

American Dawn supplies towels & more to beauty biz

American Dawn Inc. supplies reusable textile products, including towels, robes, capes, welcome mats, scrubs, sheets, blankets and more to many different trades from nursing to chefs in the United States, Canada and Mexico. The beauty, barber, salon, nail salon and spa marketplace is a unique and steady trade for this company, because after all, imagine how many towels the average salon, spa or barbershop uses in just one day!

As sales director for the company's Beauty Division, **Ron Rajesh Kothari** is a familiar face on the professional beauty scene. In fact,

Beauty Industry Report runs into him at almost every show we attend. We recently caught up with this globe trotter so he could show us all of his new offerings for 2016.



Ron Rajesh Kothari is sales director for American Dawn's Beauty Division.

BIR: Welcome, Ron. Please tell our readers about American Dawn.

Ron Kothari (RK): Thanks, Mike. American Dawn is a premier, privately-owned corporation with a rich history dating back to 1933. Over the years and through successive acquisitions, we have



American Dawn's Altima Professional Plus bleach-safe towels are 100% cotton, double-hem stitched and longer in size at 16 x 28 inches.

become a global leader in reusable textile products, including towels, robes and gowns, for salons, spas and barber-shops, and ship to many industries around the world.

Our corporate headquarters are located in the City of Compton near Los Angeles, and we have seven company-owned and operated distribution centers across North America and Mexico. In the past 7 years, our capacity has grown to more than 750,000 square feet of distribution centers, with 300,000 in Atlanta and more than 210,000 in Compton. Those centers allow us to ship quickly to our customers.

For the salon and spa industry, we have updated all of our towel packaging for 2016. Each package is UPC bar-coded to make virtual receiving, inventory control and point-of-sale faster and more efficient for our distribution partners. In addition, all of our programs now feature smaller case packs vs. bulky and compressed wrapped bales.

With our simplified order processing and complete shipments for our customers and distributors, they can sell products continuously and ensure quick turnaround. Using our Oracle order management system, we can support all special requests from our customers, whether the order is shipping to their warehouse or drop-shipped to their customers. It's a win-win for all!

BIR: What is your approach to business?

RK: My goal is to build strong relationships with all our customers to ensure that we are offering them the best products at competitive prices and complete and on-time shipments every time they place an order with us.

BIR: Tell me about your distribution model.

RK: In 2015, we partnered with **BTB Sales & Marketing** in the Northeast, and now they represent our product line in four regions, including the Northeast, Midwest, West and



American Dawn's Allure29 towels are made from 100% organic cotton for a plush feel and easy care.

Southwest. In the Southeast region, we are represented by **Southeast Rep Services**. For Puerto Rico, Canada and other international markets, we work with qualified individuals who provide local support for our customers.

Although towels are traditionally considered sundry products, with our branding, packaging and a complete selection of options, our distributors are seeking exclusive

territories. We are doing our best to accommodate and honor their requests.

In addition, we still have a lot of opportunities to seek new distributors, stores or salon or school chains that can benefit from selling or using our products. I invite anyone who is interested in representing American Dawn to contact me.

BIR: What is new and noteworthy this year for American Dawn?

RK: Starting in 2016, we now have a



Three-pocket vintage-style barber jackets are available in short sleeves and in sizes up to 6XL for ultimate comfort.



American Dawn keeps both spa guests and technicians wrapped in luxury, with high-quality spa blankets (above) for massage tables, facial beds and other services and comfortable spa coats that allow technicians to look stylish and professional (right).



complete line of bleach- and chemical-resistant towels in three categories. We also offer a non-bleach safe category. American Dawn is the only company to manufacture and provide these options in 20-plus colors.

For example, the Magna Plus 15-inch x 25-inch, Altima Plus 16-inch x 27-inch 100% cotton stocked in 18 colors plus special order custom colors with a minimum quantity and the U29-Ultimate29 are the new additions this year. These towels are made from 100% pure, very absorbent cotton. They're long-lasting, even with daily use in the salon, spa or barbershop.

Our towels are packaged with an insert and UPC bar code for virtual receiving, inventory control and point-of-sale. We ship in smaller case packs so distributors do not have to order too many of one color. We now offer a special drop-ship program, as well.

With the growing popularity in barbering,



For the barber business, American Dawn offers old-fashioned black and white chair or hair cloths in an 80% polyester/20% cotton blend. They're made in the USA.

American Dawn offers three kinds of striped barber and shaving towels in blue, green-center-striped and new red border striped; old-fashioned black and white chair or hair cloths in an 80% polyester/20% cotton blend; and high-quality, three-pocket, zippered vintage barber jackets in sizes from small to 6XL and 10 colors.

BIR: What are some of your best-sellers?

RK: Allure29 & Allure12 are our newest 100% organic cotton manicure, pedicure and spa towels. These towels are heavy weight, extra soft and available at a longer size of 16 inches x 29 inches for the Allure29 with the matching Allure12 at 12 inches x 12 inches for small facial wash cloths. Both are available in 21 different colors, including white, charcoal gray, mauve, teal, royal blue, sky blue, peach, chocolate brown, navy blue, dove gray, burgundy, beige, purple, red, sherwood green, jade green, bright orange, bright pink, bright lime green, bright purple and bright aqua, to complement any environment. Allure29 are packed 8 dozen per case and Allure12 are packed 24 dozen per case.

BIR: I understand you have a new website.

RK: We do have a new dedicated website at adisonproducts.com. It features all of our products and makes it easy to connect with our brand. As an incentive to check it out, we offer free samples when you fill out the form or email freesamples@adisonproducts.com. The best way to understand the quality of our products is to see and touch them.

BIR: What is your story?

RK: Mark Textile Corp was established in winter 1983 when I arrived in the United States to expand our family's textile business. Even today, many business associates in this industry still call me Mark and our telephone number

spells out 1-800-MARK-TEX! At that time, most salons were either renting towels or buying from local mass-merchandise stores. A few beauty distributors stocked either imported white, brown and black towels or domestic irregulars.

While traveling the I-95 from New Jersey to South Carolina and Georgia, I came across few opportunities. It all changed when I brought the company into the salon industry, which our family had not covered previously, and expanded our offerings with 10-plus colors. After I joined the **Beauty and Barber Supply Institute** and attended its Winter Conference, within a few hours of the show floor opening, I had signed the leading Manufacturers Rep organization for all five territories. I never looked back! In summer 1992 in order to grow the business and serve my customers, I merged with American Dawn, a premier manufacturer and importer of all types of textiles and linens to many trades, and specialized in the salon industry. This allowed me to offer more products and resources to benefit my loyal customers.

BIR: Any final thoughts?

RK: All of us at American Dawn would like to thank all of our current distributors, field sales representatives and media partners, including **Creative Age Publications, Bobit Business Media** and **Beauty Industry Report** for their loyalty and support.

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