

By Richard Wright

Strategic Moves

With an eye on this year and next, manufacturers do what's necessary to ensure the survival of their company, and position it for growth when the storm breaks.



Jamie Lowsky
President/CEO

Pride Family Brands

High End Still Selling

"Our business has been relatively good compared to what I hear about others. The very high end of the mar-

ket is still selling and the tickets are very large. Special orders from this segment are very stable. These consumers are still buying and remodeling, albeit six chaises instead of eight.

"We are watching our costs and reducing unnecessary expenses. We will not be attending the National Hardware Show or hospitality shows; they are not needed and not part of our core business.

"We are also reviewing the product line and streamlining the collections,

reducing SKUs and collections that are outdated and not selling the quantities we need to be efficient.

"For 2010, we will be introducing four new collections instead of eight. These collections are focused in two middle price-points – \$1,499 or less – and two premium price-points – about \$2,999 retail.

"As always, our primary goal is to support our dealer base with the best-looking, freshest designs and highest quality products."