

BUILT TO LAST

Masland™





*Charles Henry Masland*

## FOLLOWING IN THE FOOTSTEPS

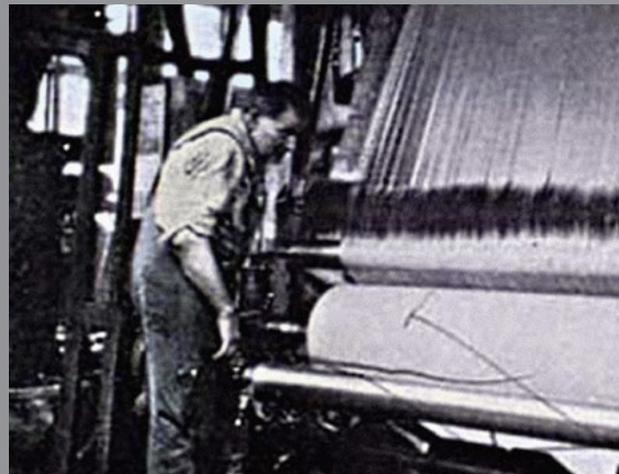
Family played an important role in Masland's early history. The company grew from its early dye house roots, purchasing Pennsylvania-based Anchor Carpet Mills. The family began a swift expansion, augmenting around 30 hand-operated looms with new power looms and adding a new dye house. New innovations were added, such as Wilton looms, velvet and tapestry looms and a roller printing machine. This put the company on the

forefront of flooring trends, a position it still enjoys today.

The company moved to the production of automotive carpet to meet the needs of a society transitioning from the horse and buggy era to that of the horseless carriage. This change with the times kept workers employed during the lean years of the Great Depression.

## MANUFACTURING THAT MATTERS

When America called for the production of duck fabric first in World War I, and then again in World War II, Masland met the call, converting a number of looms for such use. During World War II, all of its velvet looms produced cotton duck, which was used primarily for tarpaulins, bomber hangers, Red Cross markers, bunk bottoms, sectional tents, and all types of truck covers. Records indicate that during World War II, Masland was the largest fabricator of duck in the world. For many months, over 100 miles of duck were being fabricated each day by Masland plants.



## GROWING WITH AMERICA

After World War II, Masland added the latest in cutting-edge technology in producing carpets and rugs for a growing America. It invested in advanced tufting equipment to keep up with the rising demand for broadloom carpet. For the next 30 years, the company made inroads as one of America's leading floor covering manufacturers.

## AN EYE FOR DESIGN

In the 1980s, Masland firmly established itself as a design resource to those in the interior design trade. Its name has become synonymous with cutting-edge style, with



prestigious installations both in America and abroad. Its implementation of a dedicated area rug program has expanded the company's capabilities to meet designers' specific floor covering needs.

## THE MASLAND OF TODAY - AND TOMORROW

Since the early 1990s, Masland has operated as a subsidiary of the Dixie Group, firmly committed to producing the best in floorcovering manufacturing and design. The formation of Masland Contract in 1993 has extended the company's reach into the commercial market, giving corporate specifiers the world over access to the company's incomparable design and production.

Today, Masland is committed to being a responsible corporate citizen, producing products in an environmentally sensitive manner to protect our Earth. The world continues to turn, and Masland is invested in staying in step with it.



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