



## The Hammock Source Displays American Ingenuity Again with Pawleys Island Expansions

Domestic manufacturing excellence and an unwavering "can-do" attitude are always on display from the North Carolina factory floor of The Hammock Source. As the producer of the renowned Original Pawleys Island® Rope Hammock collection, Hammock Source is once again showcasing this spirit of ingenuity as it expands the successful – an inherently American – lifestyle brand.

This year, the carefree, laid-back life of the Low Country is captured in four new Original Pawleys Island products: a chaise lounge, porch rocker, conversational chair and folding Adirondack chair. New colors as well round out the exciting 2016 lineup. In continuing a long tradition, each of the four new products is 100 percent Made in America.

The company has long established its expertise in the hammock marketplace, but as marketing manager John Powell explains, "We knew there were other pieces that would complement our presentation and be tailored to attract other industries. The same system of excellence that's been part of the company since its earliest days with the hammocks has now been translated onto our furniture products."

These new additions incorporate many of the elements that Powell refers to as the "Pawleys difference." High-density polyethylene made from recycled plastic milk jugs form the compositions and the connecting hardware is marine-grade 316 stainless steel. "We also strive to conceal screws and joints where possible to make the pieces as aesthetically appealing as possible," Powell explains.

The three new colors – turquoise, "Pawleys green," and pink, which bears a special meaning, complete the new product story this year. "The addition of pink reflects our commitment to support breast cancer

research through the American Cancer Society's Making Strides initiative," says Powell. The Hammock Source will donate a portion of all furniture sales to this worthwhile cause as an ongoing campaign. "When retailers choose to feature a pink chair, it's a great way to align themselves with this campaign, even if they don't carry our hammocks."

The importance of paying it forward drives The Hammock Source family through every

phase of its business. "This is a very well-run company that takes pride in preserving American jobs," Powell goes on to say. "With the success of the Pawleys Island furniture, we've been able to add a second factory shift and hire additional workers, bringing the total number of employees to 185, our largest total ever."

The atmosphere that company founder Walter Perkins Jr. and his son, Walter Perkins III have cultivated is a testament to how American businesses can work. "Here, anyone who has an idea about how to make something better is encouraged to share his thoughts, and some of these changes have been implemented on the factory floor. No one has to send specs or e-mails overseas. In an age of super technology and impersonal business dealings, it's very refreshing to see both Walters taking the time to walk the floor, learn the names of the employees, ask questions and really understand the intricacies of everyone's job. It's hard for people to believe there are still companies like this out there."

The Hammock Source conducts weekly sales meetings to discuss customer feedback, review strategies and explore new opportunities. "The general consensus is that there's a renewed push for American-made products, and The Hammock Source is proud to play a role in fueling this trend. If more consumers decide they want to buy more American-made products, retailers will seek those products out as well," Powell concludes.

For more information, please visit [www.thehammocksource.com](http://www.thehammocksource.com).

