



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

## **SEAMS Member Spotlight: Jomel Seams Reasonable**

*In our latest edition of SEAMS Member Spotlight, Jomel Seams Reasonable is highlighted. Joe Iuliano, Director of Sales and Operations, answers our questions*

**Company headquarters:** Hillside, N.J.

**Year founded:** 2012

### **Primary specialties:**

Supplier of nonwovens to various industries (bedding, construction, geotextiles and medical). Cut and sew bedding, apparel, PPE and industrial products (i.e. tents, vinyl products, nylon products, curtains, drapery, etc.). Heat transfer, pad printing, automated cutting, fulfillment.

**Number of employees:** 50-100

### **Brief company history:**

“Jomel Industries is a family-owned business with a rich history dating back to 1946 when our parent company was founded. In 2012, we expanded our expertise with the creation of our dedicated cut-and-sew division, Jomel Seams Reasonable, enabling us to offer tailored manufacturing solutions.”

“We specialize in producing large volumes of high-quality products, thriving on our flexibility and exceptional service. Our diverse product offerings reflect our commitment to providing an A-to-Z solution, simplifying the supply chain for our clients and ensuring their needs are met efficiently and effectively.”

“At Jomel, we take pride in our legacy adaptability, and customer-centric approach to manufacturing.”

### **Markets served:**

Bedding, Apparel, Industrial, Drapery, Medical

### **Challenges and opportunities:**

“At Jomel, we understand the challenge of conveying the value of manufacturing in the USA. While U.S. labor costs are higher than in many other countries, the benefits far outweigh the price difference. Manufacturing domestically offers unparalleled flexibility to adapt to changing needs, closer collaboration for swift problem-solving and significantly shorter lead times, reducing shipping delays and logistical complexities. These advantages ensure better business performance, reliability and a streamlined supply chain, making the slightly higher cost per piece a worthwhile investment.”



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**Company’s differentiators:**

“Jomel’s differentiators lie in our commitment to flexibility, quality and service excellence, benefiting both our customers and employees. Externally, we stand out through our ability to adapt to changing demands, provide tailored solutions and simplify the supply chain with diverse product offerings. Our domestic manufacturing ensures shorter lead times, high-quality standards and collaborative problem-solving. Internally, as a family-owned business, we foster a supportive and collaborative culture, offering growth opportunities and instilling pride in our team through our dedication to excellence and reliability. These values drive lasting partnerships and a thriving workplace.”

**Thoughts on the Made-in-America movement:**

“The Made-in-America movement represents a vital shift toward valuing local manufacturing, creating jobs and strengthening supply chains. At Jomel, we embrace this movement by emphasizing the advantages of domestic production, including shorter lead times, flexibility and superior quality control. Our strategy to remain competitive focuses on leveraging these strengths, investing in efficient processes and maintaining strong partnerships with local suppliers. We also prioritize customer education on the long-term benefits of U.S. manufacturing, such as reliability, problem-solving and streamlined logistics, ensuring that we continue to offer value and adaptability in a rapidly evolving market.”

**Opinion of biggest challenges and opportunities for manufacturing in the USA:**

“Manufacturing in the USA faces challenges such as higher labor costs, global competition and supply chain disruptions. However, these challenges also create opportunities for differentiation and innovation. The focus on domestic production allows manufacturers to emphasize shorter lead times, superior quality control and the ability to adapt quickly to changing customer needs. Additionally, the growing demand for sustainable and ethically sourced products aligns with the strengths of U.S. manufacturing. By leveraging advanced technologies, building strong local partnerships, and highlighting the benefits of Made-in-America products, manufacturers can turn these challenges into opportunities for growth and leadership in the global market.”

**Business outlook:**

“Jomel's business outlook is optimistic as we continue to build on our reputation for flexibility, quality and service in the manufacturing industry. Our focus is on expanding our customer base by leveraging our expertise in domestic production and our ability to provide tailored, end-to-end solutions. Future growth plans include investing in advanced manufacturing technologies, strengthening our partnerships with local suppliers and broadening our product offerings to meet evolving market demands. We also aim to enhance our cut-and-sew capabilities and explore new sectors while maintaining our commitment to delivering exceptional value, shorter lead times and superior customer service.”



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**Business conditions and opinion on the health of the apparel/textile/sewn products industry markets and things that will make the company successful in this environment:**

“The current business environment for the apparel, textile and sewn products industries is showing signs of resilience, driven by a growing demand for sustainability, domestic production and supply chain transparency. While global supply chain disruptions and fluctuating consumer preferences present challenges, opportunities remain for companies that can prioritize flexibility, innovation and responsiveness.”

“Jomel believes that success in this environment will come from maintaining strong customer partnerships, leveraging the advantages of U.S.-based manufacturing such as shorter lead times and quality assurance and adapting to evolving market trends through diversified product offerings and efficient operations. Our focus on advanced manufacturing capabilities, strategic investments and problem-solving will position us to thrive and meet the dynamic needs of the market both now and in the future.”

**Value of SEAMS to Jomel Seams Reasonable:**

“The SEAMS organization is driving a powerful movement toward domestic manufacturing, creating opportunities for companies like ours to connect with potential customers who share a commitment to supporting local production. It shines a light on the possibilities for collaboration, helping businesses explore how they can join forces to identify and pursue domestic manufacturing opportunities. At Jomel, we value the connections and insights SEAMS provides, as they enable us to strengthen partnerships, expand opportunities and work together to build a more resilient and sustainable supply chain right here in the USA.”

**The domestic advantage:**

“At Jomel, we believe it is essential to emphasize the advantages of moving away from overseas manufacturing and focusing on the benefits of producing in the USA. Many companies lack the expertise or resources to navigate the complexities of successful domestic manufacturing, and we are committed to being a resource to bridge that gap. We aim to support both government and non-government entities by offering our services and expertise, helping them understand the strategic advantages of U.S.-based production. Through education and collaboration, we can empower companies to source and sell USA-made products, strengthen supply chains, and foster economic growth by prioritizing local manufacturing.”