

## INDUSTRY NEWS

of up to \$300 when they purchase a SunBriteTV outdoor television and Soundcast outdoor speaker. As founding members of the Outdoor Entertainment Alliance (OEA), SunBriteTV and Soundcast can be paired for the ultimate outdoor party.

Tom Dixon, vice president of marketing for SunBriteTV, says, "We launched the OEA in order to bring more awareness to outdoor living. This co-promotion will make it easier for consumers to join the most exciting trend of 2014 in preparation for everyone's favorite time of year: summer." Mike Weaver, president of Soundcast, says, "Soundcast and SunBriteTV products are built weather resistant and rugged to withstand any environment, which makes them the perfect audio and video match for enjoy-

ing music, movies, and sports entertainment outdoors."

The promotion runs from May 1 through June 30, 2014, and the rebate must be claimed by July 31, 2014, by sending receipts for both products to SunBriteTV's offices. With the purchase of any SunBriteTV Signature series or Pro series model, a \$100 rebate is offered for the Soundcast OutCast Jr., and a \$300 rebate is offered for the Soundcast OutCast 1.2. Visit [www.oecalliance.com](http://www.oecalliance.com) for full details and rules for the promotion.

SunBriteTV's new 3670HD and 4670HD Signature series models are also eligible for the promotion. With a 50% slimmer profile, increased durability, and enhanced brightness, the 3670HD and 4670HD are the most advanced and

affordable residential outdoor televisions available. First released in 2004, SunBriteTV's outdoor televisions incorporate over 10 years of research, design, and weatherproof technology, resulting in the world's first (and only) time-tested true outdoor televisions.

Designed for portability and outdoor use, Soundcast speaker systems feature a 360-degree signature design for full sound coverage of any space; robust, weather-resistant enclosures for year-round use; and up to 20 hours of play on a single charge, making Soundcast the ultimate take-everywhere speaker systems. These award-winning music systems are available in two models: the larger OutCast 1.2 (which features an upward-firing subwoofer for deep sound; a wireless range of up to 100 feet; and a 20-hour, built-in rechargeable battery) and the smaller OutCast Jr. The OutCast Jr. includes many of the same features as the larger model and has a 6.5-inch subwoofer.

acrylic fabrics (from both technical and industry-knowledge standpoints) is exactly what we need as we make this push to establish Parà's brand," making it both as strong and as well respected in North America as it has been for generations in Europe.

Tempotest USA is headquartered in Dallas, Texas, where it stocks the entire line of Tempotest marine and awning fabrics, as well as the Tempotest Home collection, which represents the highest expression of Italian design—combined with the outdoor-fabric and finishing technology that Parà has obtained over many years in the industry. Parà is a vertically integrated weaver of solution-dyed acrylic fabrics, as well as a leading producer of residential interior fabrics (with in-house dyeing and printing capabilities). Parà has been involved in the textile business for more than 90 years and is owned and operated by the Parravicini family.

### Casual Cushion Purchases New Building and Expands Operations

**Casual Cushion Corp.**, a leading manufacturer of outdoor cushions and patio umbrellas, recently purchased 181,000 square feet of additional warehouse and manufacturing space. This purchase brings Casual Cushion's total manufacturing and warehouse space to more than 300,000 square feet, all located in the

companies have taken overseas. It is for this reason that Nikki Haley, South Carolina's governor, recognized Casual Cushion in 2011 for its economic contributions to the state."

Casual Cushion recognizes that high-quality products, on-time delivery, and excellent customer service are the reasons for its success, and the



The new Casual Cushion Corp. warehouse and manufacturing facility in Rock Hill, South Carolina

company's headquarters city of Rock Hill, South Carolina. Since it moved to South Carolina from South Florida in 2007, Casual Cushion has seen tremendous growth across all segments of its business.

Jason Siesel, vice president of Casual Cushion, says, "We have had growth with our catalog, specialty, OEM, and contract customers over the past seven years. We are proud to employ more than 100 people in manufacturing positions that many

company believes that adherence to these qualities will allow it to continue growing. "The casual/leisure industry is a small, close-knit community," Siesel says. "We know that the best way to grow your business is to supply quality products to your customers. When you do this, they are more than happy to tell others about your company. We would like to thank our loyal customers for spreading the word and adding to our success."

### Parà Hires Jeff Jimison as National Sales Manager for Tempotest USA

**Parà Group (Sovico, Italy)** has hired Jeff Jimison as national sales manager for Tempotest



Jeff Jimison

USA to lead sales for the company's line of performance fabrics for awning, casual-furniture, and marine applications. Jimison has an extensive background in outdoor performance fabric, having been involved in these markets for 15 years.

His previous position was as vice president of business development for Sattler Corp., and he was instrumental in the development and growth of the Outdura brand—from the brand's inception, in 1999 (under the ownership of Shuford Mills), to its position as a market leader in outdoor performance fabric. Jimison says, "I am excited and honored to be chosen to lead Parà's sales team in North America and to be associated with such a well-respected, technically advanced textile company as Parà. Its commitment and investment in its company and products—from design, marketing, quality, and manufacturing perspectives—are world class."

Marco Parravicini, CEO of Parà, says, "Jeff's knowledge of solution-dyed

### Security Chimneys Introduces New Corporate Image

**Security Chimneys**, a leading innovator in residential and commercial chimneys, has revealed its new brand identity—complete with a revitalized company logo, a redesigned website ([www.securitychimneys.com](http://www.securitychimneys.com)), and a rebooted look and feel in its corporate literature. The revival of the Security Chimneys image complements the company's development and progress toward more pronounced technological advances in the ventilation industry.

As an industry leader, the company aims to deliver a message that reflects the great strides that the company has continued to make since its beginnings, in 1960. The redesigned website serves as part of the company's initiative to improve its overall customer-service experience.

Reflecting the same simplicity and modern elegance as the new company logo, the new website simplifies the online experience for visitors. The intuitive navigation, updated graphics, and clean layout will help users access information quickly and easily.

The corporate literature has been redesigned to offer the same caliber of product information, but with improved visuals and layouts. The color-coded catalogs and brochures not only offer readers an aesthetically pleasing experience, but also provide a simplified categorization of product lines from Security Chimneys. ■