



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

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Press Contact:

SEAMS/WDA
Demand Worldwide
Jerry Inman
+1.212.673.2222.
jinman@demandworldwide.com

SEAMS Launches New Website and Visual Brand Identity

The new completely redesigned website offers visitors richer insight into the “Made in America” movement and exciting growth opportunities

WAKE FOREST, NC – November 30, 2017 – [SEAMS](#), the National Association and voice for the U.S. Sewn Products Industry for over 50 years, announced today the launch of its newly revamped website and visual brand identity. This redesigned website offers quick and easy access to essential information for the resurgence and growth of Made in America initiatives. The new visual branding and logo elevates the company's corporate identity while preserving its rich heritage and supports its unique network of manufacturers, suppliers, vendors and retailers/brands.

The website also delivers stronger brand storytelling for the new digital world with a comprehensive member search, extensive resource section, news and events, and industry educational best practices. The new website is live today and is located at the same address: www.seams.org

“We are excited about the launch of our updated brand, new website and the robust information it provides the industry,” said Jeremy Wootten, President of SEAMS. “SEAMS is dedicated to promoting sound economic growth for our members and leading the resurgence of “Made in America” on the world stage. We believe that this new site will allow our visitors to have a very informative experience as we continue to grow and increase our member’s market presence.”

“The new site features the industry’s only ‘Make Something / Source Something Power Search’ to quickly find its U.S. member base,” stated Will Duncan, Executive Director of SEAMS. “And the new brand reflects who we are as an association and giving back, the market we serve, and the innovation that comes from the members.”

“This fresh new look for the Association with its mobile-responsiveness and easy-to-navigate design, improved design features and educational resourcefulness, really adds business value for our membership and sewn products industry at large,” added Mr. Wootten.

About SEAMS

SEAMS is the Association and Voice of the U.S. Sewn Products Industry for over 50 years consisting of more than 200 of America's foremost fashion brands, retailers, manufacturers and textile providers. Supercharging the American Supply Chain, SEAMS is the most relevant force and go-to resource shaping the growth and resurgence of MADE IN AMERICA. By providing access to people, processes and products to move production back to the U.S., SEAMS serves as the hub for networking, inspiration, innovation, and intelligence to enhance members' competitiveness, productivity and profitability in the new global economy. For more information, visit us at SEAMS.org