

## WHAT IN THE WORLD?

### Why all the price increases?

The economy hasn't recovered, so why am I paying more for fabric? Will prices increase again? Will the market ever stabilize? HELP ME UNDERSTAND HOW THIS IS GOING TO AFFECT ME!

The textiles market is rife with these questions and uncertainties, across the value chain. Cotton prices are up 94% over the last 12 months, with a 34% increase in crude oil prices over the same period. Oil prices are adversely affecting polyester yarn costs, causing mills and manufacturers to pass increases on to your providers – us! In the vinyl and polyurethane market, raw material resin and plasticizer prices are resulting in price increases for finished products.

Attempting to understand the real reasons behind this volatility can be quite perplexing. Ranging anywhere from decreases in cotton yield, to political instability, to continued global demand for raw materials despite the "recession," it all becomes dizzying and at some point, impossible to comprehend. Supply and demand relationships are extremely sensitive, and are affected by numerous (and global) factors. So what's the answer? The real answer is this – we can't accurately predict future fabric and vinyl prices. We can only speculate.

What we do know is this – Appian Textiles has yet to pass any of the price increases we have received from our supply partners on to our customers. Why? Because I believe in efficient markets, and I believe that markets will stabilize over

time. Despite what we read in the press, markets are very efficient and have a way of "working themselves out." Demand changes, supply will adjust, and vice versa.

We at Appian Textiles have one mission – customer satisfaction, and if that means absorbing (hopefully) temporary price increases to satisfy you, we will do it for as long as we can!

A special thanks to all of our customers for your willingness to work with and specify Appian Textiles. Here's to calmer waters ahead!

Sincerely,  
Tommy Lee, President and Co-Founder



Install Shot at Cosmopolitan - Las Vegas

## PRESIDENTIAL COLLECTION

Appian Textiles is pleased to introduce the Presidential Collection, a new collection of vinyls containing over 250 skus of PVC vinyls – 5 volumes full of options – some of which you've seen in the industry and, more importantly, a few that you haven't! What's new about this collection that differentiates Presidential from all other PVCs? It's simple: price, quality, and lead time. Appian is now offering some of the fastest lead times (3-6 weeks) in the industry for significant production yardage, in addition to a just-in-time

order program with both in-stock (US) and manufacturer-stocked items (1-2 week leads), with ranges from 100-1500 yards per item!



Visit [www.appiantextiles.com](http://www.appiantextiles.com) to learn more about Presidential today, or call us at (336) 275-2521.

## 2011 EVENTS

**HD Expo  
& Conference**  
Las Vegas, NV  
Booth #4749  
May 18 – 20

**NEWH  
Regional Tradeshow**  
Los Angeles, CA  
June 23

**NEWH  
Regional Tradeshow**  
Seattle, WA  
July 21

**HD Boutique**  
Miami Beach  
Convention Center  
Miami, FL  
September 13 – 14

**NEWH  
Regional Tradeshow**  
Chicago, IL  
October 26

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