

RECASENS USA

BCN  1886

CASE STUDY

Birds of a Feather - Recasens and Frankford Umbrellas

Partnerships work best when the parties involved share the same values, goals and work ethics, so it's no wonder that the working relationship between Recasens USA and Frankford Umbrellas was a success right from the start. With both companies being family-owned and operated, as well as boasting long histories marked with innovation, quality products and stellar service, the fit came naturally.

"I've worked with just about every other fabric supplier out there and none of them really fit our company the way Recasens does," says Marc Kaufer, Owner and CEO of Frankford Umbrellas. "Some have great product, but charge a premium price. Others, the product's just not as good. When we started using RECacril, I knew I had finally found a premium fabric at a fair price."

Frankford Umbrellas has been in the shade business for over 120 years, providing high end, premium umbrellas to the contract and retail industries. The company sells its products in retail stores as well as through designers

FABRICATOR:



CLIENT:

Frankford Umbrellas

APPLICATION:

Custom umbrellas

PRODUCT:

RECacril



and a network of 30-50 contract resellers who sell to hotels, restaurants, beach clubs, etc. Marc placed his first order with Recasens in 2006 and, while admittedly nervous about taking a chance on the relative newcomer to the US market, he was pleasantly surprised and hasn't looked back.

"Sure, it's a risk trying a new supplier, but Recasens offered us very attractive pricing on our relatively small order, something the larger suppliers would never do for us," Marc explains. "When the order came in we saw that the quality was just as good as, possibly even better than, our previous supplier."

This first order was quickly followed by another and another. In fact, Frankford found itself entering a time of steady growth which Recasens was ready to support as its orders quickly increased six fold. When the company heard Frankford needed 60 inch fabrics, it purchased the requisite looms to make the product and started producing it.

"When a company makes that kind of an investment to support you, you know you've found a good partner," adds Marc. "I know it's to support others in the market as well, but it felt like it was a personal gesture and that's something unique about doing business with the Recasens team."

And when it comes to product quality, Marc never worries.

"My customers have been unbelievably satisfied with Recasens fabrics," he continues. "They're seeing so much less fading and crazing all because of the fabrics amazing quality. And if there's ever a problem, I know Recasens will stand by their product because they're all about good business and doing the right thing."

Marc references a rare project when a customer did complain about a Recasen fabric fading.

"When I told Recasens about the complaint, the company stood by its product 200 percent, crediting me 10 rolls for the project that only took 5," explains Marc. "What other company does that? They handled the issue with no hesitation, no argument and no ego. With Recasens I will never worry, I will never hold my breath."

Frankford has doubled its sales over the past six years. Marc credits much of his company's growth to Recasens.

"If it weren't for Recasens, Frankford wouldn't have been able to grow the way it has," says Marc. "As medium-sized, family-owned companies we get to know each other on a personal level and develop real relationships. They understand the struggles we're going through and truly care about and support our success."

