



Join the VDTA as we learn the history and origins of the many thread companies that serve the independent retailer. For the next several months, watch for a new article or two in each issue, revealing the fascinating story of how your favorite thread companies came to be.

This article in our series highlights American & Efid.

American and Efid

American & Efid LLC, well known as A&E, has a long and rich history. Pioneered in 1891 by Charles Hutchison under the name Nims Manufacturing Company and built over 126 years, A&E is the largest U.S. manufacturer and the world's second largest manufacturer of sewing thread. Well established in the global markets are the Industrial Sewing Thread, Embroidery Thread, Technical Textiles, and A&E Gutermann Consumer Divisions. The A&E Gutermann Consumer Division focuses on producing threads and notions sold to the independent retailers, which enable today's home sewers and quilters to see their projects materialize.

The successful thread company that Charles started on Dutchman's Creek in Mount Holly, North Carolina became part of a corporate consolidation in 1920, forming the American Yarn and Processing Company. A few years later in 1947, American Yarn purchased the Efid Manufacturing Company and changed the name to American Efid Mills, Inc. upon completing the merger in 1952. Growth continued along with acquisitions, and today A&E is owned by private equity firm KPS Capital Partners, who has continued the growth and acquisition process including the recent purchase of the 150-year-old European thread company known as Gutermann in 2014.

Since the days of water wheels in the 1890s, A&E's global presence has expanded from the U.S. to the Americas, Europe, and Asia with manufacturing in 23 countries. Maintaining pace through technological

improvements, A&E was one of the first textile companies to digitally match colors, automate the doffing system on spinning frames, and computerize dye machines – all of which greatly enhanced product consistency and quality. A&E's world class company distinction emanates from its strong culture of a century-old commitment to its customers, producing high quality products, embracing contemporary quality principles and practices, and leading industry sustainability standards.

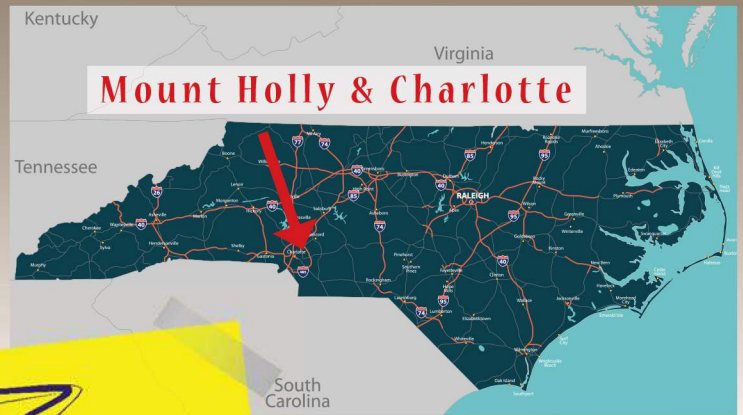
Mount Holly, NC continues to be the corporate headquarters of A&E with manufacturing and distributing facilities in Mount Holly and the neighboring town of Gastonia. All A&E Gutermann Consumer Division threads are processed in North Carolina with the exception of the European-based Gutermann (please look forward to a future article on Gutermann). All fibers purchased outside of the U.S. are made to A&E's specifications and standards, shipped to North Carolina, and processed into the threads consumers purchase and enjoy today.



About Mount Holly, North Carolina:

American and Efird calls the city of Mount Holly, North Carolina home, very near the 2018 VDTA•SDTA International Trade Show and Convention in Charlotte, March 24-26.

A&E and VDTA are excited to offer a "How Thread is Made" tour-style class. Class will be limited; therefore sign-up will be required. More details coming soon! The Independent channel is fortunate to have a high-quality manufacturing company and facility right here in the USA!



A&E Gutermann Consumer Division, with its focus on the home sewer, quilter, and crafter, offers a broad line-up of brands: Maxi-Lock®, Signature®, Perma Core® Quilter's Edition, Robison-Anton®, Intrassa®, Gutermann®, and YKK® zippers.

Maxi-Lock, the industry standard for serger thread, has the best options for serging projects: All Purpose (solid colors) and Swirls (variegated colors) for fleece and structured apparel fabrics; Stretch (solid colors) for jersey knit and Lycra fabrics.

Signature, with its premium mercerized, 3 ply, extra-long staple, low lint all cotton fiber structure was designed specifically for quilting and fine heirloom sewing. It is available in 3 weights - 40, 50, and 60 - perfect for piecing, free motion quilting, and binding of quilts. Also, for machine quilting is Perma Core Quilter's Edition polyester cone thread. Its filament polyester core with spun polyester wrap for cotton-like softness makes it very compatible with both short-arm and long-arm machines.

Robison-Anton, R-A, decorative threads offer embroiderers a luxury of fiber choices and extensive color selection. R-A is available in both super strength rayon and super brite polyester, each in 450 colors as well as metallic, polyester floss, and twisted tweed threads.



Intrassa is a newer addition to the A&E line-up. Intrassa, with its polyester core-spun technology, offers improved strength, colorfastness, and UV resistance and is perfect for window treatments, upholstery, apparel construction, and craft projects.

A complementary product to thread, zippers made by industry leader and world class YKK provide many styles, sizes and colors to augment a store's product offering & customer choices.

In support of the independent dealers and their challenges with merchandising multiple brands and differentiating from national chains, A&E developed a unique curved merchandising display system for their threads. This specialized curved display system is available in most A&E brands, providing stores with an attractive and uniform multi-thread brand presentation. With the curve design, it is easier for the customer to view and select colors while providing the store with limited maintenance and re-order processes. It is included when assortments are ordered from any of the major notions distributors.

Marci Brier, Director of A&E Gutermann Consumer Division shared: "We are proud of our American heritage and that all our threads, with the exception of our European-based Gutermann threads, are processed in North Carolina. As we have for over 125 years, we remain committed to manufacturing the best in sewing and quilting threads and making them available to consumers through our trusted supply chain network."



Welcome to the American & Efird Campus



With its rich history, significant brands, industry firsts & breadth of market, A&E continues to be a world-class leader in the thread industry.

