



## **Standard Textile Announces Alliance Partnership With Preferred Hotel Group™**

Cincinnati, Ohio – **January 6, 2011** – Standard Textile Co., Inc., the global leader in the manufacturing of healthcare, hospitality & institutional textiles, today announced the formation of a partnership with Preferred Hotel Group™ (PHG), a leading provider of sales and marketing support to independent hotels around the world. Preferred Hotel Group members will have access to Standard Textile's innovative, engineered sheeting and terry products with handsome design and unparalleled durability.

Preferred Hotel Group is the premier global partner for over 850 of world's best independent hotels and resorts, which are located in more than 70 countries. The company brings a competitive advantage to hotel owners and operators through improved operating scale and brand prestige.

This partnership augments the unique suite of capabilities and solutions that PHG brings to its member hotels. PHG already provides state-of-the-art group, corporate and leisure sales, integrated marketing solutions, global connectivity and reservations services, electronic distribution services, and technology and guest services support to its members. Backed by committed professionals with design and textile engineering expertise, Standard Textile will offer luxurious linens to these hotels for an extraordinary guest experience along with superior cost management.

"Preferred Hotel Group members are now poised to take advantage of our complete line of engineered products and solutions designed to increase guest satisfaction and lower operating costs," said Greg Eubanks, Group Vice President of Hospitality Sales at Standard Textile. "We are looking forward to working with the entire Preferred Hotel Group family to meet and exceed their guests' expectations."

Thom Nulty, Senior Vice President, Business Relations, Preferred Hotel Group commented: "Standard Textile is a natural partner for Preferred as we are committed to offering our member hotels the best in hospitality services. This partnership accelerates the delivery of innovative, elegantly-designed products to our members, and the technology behind Standard Textile's solutions will enable the hotels to substantially improve the effectiveness, efficiency and sustainability of their operations."

In order to meet and exceed the desires of the most discerning hoteliers, Standard Textile has collaborated with award-winning hospitality designer Todd-Avery Lenahan to present a striking collection of jacquard ensembles, exquisitely designed and delicately colored for the world's finest hotels. The full collection combines Standard Textile's patented Centium Core Technology® with the uniquely elevated aesthetic embodied by TAL to provide Luxury that Endures™.

Members of Preferred Hotel Group's national network will also have access to the following key benefits:

- Discounted PHG national pricing for all Standard Textile hospitality products.
- Priority access to the newly launched TAL jacquard ensemble collection.
- A dedicated hospitality consultant for professional linen management solutions.
- Products that arrive Room Ready for You® Laundered with Tide®, ready to use right out of the box.

## **About Standard Textile**

Founded in 1940, Standard Textile has developed a culture of innovation, quality and service. With more than 60 patents, its products are engineered to deliver durability, longevity, and value. A vertically integrated company, Standard Textile is a leading global provider of total solutions in the institutional textiles and apparel markets. Leveraging textile design, manufacturing, and laundry expertise and its global infrastructure, this company serves customers in the healthcare, hospitality, decorative products, and workwear markets worldwide. To learn more, visit [www.standardtextile.com](http://www.standardtextile.com).

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