

path for manufacturing to be explored april 13

Harding Stowe, president and CEO of R.L. Stowe Mills Inc. in Belmont N.C., will be among the high-profile program participants at the North Carolina Manufacturing Summit Wednesday, April 13, at the Joseph Koury Convention Center in Greensboro.

As a spokesman for the state's textile industry, Stowe will join Bruce Kaylos, managing director of Wyeth Vaccines, Duronnie Harrell, owner of Assembly Systems in Charlotte, and Michael K. Dugan, professor of business at Lenoir-Rhyne College, on a panel that will focus on "Barriers and Opportunities for Manufacturing in North Carolina."

The event is sponsored by North Carolina Citizens for Business and Industry, the National Association of Manufacturers, and the Chambers of Commerce for Greensboro, High Point, and Winston-Salem.

Phil Kirk, president and CEO of NCCBI, said the conference will

include important perspectives on the future of manufacturing, including hosiery and textiles.

"Owners of businesses of all sizes will find the information helpful in the development of their business plans," Kirk asserted.

Topics also include "A Bias for Manufacturing and a Call for Action" by Ruth Shaw, CEO of Duke Power; "Can We Keep Our Manufacturing Edge in the New Economy?" by Michael Luger, director of the Center for Competitive Economies, UNC-Chapel Hill; and "Manufacturing in the 21st Century: Challenges and Opportunities" by Gov. John Engler, president of the National Association of Manufacturers which has endorsed open trade initiatives.

Registration is \$50 per person which includes lunch. Checks should be payable to "Chamber 3" and mailed to Greensboro Chamber of Commerce, PO Box 3246, Greensboro, NC 27402.

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dinary, says Pratt, because they do it often. In fact, York says the company has ran samples every day since the start of 2005.

"We do whatever it takes," says Pratt. "We've never missed a deadline on a shipment."

There's one other ingredient that York, Shelton and Pratt are quick to point out as another primary calling card for their products — quality.



A selection of styles from Carolina Textiles

"We have less than a hundredth of one percent on charge-backs," Pratt says.

The company has developed 250 styles for hosiery manufacturers who are marketing the Carolina Textiles products from Canada to Japan.

"No order is too small," says York.

In his 21 years in the hosiery business, York has seen the landscape shift.

"A lot of folks want it the way it used to be," he says. "But it's not. It would be nice to have a program that runs five weeks but that's not the animal anymore."

Another break with what many believe is a trendsetter lies in

the fact that Carolina Textiles doesn't sell to retail.

Their products are sold to other hosiery manufacturers who have the budgets for marketing. York says his operation is about as lean as they come. At this point in time, he is satisfied with the company's small but steady gains as they continue to build a list of customers who want a unique sock that is crafted with exceptional quality.

Carolina Textiles not only twists its own yarn but will twist yarn for customers as well. They also sell greige goods and will do contract finishing but does not do any dyeing. And of course, they provide the completed product as requested.

York places emphasis on special orders.

One reason York is content with his company's modest but solid growth is that he knows it would be mistake to take on more production than the operation can realistically meet.

He believes staying small and manageable allows the company to concentrate on the one other ingredient that the Carolina team believe is indicative of their success — customer service.

"The whole time we're here, we're thinking what can we do to serve our customers better," York says. "What do you need done? We'll do exactly what you want."

If you would like to share your comments on issues discussed in this edition, a related matter or perhaps a memorable item in your hosiery industry experience. We'll publish them in our next edition. Send them to:

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