

PRIDEFAMILYBRANDS



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Pride Family Brands Acquires 50th Patent and A Casual Furnishings Milestone

Dedication and investment into research and development yields another addition to an extensive portfolio of original product designs for Pride Family Brands.



Hollywood, FL -- Pride Family Brands, headquartered in Ft. Lauderdale, Fla., has reached a milestone within the casual industry by acquiring its 50th design patent for features or processes used in the manufacturing of its handcrafted aluminum casual furniture for the luxury market. With obtaining its 50th U.S. patent, Pride marks its dedication to product design as well as to providing its customers with designs for which the originality can be verified.

"With the 50th patent, there is no question as to the priority our family and our company places on originality of design," said Jamie Lowsky, CEO of Pride Family Brands. "Through patents, we are able to create genuine Pride styling for our customers and for their consumers who look to us for something different." As a part of the company's brand positioning, the campaign to acquire patents on all design innovations has been ongoing since Pride's beginnings over 30 years ago.

"Whether the first or the fiftieth, the creativity in each design and the investment each represents are valued throughout the company from manufacturing to sales," said Rory Rehmert, vice president of sales and marketing for Pride Family Brands and industry veteran. "Our industry has seen years of tremendous growth; and as a result of those years, the entry of companies that may not place originality as a priority. We feel a responsibility, as a leader in the casual industry, to represent our commitment to original creativity by not only obtaining patents, but by defending them as well." Previous Pride design patents include woven aluminum, cast table top designs and hand finishing techniques. All fifty patents will be on display within the Pride Family Brands showroom in the Chicago Merchandise Mart during the International Casual Furniture and Accessories Market held in September of 2010.

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

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor 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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