

# J/R News

## J/R Sunbrella Denim A Hit.

### Social Networks

*As we move forward with our marketing plans for 2012 we will continue to develop our presence on the social media. We will also be marketing our "on line" decorating videos and creating a better way to follow us by bringing all of our Face Book pages under one umbrella: The Joe Ruggiero Collection.*



This market was one of **surprises** and **delights**. We **surprised** our buyers with a "Dog Bed" for our four legged friends. This bed can be custom designed with any of our 120 **Sunbrella** fabrics in the **Miles Talbott/Joe Ruggiero Collection**. This makes it *totally unique* in that a *dog bed* can be designed for any room in the house;



from *formal* to *casual* and you can coordinate with the decor of the room. We also enjoyed seeing the **delight** of our customers who saw our new Denim fabrics with 30% **Sunbrella recycled yarns**. This story seemed very important to all who visited our American Country room and our celebration this year for **American Made** products.