

CHA Annual Meeting Features K-R President



Kevin Toomey, president of Kayser-Roth Hosiery Co.

The chief operating officer for one of the nation's leading hosiery manufacturers said challenges facing the industry involve painful decisions that will continue.

Kevin Toomey, president of Kayser-Roth Hosiery Co., addressed the annual meeting of the Carolina Hosiery Association Dec. 11 with his perspective on issues that will confront manufacturers in 2004 and beyond.

Among the issues is the "deflation" in hosiery industry. "We're selling products at less than we have in the past. Sales are flat

while units are up, but you can't put units in the bank," Toomey said.

Because companies cannot always compete on price, it is important they stress innovation and design, Toomey suggested. "Building a



B.J. Frye, president of Conover Plastics Inc.

better mousetrap is more important than ever."

The current environment forces companies to look at how they produce and this can involve painful decisions affecting people and the type of equipment we operate, he asserted.

The annual meeting at the Sawtooth Building attracted scores of manufacturers and suppliers. This was the first annual meeting under the new calendar adopted by the association which for 43 years started a new year in April.

B.J. Frye, president of Conover Plastics Inc., is the first supplier president of the organization and her term will continue throughout 2004.