bakerygroup.com
Design services and fabrication of lighting and tent structures

PinTail International Bv
Luuk Goede
Twentpoort Ooost 32
Almelo, 7605 RG
Netherlands
+31 546 452152, fax +31 546 823550
E-mail huuk@pintail.nl
Web site www.pintail.nl

Pittsburgh Party & Tent Rental
Dan Skena, Pres.
4315 Old William Penn Hwy.
Monroeville, PA 15146-1409
United States
+1 412 856 8368, fax +1 412 856 8969
E-mail Dskena@pittsburghparty.com
IFAI division(s) joined: Tent Rental Division
Party and tent rental

Plastex Intl. Inc.
Jack Malka, Pres.
33 Central Ave.
P.O. Box 1207
Passaic, NJ 07055-8409
United States
+1 973 778 0600, fax +1 973 778 8195
E-mail plstx33@aol.com
Web site www.plastex.com
IFAI division(s) joined: Marine Fabricators Association
Vinyls

Plastexil S.A.
Hector Vasquez Montoya, Intl. Sales Dir.
Carrera 44 No. 28-36
Barrio Columbia
8679 Medellin, Antiquia, Colombia
+57 4 232-2440, fax +57 4 232-8673
E-mail hectorvasquez@plastexil.com.co
Web site www.plastexil.com.co
IFAI division(s) joined: Truck Cover & Tarp Association
Coated and laminated fabrics, manufacturer tarp fabrics, tent fabrics
Plato Chemical Co. Ltd.
Julia Liaw, Dir. P.O. Box 409 60
Tuen Mun, New World Mall, Lai Chi Kok, Kowloon
Hong Kong
+852 23700882, fax +852 23700877
E-mail julia.liaw@waichpong.com
Web site www.platochemical.en.alibaba.com
IFAI division(s) joined: Tent Rental Division
Industrial Fabric Products
Inflatable shelters, architectural membranes
New and reconditioned equipment
Projector screen fabric, coated fabric, yoga mats, pool and pool vinyl, medical vinyl sheeting and tarpaulins

Presco Products
Waymon McMackin, Pres. 1201 E. Pecan
Sherman, TX  75090
United States
800 527 3295, fax +1 903 957 2213
E-mail wem@presco.com
Web site www.presco.com
IFAI division(s) joined: Fabric Graphics association, Lightweight Structures Association, Marine Fabricators Association, Professional Awning Manufacturers Association, Safety and Protective Products Division, Truck Cover and Tarp Association, United States Industrial Fabrics Institute

Ravel Technology
Ed Kennedy, Partner & Eng. Mgr. 1000 Massachusetts Ave.
North Adams, MA  01247-2228
United States
+1 413 665 7726, fax +1 413 663 5645
E-mail raveltech@adelphia.net
Web site www.raveltechnology.com
Heat setters & fluoropolymer fabrication

Regal Canvas
Bob Elben, Gen. Partner 8163 Baumhart Rd.
Amherst, OH  44001-9653
United States
+1 440 985 2830, fax +1 440 985 2830
E-mail beiben@regalcanvas.com
IFAI division(s) joined: Marine Fabricators Association
Marine canvas, awnings signs, pop-up campers

Robeson Sewing Machine Co.
Greg Fowler, Vice Pres. 1126 Harpeth Industrial Ct.
Franklin, TN  37064-2224
United States
+1 615 790 2222, fax +1 615 791 1241
E-mail greg@robesonsew.com
Web site www.robesonsew.com
New and reconditioned equipment

J.B. Roche Mfg. Ltd.
Ian Nagle, CEO  Unit 11 Centrepoint Centre Park Rd.
Cork, Ireland +353 21 432 0320, fax +353 21 432 0323
E-mail ian@jbroche.com
Web site www.jbroche.com
Inflatable fabrics, architectural membranes

