



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

The Power of Your Profile

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A solid handshake used to be the start of every great partnership. At SEAMS, we still wholeheartedly believe in in-person networking and its importance in establishing goodwill. However, that "handshake" often begins digitally before you even know a brand is looking for you.

In my last blog, I looked ahead to America's 250th birthday, a historic milestone that is also a massive opportunity for our members across the textile supply chain. I issued some resolutions for 2026, and asked you to refine your messaging and allow for SEAMS to amplify your voice.

The SEAMS Board and leadership has actively focused on making **improvements** to its website, and this year has established a social media task force. In 2026, we are ready to turn these resolutions into results alongside our members.

The Semiquincentennial will draw fresh interest in Made in America from consumers and brands, and your Power Search profile is how brands will find you. There is confirmed danger of losing a brand to an overseas competitor simply because they "made it easier" to find a complete solution. When a brand hits our website, they are looking for a partner who can bridge the gap between raw material to a finished garment.

Your profile matters now. A basic profile is a missed opportunity. If your profile only lists a phone number and some checked capabilities boxes, you're essentially leaving the "Open" sign turned off. Attention spans are short, and if someone can't find what they're looking for, they'll move on. Brands aren't just looking for a "fabric supplier," they're seeking specific solutions – "moisture-wicking recycled polyester," "Berry compliant webbing," or "automated cutting." If specific terms aren't in your profile, you're invisible to their search.

To make sure you're capturing every lead possible, I recommend focusing on these three pillars:

1. Tell Your Story – Humanize Your Capabilities

Brands today buy into values as much as products. The younger, D2C brands are especially obsessed with the process. Don't just list your machinery; tell a short story. They want to know that the person running the sewing machine cares as much about the stitch as they do.



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Instead of listing the number of machines and operators, “*We have 50 sewing stations,*” expand that to “*Our 50 sewing operators have an average of 20 years’ experience, and we practice in-process QC and continuous improvement to maximize quality output.*”

This highlights your expertise and shows the care you bring to manufacturing.

2. Maximize Your Keywords

Think like a sourcing manager. What specific terms would they type into a search bar to find you?

- **Fiber/Yarn:** Mention specific deniers, blends, or eco-certifications.
- **Fabric:** Describe specific construction and material types, performance qualities, finishes, and even end-use examples.
- **Cut & Sew:** List specific machine types, specialty equipment, or niche expertise (PPE, heavy-duty outerwear).
- **Equipment & Technology:** Highlight the specific problems your technology solves for a modern factory.

Consider the "Up- and Downstream" connections you bring to the table. Rather than simply listing what you do, talking about your ability to hand off to specific complimentary processes helps a brand see the entire domestic loop, not just a single stop.

3. Keep Your "Front Door" Open

It sounds simple, but double-check your contact information is up to date. Ensure the person listed is the one actually responsible for new business inquiries. An old number or email address is a dead end for a potential customer. And more than likely, they’ll move on before they try to find the correct contact.

Updating your profile ensures that the customer sees your company is professional, modern and ready for business.

The 2026 Challenge: Log in this week and add three specific keywords and one "behind the scenes" sentence to your profile. Think about your active capacity. As we gear up for our [Spring Conference in Greensboro](#) (April 29-May 1), use your profile to signal what you’re ready for NOW. Do you have open capacity for Q3? Have you added a new piece



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of equipment? Add that to your description. Let's check back in to your profile each quarter to keep it up to date.

What's happening behind the scenes? We are working to add additional features to the Power Search profiles – social media links, additional photo and video embedding opportunities. Want even more visibility? Banner ads throughout the site are available. And don't forget your included member benefit – 4 e-blasts per year.

Let's keep this conversation going! In Greensboro, we'll have Board members available during the conference to offer you more specialized assistance in making these edits and improvements to your page. We want everyone to succeed and land the business that is already coming to our site