

PRIDEFAMILYBRANDS



For Immediate Release

Pride Family Brands' Custom Order Program Attracts Designers and Hospitality Trade...

Custom looks and patented designs meet needs of today's high-end and contract customers



“Forty percent of our product is ordered to meet customer specific requests such as the selection of frame design, fabric and finish by individual piece,” said Rory Rehmert, Vice President, Sales & Marketing, Pride Family Brands.

Hollywood, FL -- Pride Family Brands, designers and manufacturers of handcrafted luxury cast aluminum casual furniture, announces continued growth in the custom order segment that includes interior designers and the hospitality trade. With the

manufacturing facility located in Central America, Pride is able to provide design and hospitality professionals with products ordered to custom specifications within a shorter than industry standard custom order lead time.

“Forty percent of our product is ordered to meet customer specific requests such as the selection of frame design, fabric and finish by individual piece,” said Rory Rehmert, Vice President, Sales and Marketing, Pride Family Brands. “This is especially attractive to the designer trade.” Combined with the customization aspect is the ability to fill low volume customized orders; another service of the Pride operation.

“With the current buying environment, we have found that the customer purchasing higher end or upscale outdoor furnishings is looking for customization as well as quality and patented designer looks,” said Jamie Lowsky, CEO, Pride Family Brands. “We are well positioned to serve these customers, their design firms as well as those in the contract trade.” Additionally, Pride offers the contract market complete collections with many award-winning patented designs.

For more information about Pride Family Brands and their distinguished handcrafted luxury casual aluminum furniture, visit www.pridefamilybrands.com or contact 954-735-9800. *(Pictured, Sophia Sling Dining)*

###

About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of casual furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

Publicity Contact: Laurie Rudd, laurie_rudd_public_relations@suddenlink.net
Email: laurieruddpr@suddenlink.net Cell phone: 252-714-5377

Corporate Contact: Sylvia Henderson, Marketing Manager
Post Office Box 100936, Ft. Lauderdale, Florida 33310 - T 954-735-9800 - F 954-735-0642