Schaefer Ventilation Equipment
Gary Thielen, Dir. Mgr. PO Box 9096
Sauk Rapids, MN  56379-9460
United States
+1 320 251 8696, fax +1 320 251 2922
E-mail garym@schaeferfan.com
Web site www.schaeferfan.com
IFAI division(s) joined: Tent Rental Division

Seabrook Canvas Shop
Keith Gray 2912-B Basport Blvd.
Seabrook, TX  77586-1501
United States
+1 281 474 7909, fax +1 281 474 9897
E-mail mengerle@doylehouston.com
IFAI division(s) joined: Marine Fabricators Association

Seafarer Canvas
Bill Ashley 144 Water St.
C/O Rex Marina
Norwalk, CT  06854
United States
+1 203 853 2624, fax +1 203 853 2634
IFAI division(s) joined: Marine Fabricators Association
Marine canvas

Seshasayee Knittings Pvt. Ltd.
Chandra Sekhar Rao. Thatavarthi 40-1-1, Suryalakshmi Towers, 1st Crossroad, Chandranomipuram
Vijayawada,  520 010
India
+866 2496133, fax +866 2496135
E-mail cskrocks@gmail.com
Web site www.vilanindia.com
Medical textiles

Shelter Logic
Art Milano, Dir. R&D Eng. 150 Callender Rd.
Watertown, CT  06795-1628
United States
+1 203 687 7282, fax +1 203 931 4754
E-mail arthur.milano@shelterlogic.com
Web site www.shelterlogic.com
Outdoor shelters

Sign Association of Canada
Bob Bronk, Exec. Dir. 44 Victoria St. Suite 1519
Toronto, ON  M5C 1Y2
Canada
+1 416 628 6609, fax +1 416 628 6607
E-mail bronk@signassociation.ca
Web site www.signassociation.ca
IFAI division(s) joined: IFAI Canada
Trade association

Skyline Displays Inc.
Ray Niedermayer, Graphics Sup. 3535 Discovery Rd.
Eagan, MN  55121-2998
United States
+1 651 234 3450, fax +1 651 234 3421
E-mail rln@skyline.com
Web site www.skyline.com
IFAI division(s) joined: Fabric Graphics Association
Trade show exhibit manufacturer

Soyon Industrial Co. Ltd.
Seho Roh, Gen. Mgr. 201, Samdo Office, 12-1
Yoido-Dong, Youngdungpo-Ku
Seoul,  150-010
Korea
+82 2 3775 0781, fax +82 2 3775 0377
E-mail soyon93@unitel.co.kr
Web site www.tarpaulins.soyon.com
IFAI division(s) joined: Fabric Graphics Association, Safety And Protective Products Division, Tent Rental Division, Truck Cover And Tarp Association

Sterling Net & Twine Co. Inc.
James Van Loon, Jr. 18 Label St.
Montclair, NJ  07042-3823
United States
+1 973 783 9800, fax +1 973 783 9808
E-mail admin@sterlingnets.com
Web site www.sterlingnets.com
Batting cages nets, tarp, laundry bags

Sunscape Sculpted Canopies LLC
Bill Hammond 8 Hammond Lane
Searsport, ME  04974
United States
+800 515 2334, fax +1 207 338 5553
E-mail bhammond@suncapellc.com
Web site www.suncapellc.com
Sculpted fabric structures

Technical Coating Intl. Inc.
David Stansbury, Vice Pres. 150 Backhoe Rd. N.E.
Leland, NC  28539-8506
United States
+1 910 371 0860, fax +1 910 371 0929
E-mail ds@tcinc.com
Web site www.tcinc.com
Coatings

Texas Sun & Shade Inc.
Gudrun Skoldeberg, Owner 11813 Bee Caves Rd.
Austin, TX  78738-5302
United States
+1 512 402 0990, fax +1 512 402 0991
E-mail gudrun@txsunandshade.com
Web site www.txsunandshade.com
IFAI division(s) joined: Professional Awning Manufacturers Association
Interior and exterior shading systems

