

Pride Family Brands | CASTELLE

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Castelle has launched its latest interactive marketing asset, the custom Draping Tool. Available to consumers and Castelle retail partners, this tool offers the ability to customize any collection piece in the entire brand of handcrafted outdoor furnishings with thousands of options, in virtual and printed formats.

Denek Rieck, former president and CEO, says, "The introduction of specialized marketing tools creates a better selling environment for our customers and retail partners as a primary goal for Castelle. This interactive Draping Tool works at the heart of what defines Castelle: our customization capabilities. With its ability to provide a visual image of the product with functions selected during the research or ordering stage, this tool will allow for more informed decisions—and ultimately, greater satisfaction."

In each of Castelle's collections, a customized draping chart, a slingshooting chart, or a flow chart is presented for the draping function. Through the online tool and its interactive capabilities, users will be able to create an image of the landscaping or furniture they're selecting from more than

MONTIGO HIRES SHARON MURRAY AS VICE PRESIDENT OF BUSINESS DEVELOPMENT

Montigo, a leading designer and builder of commercial and residential fireplaces, has appointed Sharon Murray as vice president of business development. Murray brings the company more than 20 years of sales experience in the residential and commercial construction products industry. She was responsible for major growth initiatives in hospitality and commercial construction, dealing directly with industrial architects, designers, and builders.

Jonathan Burke, CEO of Montigo, says, "We are thrilled to have Sharon join our team. She is a great fit with our senior leadership group, and her depth and breadth of knowledge in the commercial and hospitality building products sector will enhance our ability to showcase our products in leading North American projects going forward. Combined with our recent investments in manufacturing capacity and our enhanced commercial design team, Sharon is the key element to take the Montigo brand to the next level."

1,000 possible combinations of desired fabrics and finishes. The step-to-step tool can be accessed from anywhere, including mobile devices. Finished product images created with the tool can be printed and emailed. If using the custom image from home or on a mobile device, users also will be able to access information about features of the product near them. No login is required for use of the tool, as the draping function will be available directly from any collection page on the Castelle website (www.castelleusa.com).

RICHAED FRINIER WINS ADEX PLATINUM AWARD FOR STUDIO COLLECTION

Known for his timeless aesthetic and unique design perspective, esteemed designer Richard Frinier received a Platinum Award for his Studio collection of furniture fabrics in this year's ADEX awards competition, an industry recognition of design excellence and product innovation.

Greg Rosenblatt, business manager, jobber market, for Glen Raven Custom Fabrics, Inc. of Sunbury, Ohio, says, "Richard has an extraordinary passion and dedication to his work."

He continues, "The Studio collection takes Richard's sense of design with Sunbury's legendary performance, for a winning combination. We are honored to have Richard as a partner and colleague in the commercial and hospitality sectors. The Studio collection represents the essence of wide-open spaces, high ceilings, and multi-design that allow natural light to fill a room. The collection features a refined yet approachable mix of graphic print and linear patterns presented in neutral shades, with interesting layers and textures. Designed to be mixed and matched for a variety of modern style-based design solutions, these fabrics subtly capture the intention of today's modern, sophisticated, and playful interior in urban artistry and inspire me." Frinier says, "It was meaningful for me to be named my industry's most innovative and progressive design and to be recognized by the design community in this way. I am grateful to share the ADEX Platinum Award with Sunbury for the Studio collection."

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Memphis Wood Fire Grills has hired Scott Severson as the national sales manager. Severson brings the company years of experience in the specialty channel for luxury outdoor products. With a successful track record both as a sales representative at a sales manager, Severson brings Memphis a strong manager with Memphis' sales and customer relationship and proven sales techniques. Shula Wagy, general manager, says, "We are excited to have Scott join our

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PRIDE FAMILY BRANDS PROMOTES MARK STEPHENS TO PRESIDENT

Mark Stephens has been promoted to president of Pride Family Brands (PFB), a leading manufacturer of handcrafted luxury outdoor furnishings. The appointment was a key step in the company's long-term growth. John Dina, chair of Pride Family Brands and partner, New Wave Capital, says, "Mark is an exceptional leader and a consummate professional with only immense knowledge from his years of working in the home category, but also valuable insight from his previously held position within Castelle."

Stephens joined Castelle/Pride Family Brands in September 2017, following his tenure as senior vice president of sales for Heritage Home Group, which encompassed brands including Broffail, Thomaston, Drexel, Fenelon, and the distinct outdoor furniture brand Lane Venetian. His previous experience in the home category included serving as vice president of sales and marketing for Broffail. In 2011, Stephens became president of Broffail Furniture, returning the iconic furniture brand to growth and profitability.

Stephens says, "At Pride Family Brands, we have a dedicated group of professionals and artisans who are passionate about creating the highest value across each of our brands. In my new role, I envision a company that will be recognized as an industry leader not only in terms of design and quality, but in service as well. I look to create an environment in which each team member understands and provides solutions to the needs of our customers. I look forward to being part of these efforts and am only honored to have this opportunity."

THE HAMMOCK SOURCE DISTRIBUTES EMPLOYEE BONUSES FOLLOWING CORPORATE-TAX CUTS

The Hammock Source (Greenville, North Carolina), manufacturer of globally recognized brands such as Hazara Hammocks, The Original Pique Island, and Nags Head Hammocks, joined a growing list of companies nationwide that passed out their projected corporate tax savings along to their employees. Walter Perkins III, CEO, says, "Success is only attainable by having good people. At The Hammock Source, we want to continue to invest in the people who have made our business successful, and tax cuts will provide the funds to make this desire a reality."

He continues, "We hope that other businesses

will follow our lead and give back to their employees as well. Keeping a U.S. manufacturing business running profitably has been a challenge over the past decade. The future economic environment looks better for our business, and we want our employees to gain from that future success, only on people make a business successful—not buildings and not machines." Each employee will receive a bonus of up to \$1,000, based on length of service. The company employs approximately 150 people, with more than 10% having 20 or more years of tenure with the Perkins family business. The Hammock Source is the largest manufacturer and seller of hammocks in the world, the company says.

COYOTE OUTDOOR LIVING INTRODUCED NEW LUXURY FEATURES AT PRIME TIME

At Milwaukee PrimeTime (Milwaukee, Florida), Coyote Outdoor Living introduced new

updates to its already color-coded line of stainless steel, ceramic cooktop, and refrigerator units. In this highly competitive market, Coyote is upgrading all of its S-series grills to feature its signature Infinity burners. The S-series grills to exceed the highest standards and will now expand to include the C2S3X, a compact 30-inch grill with the new C2C4, a 42-inch grill, is the largest grill in the S-series line.

Jim Giacchi, president, says, "Design and value are at the heart of Coyote. Our position is to deliver the outdoor living experience with products that marry power and durability with style. The introduction of the new grill sizes in the S-series adds versatility when designing outdoor spaces, and the added benefit of Infinity burners elevates the cooking experience for all outdoor chefs."

The Coyote product portfolio consists of gas and charcoal grills and smokers, refrigerators and refrigerators, storage and cabinetry doors, and all

