

PRIDEFAMILYBRANDS



Corporate Contact:
Sylvia Henderson, Marketing Manager

PR Contact: Laurie Rudd
laurieruddpr@suddenlink.net

SUMMERWINDS FACT SHEET

History: About Pride Family Brands

For 30 years, Pride Family Brands has distinguished itself in the manufacturing of outdoor furniture. With over twenty patents, Pride also stands in the forefront of innovation. When coupled with a state of the art manufacturing operation in Costa Rica and a production facility for their Summer Winds brand in Dongguan, China, this innovation and superior quality production have resulted in Pride Family Brands being recognized as a leader in the casual furniture industry.

SummerWinds Operation:

- 900,000 square feet housed in eight buildings in Dongguan, China
- 5 powder coat lines
- Operates 24 hours a day, 7 days a week during peak season
- Over 2,000 skilled employees
- Capacity to produce 150 containers of furniture per week
- 100 collections offered in SummerWinds to retailers
- 6,000 square feet showroom in China
- 4,000 square feet showroom devoted to SummerWinds in Fort Lauderdale, Florida and at the National Hardware Show each year.

Product Features and Benefits:

Frames:

Each seat back is ergonomically designed for comfort. Seats ensure generous lumbar and shoulder support. Our heavy duty frames are constructed using 360 degree heli-arc welding technology (Full circumference).

Aluminum Frames:

Our extruded and cast aluminum oversized frames are rust free and feature the thickest gauge in the industry. Several collections are made with a blending of aluminum and cast aluminum components that are welded together to create a product that is beautiful and lightweight.

Steel Frames:

Our heavy gauge oversized steel frames are pre-treated with superior sturdiness. Various collections are made from a blending of steel and cast aluminum components creating a beautiful, yet functional product.

Finishes:

All frames are finished with rust free paints available in a variety of all-weather colors. These durable coatings are carefully coordinated with our fabrics for unparalleled beauty and style.

These frames are powder coated with a special high performance baked on polyester based paint that will blend, but will not peel, blister or flake. Our Tropical, Wood Grain, and Old World Collections use additional colors that are applied by hand, utilizing either a special "hand dabbed" or "hand brushed" technique to create unique designer effects. With these special paint processes, no two pieces of furniture are exactly alike. A urethane top coat finishes each piece to protect the beauty.

Fabrics:

Following the latest color and style trends, a large selection of matching and/or coordinating durable weatherproof designer cushion and sling fabrics are used to dress our SummerWinds frames. Constructed from high quality Olefins and 100% PVC Coated Vinyl, these fabrics will maintain their beauty through many seasons with periodic care and maintenance. Cushions feature a quick dry polyester fiberfill. Our woven material is made from a synthetic "resin" material that is fade resistant, resists stains and heat and will not crack. Our resin wicker offerings are specially treated to protect against the outdoor elements and are easy to maintain.

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