Textiles Arquitetonicos
Guilhermo Castro, Owner P.O. Box 25364
Miami, FL  33122-5364
United States
+1 503 2288 3714, fax +1 503 2229 8813
E-mail texarg@ravegante.com.sv
Web site www.textilesArquitelonicos.com
IFAI division(s) joined: Lightweight Structures Association, Awnings and light structures

The China Council for the Promotion of International Trade
Textile Industry Sub-Council
Beijing,  100742
P.R. China
+86 10 5822 9569, fax +86 10 5822 9295
E-mail xiebing@ccpittex.com
Web site www.ccipittex.com
Association
Turning Star Inc.
Tom Andrews
229 Bond Street
Brooklyn, NY 11217
United States
+1 718 254 0534
E-mail tomandrews@turningstar.com
Web site www.turningstar.com
IFAI division(s) joined: Safety And Protective Products Division
Flame retardant manufacturer and service

Ultimate
Resit Gegl, Mgr.
11800 Cherry Grove Dr.
Gaithersburg, MD 20878-2305
United States
+1 301 793 2953, fax +1 301 330 1663
E-mail resit.gegl@ultimate-homeinc.com
Web site www.ultimate-homeinc.com
IFAI division(s) joined: Marine Fabricators Association
Fabric sales agency

Ultra Systems Inc.
Jaime Giannontonio, Mktg.
1578 Sussex Turnpike, Bldg 4
Randolph, NJ 07869
United States
+1 973 627 8608, fax +1 973 627 8506
E-mail jaime@ultraflexx.com
Web site www.ultraflexx.com
IFAI division(s) joined: Fabric Graphics Association
Media supplier

United Canvas & Awning
Steve Gundelach, Owner
25434 W. Rt. 173
Antioch, IL 60002
United States
+1 847 395 1470, fax +1 847 395 7695
E-mail sgundelach@sbcglobal.net
Web site www.unitedcanvas.com
IFAI division(s) joined: Professional Awning Manufacturers Association
Awnings

West Coast Awning
Alfred Alioli, CEO
21410 Chase St., Ste. 7
Canoga Park, CA 91304-2659
United States
+1 818 773 1729
E-mail westcoastawning@awning.com
Web site www.westcoastawning.com
Awnings and patio covers

Wonpyung Ind. Co. Ltd.
Namkho Chung, Vice Pres.
769-10 Wonsi-Dong, Danwon-Ku
Ansan-Si
Kyunngi-Do, 425-090
Korea
+82 31 491 3101, fax +82 31 491 1911
E-mail namko_chung@hotmail.com
IFAI division(s) joined: Narrow Fabrics Institute
Narrow fabric, seatbelt webbing

ZhangQiu Hitac Coated Fabric Co. Ltd.
Wen Guang Liu, Gen. Mgr.
Shuangshan Road
Mingshui Economic Zone
ZhangQiu City, Shan Dong 250200
China
+86 531 833 13876, fax +86 531 833 13898
E-mail hitac@126.com
Web site www.hitarps.com
IFAI division(s) joined: Marine Fabricators Association, Tent Rental Division, Truck Cover And Tarp Association
PVC tarpaulins, truck covers, tents
2007
February

Feb. 1-3, North East Canvas Products Association (NECPA) Expo
In Bonhoboro, Mass. Seminars will focus on “Technology in Today’s Workplace,” and the festivities will include a “spirit of Boston” cruise. For more information, call David M. King at +1 631 324 4944 or visit www.NECPA.org.

Feb. 7-10, The Rental Show 2007
At the Georgia World Congress Center, Atlanta. The Rental Show is the largest rental trade show in the world, bringing together more than 11,000 attendees and exhibitor personnel. For information, visit www.ararental.org.

Feb. 9-11, CMCFCA Mid-Atlantic Region 21st Annual Convention
The Chesapeake Marine Canvas Fabricators Association convention will be held at the Annapolis Doubletree Hotel in Annapolis, Md. For information, contact Sandra Taylor, CMCFCA president, at staylor@earthlink.net or visit www.cmcfca.org.

