



• *SUPERIOR KNITS* •

DIVISION OF CLINTON MILLS
3112 PLEASANT GARDEN ROAD

P.O. BOX 21986 GREENSBORO, N.C. 27420 (919) 275-9401

A Visual Tour Of Superior Knits

Superior Knits, a division of Clinton Mills, Inc. since 1970; is located on a 15 acre site in a growing Industrial Park in Greensboro, North Carolina. The company is a leading producer of fashionable double knit fabrics for the women's and men's wear markets.

"Our emphasis is on quality, service and styling," says Superior's President, Bill Rhodes. "Our philosophy is to produce quality double knit fabrics that enjoy the reputation that Clinton Mills has always had for woven goods."

Superior's fabrics are famous for their durability, fashion appeal, and quality. There has been a steady increase in the demand for double knit material. Fashion experts expect the demand for knitted fabrics to continue to grow as fabrics, styles, and blends of yarns and fibers are created.

Constructed in 1971, the facility houses a dyeing and finishing plant and a knitting plant, each considered separate with its own plant manager.

Customer requirements and deliveries are

met through the efforts of well trained and quality conscious employees.

The modern knitting operation utilizes more than 175 double knit machines, each representing an investment in excess of \$40,000. In addition to a complete griegie inspection and mending area, the knitting plant also contains a yarn staging area.

The dyeing and finishing plant houses the latest and most modern equipment available to the industry. Fabric dyeing is achieved by a battery of Gaston County Jet dyeing machines. These are computer controlled for precise dye cycles and color. The dyed fabrics go through a complex series of heat setting, drying and inspection processes before they are ready for customer deliveries.

Superior Knits' fabrics are nationally marketed from the Division's headquarters in Greensboro, through a Dallas sales office, Clinton Mills Sales Corporation in New York, and manufacturers representatives in Chicago, Atlanta, Miami, St. Louis and Los Angeles.



BILL RHODES
...President, Superior Knits

