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Universal Fibers opens manufacturing facility in Taicang City, China

(Bristol, VA)-Universal Fibers announces the opening of a new manufacturing facility, Taicang Universal Fibers. The company has created a name for itself in the international fiber world, more than doubling its international sales in recent years.

“The growth we have experienced internationally is indicative of the growth we have experienced in Asia,” said Vice President of Sales and Marketing, Bill Goodman. “The beginning of operations in Taicang City is an exciting time for the company. We feel this in an excellent growth opportunity.”

Universal Fibers’ strength in the industry continues to be its ability to develop and bring innovative products to market, accurately match any color, offer a large diversity of color options, and supply low denier capabilities, according to Goodman. As a leader in solution-dyed nylon, Universal Fibers is an expert at producing uniquely colorful and high-quality solution dyed synthetic fibers for the commercial carpet, automotive carpet and performance textile industries.

Bentley Park, President of Universal Fibers has put together an executive team to expand the company’s presence in emerging markets. Mike Turner has been appointed as General Manager Asia. Kevin Gay is now the Director of Asia Business Development and Roger Seow was appointed Director of Sales for Asia Pacific. Also, Simon Xu has been named Technical Sales Engineer, China. Park has set a strategy for the company that will become cornerstones to the added growth, with Asia being a vital part of the growth strategy.

“We have concentrated on our core competencies. What we have been able to do to fuel our sales growth and international expansion into Asia is compress our supply chain. We offer customers a better service proposition by getting closer to the customers,” said

Turner. “We have not deviated from our core strategy of focusing on the customer and servicing them well.”

“Our strengths are innovation, commitment to stewardship, and high quality specialty products,” said Park. “Our growth in the automotive flooring and commercial carpet business can be attributed to the customer embracing our process which provides products of greater uniformity and quality. Universal Fibers develops products that raise the bar for the industry.”

Park says that demand for high quality products continues to grow. “Asia is a growing market. The automotive industry and carpet in the Asian market has grown substantially.”

The new Taicang Universal Fibers facility will be used to manufacture products that will be sold throughout Asia Pacific and Australia to service the emerging automotive and commercial flooring markets. Taicang Universal Fibers Company Limited is located at No. 1 Fada Road Taicang, Economic Development Area, Jiangsu, 215400 CHINA. The phone number is 86 (0) 512 81616188.

Universal Fibers, Inc., is a multi-platform producer of solution-dyed synthetic yarns for the commercial, residential, and transportation carpet with manufacturing facilities in Bristol, Virginia; Panthong Chonburi, Thailand and; Taicang City, China. The company is both SCS and ISO 9001 certified.