Feb. 10-13, MFA National Convention
At the Palace Station, Las Vegas, Nev. For more information on this Marine Fabricators Association event, contact Beth Hungrily, +1 651 225 6952 or 800 209 1810, e-mail blhungville@ifai.com, Web site www.marinecanvas.com.

Feb. 12-16, IECA Environmental Connection ’07
At the Reno-Sparks Convention Center in Reno, Nev. IECA’s annual conference and expo combines quality education and more than 160 state-of-the-art vendor exhibits. Twenty full-day training courses are offered, addressing topics such as wind erosion, construction-site management and NPDES regulations and compliance. For information, contact the International Erosion Control Association in Steamboat Springs, Colo.; +1 970 879 3010, e-mail ecinfo@ieca.org.

Feb. 15-19, Miami International Boat Show
At the Miami Beach Convention Center in Miami, Fla. For information, contact Cathy Johnson, +1 954 441 5290, Web site www.miamiboatshow.com.

Feb. 18-21, Geo-Denver 2007
At the Adam’s Mark Hotel in Denver, Colo. The congress will provide students and professionals in all specialty fields with information about innovative and emerging technologies to advance geotechnical engineering and related disciplines. Contact the Geo-Institute of the ASCE at +1 703 295 6350, Web site www.geocongress.org.

Feb. 21-22, Transport & VIP Interiors Conference & Exhibition 2007
In Savannah, Georgia. For information, contact the Transport & VIP Interiors Group, +1 760 720 4210, www.transport-interiors.com.

Feb. 21-23, IFAI Canada Expo 2007
At the Sheraton Toronto North, featuring the latest in unique industry products, techniques and services, plus the annual awards program. For more information, contact Elizabeth Newman, +1 651 225 6952, 800 636 4973, e-mail ednewman@ifai.com, Web site www.ifai canada.com.

Feb. 27–March 1, Techtextil Russia
At the Crocus Exhibition Center, Moscow, Russia. More than 5,000 visitors are expected from 25 different countries, from manufacturers, importers, wholesale, retailers, designers and industry organizations. For information, contact Ms. Victoria Melnikova at victoria.melnikova@russia.messefrankfurt.com, or visit www.techtextil.com.

March

March 6-7, The Performance Textiles Show 2007
At the Telford International Centre, Telford, Shropshire, U.K. The exhibition will see a diverse range of products and services employed in many varied applications, from throws, bunting and marquees to marquee linings, sailcloth and specialty fabrics. For information, visit www.performance textiles.co.uk.

March 6-7, Inflatable and Soft Play Show 2007
At the Telford International Centre, Telford, Shropshire, U.K. The Performance Textile Association will be showcasing the work of its members involved in the inflatable and soft play industries. The show runs concurrent with the Performance Textiles Show 2007. For information, visit www.performance textiles.co.uk.

March 20–21, USIFI Lobby Days
In Washington, D.C. Unite with one voice on U.S. textile and trade issues. Meetings with congressional delegations will be arranged. Contact Ruth Stephens, USIFI, at rstephens@ifai.com.

March 22–23, WCPEA 2007 Expo-West
The Western Canvases Products Association conference will be held at the Island Palms Hotel & Marina in San Diego, Calif. For information, contact Howard Goldstein, President, Alpha Awnings Products, +1 310 617 8800, e-mail pamachair@yahoo.com, or visit www.wcpponline.com.

March 26-30, AFS 20th Annual Conference & Exhibition
The American Filtration & Separations Society (AFS) will be celebrating its 20th Anniversary Conference & Exhibition at the Orange County Convention Center in Orlando, Fla, co-located with the Water Quality Association Aquatech USA 2007. For information, visit www.afs society.org.

April

April 11–14, 2007 International Window Coverings EXPO
Will be held in the dramatic new Washington Convention Center in Washington, D.C. The show is designed to facilitate meaningful connections in the industry, through interactive educational experiences and valuable networking opportunities. For information, visit www.expoprojects.com.

