

V A L D E S E W E A V E R S

FOR IMMEDIATE RELEASE

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VALDESE WEAVERS TO OPEN A NEW HIGH POINT SHOWROOM

The 105 year old, vertically integrated domestic textile company will move to 311 N. Hamilton Street

(Valdese, North Carolina - November 2020) - Valdese Weavers is relocating their High Point showroom to 311 N. Hamilton Street from their previous location at Market Square Tower. The company will occupy the entire 3rd floor of the 311 building, in a prime N. Hamilton location.

“This is simply a very momentous decision for us,” said Mike Shelton, President and CEO of Valdese Weavers. “Our industry and the markets that we are privileged to serve are extremely fluid and dynamic. We are all immersed in the most frenetic pace of change that I have experienced in my career, *right now!* Valdese Weavers strives to continue to be an industry leader. Our future presence in High Point needs to represent our evolving strategy by showcasing our products and services in a way that is consistent with that strategy. Along with our *InsideOut Performance Fabrics™* Outreach Gallery at 200 Steele, our new home at 311 N. Hamilton will allow us to do just that! Our showroom will be larger with a much more open environment than before, and provides us with a clean canvas to create an elevated experience for our customers. We hope that when our customers visit us at Showtime in November, they will understand immediately what we are saying to the marketplace with this exciting move,” said Shelton.

“We have enjoyed a wonderful 30 year home at Market Square Tower. I want to thank Bob Maricich and his team at IMC for all they have done for Valdese Weavers over so many great years for our company. I feel that we established an identity for Valdese Weavers on the 6th floor of Market Square Tower that allowed us to showcase, in the best possible way, our growing portfolio of brands. From a single showroom in 1990, to the 10,000 square feet of 9 conjoined spaces, it has been a great venue to host our customers and tell our story,” said Shelton. “I also want to thank the International Textile Alliance (ITA) for the support they have given us as a founding member and as a participant in all 60 Showtime fairs. I speak for everyone in our company that we are extremely proud that the ITA honored Valdese Weavers with their *Best Showroom* award at the previous Showtime last November.”

About Valdese Weavers

Valdese Weavers, a 100% employee-owned ESOP company, is the leading designer and manufacturer of decorative textiles in the United States for use in residential and contract markets. The company operates four facilities in Burke County, N.C., and trades under the brand names Valdese Weavers, InsideOut Performance Fabrics, Sustain Performance Fabrics, Circa 1801, Home Fabrics by Wesley Mancini, Valdese International Products (VIP), Dacey Fabrics, and Valdese Weavers Contract. To learn more, visit www.valdeseweavers.com or connect through Facebook or Instagram @ValdeseWeavers.