

# seams made in usa catalog debuts



In a recent meeting of textile industry executives, participants discussed as a trend affecting the industry the fact that there are few "Buy American" choices for consumers.

It's a point often relayed when discussing the subject with consumers. The conversation goes like this: "Yes, I'd like to buy American-made products but I can't find any."

SEAMS, a Spartanburg, S.C. organization is working to change that.

The organization last month mailed out its first "Made in USA" catalog to thousands of retailers across America.

SEAMS, the National Association for the Sewn Products Industry, is comprised of manufacturing and contract manufacturing companies in the sewn products industry. Its manufacturing member companies are located throughout the United States, as well as our supplier member companies.

"We are dedicated to promoting a business climate which will enhance and support the retention of sound economic growth throughout the entire United States," says a spokesperson for the organization. "Our organization is constantly working to develop solutions to many of the challenges facing our industry."

The goal of publishing the catalog is to provide retailers with a selection of quality apparel products.

As domestic manufacturers seek to stem the punishing effects from the flood of cheap commodity imports after the abolishment of quo-

## SEAMS spring networking conference

Retailers looking for Made in USA products can network with apparel producers at a June 3-5 conference in Myrtle Beach. The conference is entitled "Real USA Success Stories" and will allow manufacturers to showcase their goods.

Reservation deadline is May 3. Contact SEAMS at 803.772.5861 for more information on this exciting conference.

tas, they are turning to specialty markets that depend on smaller orders and quick deliveries.

Manufacturers who advertise their products in the SEAMS catalog do so with a promise of two to three-week delivery and as small an order as a dozen minimum.

The benefits to retailers are lower inventory risk because they don't have to order for the whole season, fewer markdowns because they will only replenish what is selling and a pay-as-you-go program for smooth cash flow.

With the catalogs just arriving on the desks of retailers, SEAMS officials say the response for some of the manufacturers advertising in the catalog has been immediate and profound.

"Our catalog participants are getting calls about their products and we are receiving calls at SEAMS about products not listed in the catalog," said the SEAMS spokesperson. "We are actually getting some calls from members not in this catalog about what they need to do to show their product in our next catalog."

For manufacturers who would like to advertise in the catalog, they can contact SEAMS at [info@seams.org](mailto:info@seams.org) or call 803-772-5861. Work has already begun on the next catalog.

Could there be a SEAMS-Mart here in the making?



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