

# Hospitality Specialist Reid Witlin Weaves in Taiwan

**Sipco News Network**

Calabasas, CA — Reid Witlin Ltd is a 20-year-old manufacturing and sourcing specialist to the hospitality trade, catering specifically to the hotel and cruise ship marketplace in the United States.

“Reid Witlin Ltd. co-owns looms in Taiwan with a weaving

capacity of approximately 250,000 yards per month and can be extremely competitive when it comes to pricing in a bidding situation,” said Scott Yasgoor, recently appointed national sales director. “Typically, our deliveries run 30-45 days, depending upon the construction of the fabric and the quantity. We are also in the process of opening in Shanghai to

handle many of our novelty fabrics,” Yasgoor added.

“Our primary clients are architects and designers who specify our products, as well as purchasing agents and hotel owners.” Yasgoor was previously a hospitality marketing manager for seven years. “In that capacity, I worked with companies like Reid Witlin Ltd extensively to help me source

custom fabrics that were required for many of my jobs.”

Recent installations include the guestrooms of the Los Cabos Hilton, Flamingo Las Vegas, Marriott Vacation Club, Sheraton Society Hill and Caesars Palace Las Vegas. Products include wovens for upholstery and headboards, as well as prints and sheers for drapery and bedding applications. Smaller quantities for suites, public areas and ballrooms can also



Scott Yasgoor

be specified through the company’s new textile collection released in April of this year.

As Reid Witlin Ltd. decided to become a national textile company, Yasgoor was asked

if he would be interested in helping them build a sales force as well as to help them create a line. In addition, the task of building out the company’s website was his responsibility. Yasgoor has now completed all three tasks and feels the company is positioned for explosive growth. “We recently launched our first collection of over 500 items and now have several sales reps covering many of the prime hospitality markets here in the U.S.,” he said.

Reid Witlin Ltd. is now looking to hire more agents in select cities around the U.S., with a huge eye toward the Dubai marketplace.

Reid Witlin Ltd. exhibited at HD Las Vegas for the first time in May. F&FI

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## Gardner Releases 1st Licensed Fabric Design

**Sipco News Network**

LITCHFIELD, Connecticut — Licensor Imagine Adventures Inc. will be working with Emma Gardner Design, Inc. to create their first licensed fabric, “Elefunk.”

Emma Gardner Design is a boutique design and development company that makes contemporary heirloom quality rugs and other interior products.

The team will work to bring Elefunk to life as part of a larger collection. Elefunk will be offered in eight color stories that are “whimsical” and “edgy,” according to Mike Farrell, owner of Imagine Adventures.

Several contracts have been engineered to bring Elefunk to market in the United States. The manufacturer, Palliser Furniture, Ltd. plans to use Elefunk in an oversized chair and ottoman design, and for decorative pillows.

Imagine Adventures plans to work with high-end furniture and fabric retailers like High Fashion Home in Houston and Britex in San Francisco. F&FI