April 12–13, PAMA Business Management & Sales Workshop
In conjunction with the SWIFA Convention in San Antonio, Friday’s session will inform attendees about how to recruit, reward, evaluate and retain the best employees; on Saturday, learn to implement sales-boosting techniques and fine-tune your customer satisfaction program. For information, contact the Professional Awnings Manufacturers Association (PAMA) at mesahlin@ifai.com.

April 12–14, SWIFA Annual Convention and Golf Tournament
The Southwest Industrial Fabrics Association (SWIFA) will hold its annual golf tournament on April 12 at the Quarry Golf Club in San Antonio, followed by the annual convention at the El Tropicana Riverside Hotel, also in San Antonio. The hotel is offering special convention rates to conference attendees; e-mail thix@elctropicanahotel.com. For details on SWIFA and the convention, visit http://swifa.org.

April 24–26, IDEA07
The International Engineered Fabrics Conference and Expo, at the Miami Beach Convention Center, Miami Beach, Fla. For information, visit www.india.org.
April 29-May 2, Fifth Annual International Greening Rooftops for Sustainable Communities Conference, Awards and Trade Show
At the Hyatt Regency Minneapolis Hotel, Minneapolis, Minn. Co-hosted with the city of Minneapolis, the conference is organized by Green Roofs for Healthy Cities (GRHC), a not-for-profit industry association working to promote the green roof industry in North America. For information, visit www.greenroofs.org.

May
May 8-10, SPESA Expo, Material World, Technology Solutions: Triennial Event
Occurring in the spring every third year, these events will be co-located to provide a comprehensive solutions resource for the sewn products industry. To be held at the Miami Beach Convention Center in Miami, Fla. For information from SPESA, contact Benton Gardner at +1 919 872 8909, e-mail benton@spesa.org. For information from Material World/Technology Solutions, contact Suzanne Pruitt, +1 678 285 0307, e-mail suzanne@marshmeadowsmarketing.com.

May 13-17, Coastal Sediments
In New Orleans, La. For more information, visit Web site www.asce.org/conferences/cs07/index.cfm.

May 21-22, Outlook 2007
At Mill House, Charleston, S.C. For more information, contact Ruth Stephens, +1 651 225 6920, 800 636 4942, fax +1 651 636 4942, e-mail rastephens@ifai.com, Web site www.usifi.com.

May 26-29, Australian Canvas and Synthetic Products Association (ACASPA) Expo 2007
At the Adelaide Hilton, Adelaide, South Australia. For more information, contact Russell Brown, ACASPA Executive Officer, +61 3 9593 9733, fax +61 3 9593 8033, e-mail eo@acaspa.com.au, Web site www.acaspa.com.au.

May 29-June 1, Waste Tech 2007
In Moscow, Russia. The 5th International Trade Fair and Congress on Waste Management, Recycling and Environmental Technology. For more information, contact +7 495 101 4621, fax +7 495 792 1013, e-mail waste-tech@sibico.com, Web site www.waste-tech.ru.

June
June 12-14, Techtextil, Frankfurt 2007
In Frankfurt, Germany. For more information, visit Web site techtextil.messefrankfurt.com/frankfurt/en/home.html.

June 27-29, IAAPA Asian Expo 2007
At the Royal Paragon Hall, Pathumwan, Bangkok, Thailand. For information, visit Web site www.iaapaasia.expoplanner.com.

September
September 11-13, China Conference
At the Doubletree Hotel San Pedro, San Pedro, Calif. Successful logistics strategies for the China market. Six general sessions over two days will drive a series of workshops led by recognized experts in their field. For more information, visit Web site www.thechinaconference.com.

September 13-20, International Textile Machinery Exhibition (ITMA) 2007
Will take place in Munich, Germany, in the New Munich Trade Fair Centre. The theme “Place for Innovation” will focus on the benefits (and concerns) about nanotechnology in fibers, textiles and treatments. For more information, visit www.itma.com.

