



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

Member Spotlight: Champion Thread Company

In each addition of SEAMS Important Newsletter, a company is featured in our Member Spotlight. This addition, Champion Thread Company (CTC), a SEAMS member since 2006, is highlighted. Matt Poovey, CTC president and past SEAMS' President, answers our questions.

Company headquarters: Gastonia, NC

Year founded: 1979

Primary specialties: Industrial Sewing Thread, Engineered/Specialty Yarns, and other sewn products components and findings.

Company history:

Champion Thread was founded in 1979 by Bob Poovey, who now actively serves as CEO of the family-owned and operated business. CTC was initially a distributor of industrial sewing threads for the Southeast U.S. market. Over the years, the company has grown to become a developer, manufacturer and marketer of premier sewing threads, engineered/specialty yarns and other accessories and components for textile and sewn product manufacturers throughout North America.

CTC remains, by design, a family-owned and operated business that offers the agility, reliability and partnership our clients need to succeed in today's marketplace.

Markets served:

CTC serves the full spectrum of textile and sewn products manufacturers, including apparel, automotive, bedding, carpet, home fashion, industrial products, personal protective equipment (PPE), packaging, textile and other consumer and commercial sewn products verticals.

Challenges and opportunities

“Our clients are generally experiencing softer than expected but steady demand for their products. We remain confident in our ability to offer the local supply chain an alternative to other North American producers. Our increasing capacity to wholly and quickly fulfill orders also supports our ability to grow our market share.”

Company differentiators

“With a solid track record of growth over nearly 45 years, CTC has positioned itself as the go-to partner for industrial sewing thread, specialty yarns and other supplies in North America.



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With deep roots in the Carolinas, CTC is best known for its commitment to providing high-quality products at competitive prices, unsurpassed industry expertise and personalized customer relations and service. Many companies do business with Champion Thread because of our superior product quality, reliability and value. Others enjoy the simpler, more respectful and rewarding business partnership we deliver daily.”

How the company transitioned your products and services during the pandemic”

“We saw the global supply chain disruption of the past several years as an opportunity to provide our customers with the dependable, on-time and local supply they needed to sustain operations and growth.

“These investments in our teams, technology and facilities have established CTC as the go-to, on-time supplier of industrial sewing threads and engineered yarns in North America. Our focus and commitments enabled us to increase sales and earnings even when most supply chains were snarled with disruptions and delays.

“Our domestic associates and their commitment to seeing CTC through the pandemic inspired us to increase our investments in local operations. Their hard work and dedication during the pandemic reaffirmed the value our domestic supply chain brings to our business.”

Recent activities

“Commitments to and investments in customer service and the US textile workforce are the primary drivers behind our historical growth. The significant strides we have made to increase our share of the industrial thread and specialty yarn market have come primarily from long-term initiatives focused on bolstering our lean, flexible manufacturing operations and environmentally sustainable products and operations.

“Earlier this year, we opened a new thread and yarn dyeing facility near our North Carolina headquarters. This exceptional domestic manufacturing investment bolsters CTC's customer service capabilities, product and operational sustainability, vertical capacity and local workforce. The new facility is one of only a few such dyehouses built in the USA in a generation. The domestic dyehouse enables CTC to quickly, efficiently and locally dye its yarns and threads to speed deliveries, expand scheduling flexibility, reduce costs and ensure color accuracy.”

Thoughts on the Made-in-America/Americas movement and strategy to remain competitive in the US and this hemisphere

“Since the pandemic, we have seen significant increases in reshoring and nearshoring of sewn products. We expect this trend to continue to grow as more brands and retailers rediscover the many benefits of local production.

EMPOWERING THE MADE IN AMERICA MOVEMENT



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“With our ongoing investments in the domestic supply chain and Made in the USA workforce, CTC is well-positioned to grow along with this trend. We are proud to be a catalyst for reducing costs, increasing efficiency, and facilitating automation in this region.”

Biggest challenges and opportunities for manufacturing in the USA as well as the Western Hemisphere

“Historically, labor costs have been the most significant factor in the shift to offshoring. With the many challenges that the textile and sewn products industry has overcome in recent years, we believe that the case for reshoring/nearshoring is stronger than ever. We also believe that the many benefits of producing closer to the consumer are becoming more evident to the brands and retailers that have traditionally sourced finished products from Asia and other regions.”

Business outlook

“Despite the current headwinds, we remain confident in sustaining and growing our business. Of course, we will need a healthy economy to support this growth, but we expect demand for textiles and sewn products to return to historically normal levels sometime in 2024. We plan to leverage our personalized service, flexible operations, and reliable service to continue to capture market share and extend our track record of growth.”

Further thoughts on business condition and the health of the apparel/textile/sewn products industry

“We further believe that reshoring and nearshoring will positively impact the health of the textile and sewn products segment. Plenty of room exists for these trends to grow in our industry over the coming years.”