

Interspec Fabrics of Allenwood, New Jersey

Rick Deacon, Sales Manager for Interspec Fabrics of Allenwood, New Jersey, is a confirmed believer in the merits of exhibiting in the Office of Textiles & Apparel (OTEXA) sponsored and staffed sample booths at trade shows in the Middle East. Approximately two years ago, Interspec debuted its high performance innovative hospital cubicle curtain fabrics and crypton upholstery fabrics at the Index and Hotel shows, both held annually in Dubai, UAE.

As a supplier of hospital cubicle curtain fabrics, as well as crypton upholstery fabrics for leading medical institutions in the USA, the international community quickly recognized quality, innovation and styling with global appeal. With a simple investment of a few thousand dollars for five plus shows, Interspec has sold over \$45,000 worth of hospital curtains into the UAE, Qatar and Saudi Arabia.

Mr. Deacon stated, "We are strong supporters of this program as we reap sales and gain global recognition and branding at a very affordable price. Our staff has no travel expenses as the OTEXA staff promotes our goods effectively and turns in timely sales lead sheets for our company's follow-up. The return on our investment convinces us to continue our participation as we generate repeat sales, find new sales leads and continue our presence in the global marketplace. I highly recommend this form of marketing and sales for other companies. It pays off."

For more information on Interspec Fabrics, visit their website at www.interspec.com.