October
October 3-5, IFAI Expo 2007
Takes place in Las Vegas, Nevada. The specialty fabrics industry’s annual get-together in North America. For information, contact IFAI Conference Management at 800 225 4324, or visit www.ifaiexpo.com.

October 10–12, Techtextil India
At the Bombay Exhibition Centre, Goregaon (East), Mumbai, India. Application areas: Agrotech, Buildtech, Clothtech, Geotech, Hometech, Indutech, Meditech, Mobiltech, Oekotech, Packtech, Protech, Sportech. For information, e-mail messefrankfurtindia@vsnl.com or techtextil@messefrankfurt.com.
EDITORIAL SOURCES

Listed below is contact information for the individuals and companies consulted for this month’s articles.

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Driving the industry
DaimlerChrysler Group
Auburn Hills, Mich.
+1 248 576 6514
E-mail dav4@dch.com
Web site www.daimlerchrysler.com

Foamex International Inc.
Auburn, Ind.
+1 260 925 1073
E-mail dfritz@foamex.com
Web site www.foamex.com

TechmerPM
Gainesville, Ga.
+1 865 457 6700
E-mail jharper@techmerpm.com
Web site www.techmerpm.com

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The tale of the two-tiered terrace
Sollertia Inc.
Montreal, Quebec, Canada
+1 514 528 5955
E-mail info@sollertia.ca
Web site www.sollertia.ca

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Signs of the times
Awnings & Signs Unlimited
Hawthorne, Calif.
+1 310 644 9090
E-mail sunfun@aol.com
Web site www.awningsandsignsunlimited.com

Globe Canvas Products Co.
Yeadon, Pa.
+1 610 622 7211
E-mail kanvasking@aol.com
Web site www.globecanvas.com

Marygrove Awnings
Livonia, Mich.
+1 734 422 7110
E-mail marygrove@teleweb.net
Web site www.marygrove.com

Wichita Awning Co. Inc.
Wichita, Kansas
+1 316 263 1550
E-mail wichitaawning@yahoo.com
Web site www.wichitaawning.com

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Building on the value of online marketing
Alpha Canvas & Awning Co. Inc.
Charlotte, N.C.
+1 704 333 1581
E-mail coverpro@alphacanvas.com
Web site www.alphacanvas.com

Gandinnovations
San Antonio, Texas
+1 210-344-9566
E-mail cbrock@gandigroup.com
Web site www.gandinnovations.com

Glen Raven Custom Fabrics LLC/Sunbrella
Glen Raven, N.C.
+1 336-227-621
E-mail customerservice@glenraven.com
Web site www.sunbrella.com

Rainier Industries Ltd.
Tukwila, Wash.
+1 425 251 1800
E-mail scottc@rainier.com
Web site www.rainier.com

Voyager IT
St. Paul, Minn.
+1 651 292 8838

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Share your knowledge and expertise; offer input on Review stories. We are preparing future issues, and we’re looking for knowledgable sources on these topics:

Upcoming features
• Market Outlook
• Impact-resistant fabrics and products
• Using CAD software
• Your business: the process of innovation
• Showroom: aerospace products

Don’t forget your camera
We rely on our readers for most of the images that appear in the Review. However, we have specific requirements for photos. We can use high-resolution digital images—specifically, 300 dots per inch (dpi), sized at least 4-by-5 inches (1200 by 1500 pixels)—in jpg, tif or eps formats (NO images imbedded in Word, PowerPoint or PDF files, please!) In order to get print-quality images, your digital camera has to be a 2.4 megapixel model or higher. We can also use hard-copy photos printed from film. (NO images printed from your computer printer, please!)

Cover photos: If you provide us with very large, clean and crisp, attractive electronic or hard-copy photos, they can be considered for the magazine’s cover. For electronic files, that means at least 300 dpi resolution, sized at least 9-by-11 inches (2700 by 3300 pixels). For hard copy photos, 8-by-10 prints are best. Also, we generally choose vertically aligned pictures for the Review cover.

Contact Galynn Nordstrom
+1 651 225 6928,
e-mail gdnordstrom@ifai.com.

