

# PRIDEFAMILYBRANDS



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## Pride Family Brands' Custom Order Program Attracts Designers and Hospitality Trade in 2009

Hollywood, FL -- Pride Family Brands, designers and manufacturers of handcrafted luxury aluminum casual furniture, announces its standard services catering to the heightened interest from 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 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 unique pieces all of which meet the strict construction quality specifications required within that industry.

For more information about Pride Family Brands and their distinguished handcrafted luxury casual aluminum furniture, visit [www.pridefamilybrands.com](http://www.pridefamilybrands.com) or contact 954-735-9800.

*(Pictured, Excelsior Deep Seating)*

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**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.

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