

Avanti Linens, Inc., of Moonachie, New Jersey, has something to smile about in terms of new export sales. Avanti Linens manufactures embellished towels in over 100 styles and over 250 color combinations. They sell to the best retailers in the USA and around the world, which includes the export market - Russia. This export success came about through a collaborative effort with the Office of Textiles and Apparel and the U.S. Commercial Service

In December 2006, Treugolnik Company, the biggest Russian manufacturer and exporter of bedding supplies contacted the U.S. Commercial Service (USCS) in Russia. They were interested in purchasing branded home textiles from the United States, including bed linens, towels, sheets, blankets, pillow, aprons, table clothes, napkins. The USCS generated a trade lead and request for information on these products from the Office of Textiles and Apparel OTEXA provided counseling on U.S. manufacturers of home textiles, specifically, Avanti Linens, Inc., a manufacturer of high-end towels. This manufacturer had recently participated in the U.S. Department of Commerce pavilion at the Index 2006 trade show in Dubai. Avanti was expressly interested in finding new customers around the world.

USCS followed up with Avanti Linens and provided comprehensive counseling to both Avanti and Treugolnik, In March 2007, a representative of Treugolnik visited Avanti's headquarters to discuss how the two companies could proceed together. In April 2007, a representative of Treugolnik again visited Avanti's headquarters and its manufacturing facilities in Moonachie, New Jersey and signed a distributor agreement for the Russian Federation. After his return, the USCS continued to counsel the company on U.S. export procedures. The first container of products from Avanti was received in July 2007. Treugolnik reconfigured its store to highlight Avanti Linens products. Treugolnik is now extensively marketing Avanti Linens products in Vladivostok and the Primorsky region and working on expanding into the other parts of Russia, including Moscow and St. Petersburg. Treugolnik is very enthusiastic about working with Avanti Linens and predicts a good future for its products in Russia.