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PRIDEFAMILYBRANDS



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For Immediate Release

Pride Family Brands Announces Wrought Aluminum Casual Furnishing Introductions Receive Praise and Placements

For spring 2011 several collections are being recognized already as sales winners for Pride Family Brands retailers.

October 27, 2010 -- Ft. Lauderdale, FL -- Following the International Casual Furniture and Accessories Market, Pride Family Brands, designers and manufacturer of luxury handcrafted aluminum casual furniture, announced trends seen during the market based on overall retailer response and product placements with the wrought aluminum collections topping the list.

"We had a tremendous response to our new wrought aluminum collections," said Rory Rehmert, vice president of sales and marketing for Pride Family Brands. "The Veranda, Palermo and Milazzo Collections have received a great deal of interest and placements." Retailers touring Pride's 12,000 square foot showroom in Chicago's Merchandise Mart responded to the unique wrought aluminum designs and the fresh hand wrought profiles.

Hand riveted details are highlighted throughout the dining and deep seating options within The Veranda, Palermo and Milazzo Collections. "The flavor and elegance of the old world styling are proving to be winners with retailers going into the spring 2011 season," said Jamie Lowsky, CEO of Pride Family Brands. "Our design team has again created elements that work to emphasize the strength of our handcrafting capabilities." With over 50 design patents, Pride Family Brands is recognized as a leader in providing retailers with original unduplicated designs.

Additional collections garnering high attention from buyers were the Vera Cruz with classic curving cast aluminum details; the Electra, with a transitional louvered back design and the Grand Regent with its oversized seating. Pride also debuted its Express Shipment Program that was well received and featured seven collections including the Veranda and Grand Regent. "All of the collections in our Express Shipment Program are performing very well," said Rehmert.

For more information about Pride Family Brands and their lines of casual furniture visit pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands:

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality outdoor furniture. For more information about Pride Family Brands and their distinguished lines of outdoor furniture visit www.pridefamilybrands.com or contact 954-735-9800. *Pictured: (Veranda Cushioned Dining Set)*