Your Project Here

www.reviewmagazine.info
We’re doing an outdoor curtain in a gauzy, white material and need white number-two grommets. We specifically need white so they don’t show up as obviously in this particular material. They can be metal or plastic. Do you have a source?

A

We found three sources, two in metal and one in plastic. For more information, contact Fasnap Corp. at 23669 Reedy Dr., Elkhart, IN 46514-9412; +1 574 264 1185 or 800 624 2058, fax +1 574 264 0802, Web site www.fasnap.com.

We also found the white metal grommets at Siska. For more information, contact Siska Inc., P.O. Box 921, Saddle Brook, NJ 07663; +1 201 794 1124 or 800-393-5381, fax +1 201 794 8147, Web site www.siska.com.

For plastic, we located the white grommets at Kabar, who offers them in both round and oval shapes. For more information, contact Kabar Mfg. Corp., 140 Schmitt Blvd., Farmingdale, NY 11735; +1 631 694 6857, fax +1 631 694 6846, Web site www.cosmos-kabar.com.

We’ve had an architect cite a fabric called FR Comshade. Where can we get it?

A

FR Comshade is a shade cloth that is a knit polyethylene material and meets a number of U.S. flammability requirements. It is produced by Polyfab Australia. For more information on the fabric and distributors, contact Polyfab Australia Pty Ltd, ABN 54 069 432 846, 63 Frankston Gardens Drive, Carrum Downs, Victoria 3921 Australia; phone +61 3 9770 8480, fax +61 3 9770 8483, Web site www.polyfab.com.au.

We’re looking for a product that we want to use as a tent liner: It’s a metal foil with bubble wrap. Have you heard of it?

A

Many tent companies use layers to insulate tents; the air caught between the fabric layers warms up and acts as an insulator. We have heard, however, of the product that you described. Reflectix Inc. specializes in an insulation that consists of layers of metal foil, with trapped air or bubble wrap between the layers.

For more information, contact Reflectix at #1 School Street, P.O. Box 108, Markleville, IN 46056; +1 765 533 4332 or 800 879 3645, fax +1 765 533 2327, Web site www.reflectixinc.com.

We’re going to be bringing our tent liner product into the United States, and have been told that meeting NFPA 701 should suffice. Is that true?

A

Probably not. Flammability requirements in the U.S. are difficult to navigate, at best. There are few national flammability requirements on specialty fabric products; most of them vary by state to state and can even vary from city to city. NFPA 701 is one of the most frequently cited flammability requirements in the U.S. and is referenced within the International Building Code that is widely adopted here. Others commonly called out by fire marshals are the California State Fire Marshal Title 19 or one of the ASTM methods.

Since your product is a tent liner, however, you should also be aware of CPAI-84: A Specification for Flame-Resistant Materials Used in Camping Tents. Although IFAI wrote that specification as a voluntary industry specification, some states in the U.S. require that tents sold in the state be made of materials that pass. The definition of camping tent is fairly broad, so even if yours is an event/party tent, the standard might apply. Given the complex nature of flammability requirements in the United States, it’s probably wisest to have your material certified to more than one flammability specification.

We’ve had a customer ask us to make bags for them, which isn’t that unusual—but they want us to use hemp. What is that?

A

Hemp is a bast fiber, so in that regard it’s similar to flax or jute. However, hemp is a member of the cannabis family and its cultivation is restricted in the United States. It is used worldwide, however, for a number of products, including rope and fabric. One source we found for the fabric is EnviroTextile. Contact them at 3710 Hwy 82, #2, Glenwood Springs, CO 81601; +1 970 945 5986, fax +1 970 945 4456, Web site www.envirotextile.com.

For more information about hemp, contact the Hemp Industries Association, P.O. Box 1080, Occidental, CA 95465; +1 707 874 3648, fax +1 707 874 1104, Web site www.thehia.org.

Complied by Juli Case, IFAI Information and Technical Services Manager, and Christine Malmgren, IFAI Information Services Representative.