



Newworld, Inc. Opening Gaston County Plant

The Gaston County Economic Development Commission is pleased to announce the new location and company headquarters for Newworld, Inc.

January 22, 2003—Newworld, Inc. announced today that it plans to open a manufacturing and distribution facility for home textiles here in the next few months.

Equipment is already being installed in the former Carolina Mills Plant 24 at 2504 Lowell Road, Ranlo. According to Mason Carroll, Vice President Operations for Newworld, the company has purchased state-of-the-art equipment for making comforters and sheets.



Manufacturing is expected to begin in 60 to 90 days. The company's activities have been limited to importing home textiles. The plant in Ranlo will be the company's first venture into manufacturing.

The company looked at manufacturing sites in several northeastern and southeastern states. "We chose Gaston County primarily because of the quality work force that exists here," Carroll said. "The textile tradition goes back many generations."

Other considerations were close cooperation from public officials and availability of a good plant. "We have had nothing but support and cooperation from the county and state economic development officials and from Carolina Mills."

"Based on a profile of our needs, we were matched with the plant in Ranlo in a matter of days," Carroll said.

"We know the trend is away from manufacturing sheets and comforters in the U.S.," Carroll said, "but we feel that this is the only way to offer our customers the high level of service they expect."

Carroll said Newworld has a strong alliance with a textile mill in Pakistan, Bismillah Textiles, Ltd. Members of the family which owns Bismillah are also the owners of Newworld. Carroll said plans are to form alliances with mills in other textile-producing countries such as China, India and Turkey.

"We will use our alliances to buy fabric and partially assembled products in foreign countries," Carroll said. "Because we are an American company, our advantage will be our better understanding of the U.S. market and the fact that we are located closer to the customers."

Newworld's customer base consists of wholesalers and distributors who market comforter and sheet ensembles to major U.S. retailers.