

PRIDEFAMILYBRANDS



For Immediate Release

Hand Woven Aluminum by Pride Family Brand's Artisans Creates Signature Look and Longevity for Outdoor Furnishings

Function and Flare - Weather Resistant Aluminum Hand Woven into Design and Construction Elements



"With the combination of aluminum intricately woven and the hand painted finishes, our furniture brings a sense of artistry to any outdoor room," said Jamie Lowsky, CEO of Pride Family Brands.



Pictured: Sophia Collection Deep Seating(l), Vienna Collection Formal Dining (r)

Hollywood, FL -- With the 2010 introduction of Pride Family Brands' Vienna Collection, the artistry of hand woven aluminum, a signature look for the manufacturer, has been elevated to new heights. The woven aluminum elements are not only a major part of the decorative styling of this line; but the oversized rolled seating back is crafted completely of woven aluminum connecting cast supports. Throughout additional introductory collections, the depth of woven aluminum craftsmanship is evident in the creation of award-winning looks for Pride.

"With the combination of aluminum intricately woven and the hand painted finishes, our furniture brings a sense of artistry to any outdoor room," said Jamie Lowsky, CEO of Pride Family Brands, manufacturers of aluminum casual furniture. "We pioneered the woven aluminum concept and are finding that applications are endless for this craftsmanship within our products." The weather resistant nature of the aluminum with the powder coat finishing provides a wicker-like look, with added strength and greater outdoor life built in.

At the recent International Casual Furniture and Accessories Market, one of Pride's collections, the Sophia, featured woven aluminum and was the recipient of a Design Excellence Award.

For over 30 years, Pride Family Brands has been a family owned manufacturer of quality outdoor furniture. For more information about Pride Family Brands and their distinguished lines of outdoor furniture visit www.pridefamilybrands.com or contact 954-735-9800.

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About Pride Family Brands -- For 30 years, Pride Family Brands has distinguished itself in the manufacturing of casual furniture. Innovation, state of the art manufacturing, and superior quality products are the trademark of Pride Family Brands and the reason Pride is recognized as a leader in the casual furniture industry.

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