

PerkUp the Patio

Paradise Cushions' colorful pillows, umbrellas, and cushions add pizzazz to outdoor areas.

BY CHERISE FORNO

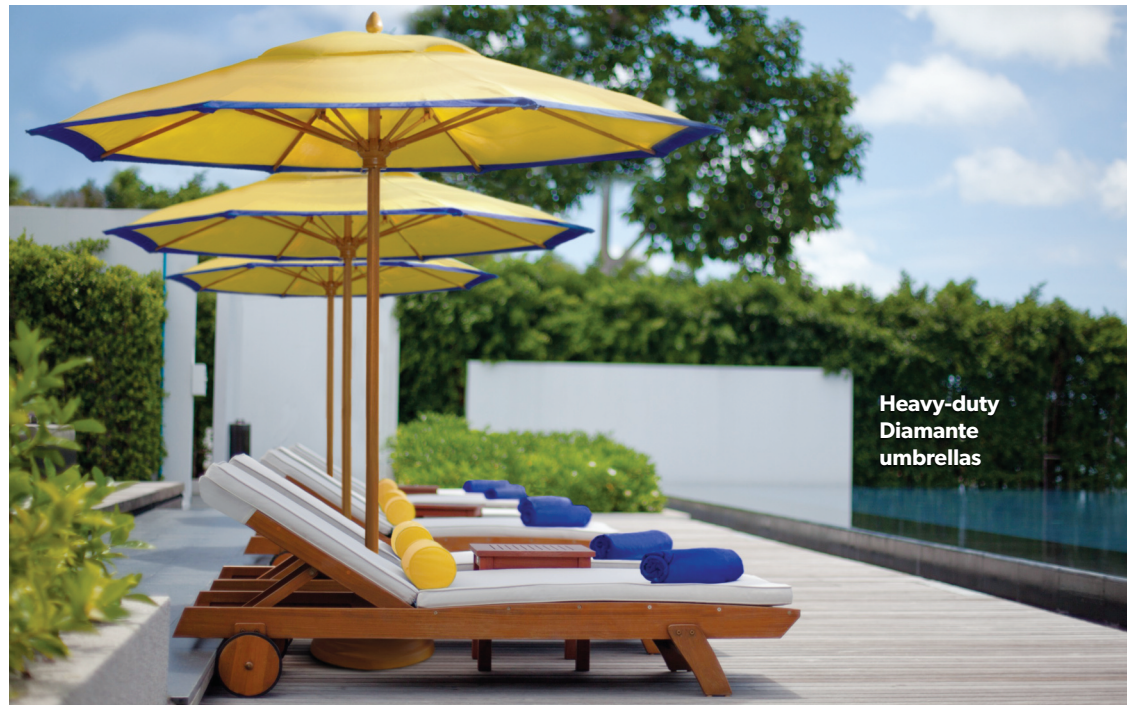
Paradise Cushions by FiberBuilt (Fort Lauderdale, Florida) has established a strong position in the outdoor-furniture industry by providing a wide variety of high-quality cushions, pillows, and shade products with both cutting-edge and classic designs. The company continually delivers durable products that are on trend, as well as reasonably priced. Debra Maytidu, sales manager, says, "Paradise Cushions' goals are to continue to be a trusted and reliable resource for online and brick-and-mortar retailers, to stay ahead of seasonal trends, and to provide the highest-quality products on the market—at a fair price."

Paradise Cushions' eye for design is not the only element that sets it apart. Its commitment to the use of high-quality materials and construction allows it to create a product it stands behind proudly. "All of our cushions and pillows are manufactured in our Fort Lauderdale facility and shipped all over the country," Maytidu says. "Our experienced production staff allows us to handle custom orders with ease and makes sure that every cushion or pillow is made to exacting standards."

For example, the company's cushions use an open-cell design, so they dry quickly after being exposed to rain, high humidity, or other moisture. They also fit many styles of furniture, including pieces in aluminum, iron, teak, wicker, and woven resin.

One Paradise Cushions product performing exceptionally well is the Channel chaise cushion (with an optional headrest). "Because it's able to be used in a multitude of settings and on different chaise forms, we don't foresee any decline in its popularity," Maytidu says. In fact, she predicts that current trends in the industry could spur even more demand for the cushion. "The continued prominence of fashionable woven-wicker furniture means that we'll be seeing even more requests for deep seating cushions as well," she explains.

The versatility of its cushions allows the company to offer customers choices (including customization) in size, shape, fabric, and filling material. Its standard furniture-grade cushions are available in a good variety of neutral, bright, and deep hues in its most-requested colors. Many more patterns and colors are also avail-



Heavy-duty
Diamante
umbrellas



A chair cushion in
gingko; a pouf and
a Channel chaise
cushion in
Pacific
blue

Some of the most popular patterned fabrics offered are from the Spectrum and Cast collections, as well as the Icon collection (selected colors). Affirmation pillows are also available; they have positive words—such as family, love, or friendship—embroidered on them, adding a warm personal touch.

Umbrellas and pop-up tents are other products that Paradise Cushions makes to help consumers elevate their outdoor-living areas. For convenience, all garden, patio, and terrace shade products are part of the company's quick-ship program, which guarantees shipping in three to five business days. This is an example of how the company works to offer superior customer service.

This wide variety of products (for a broad range of customers) makes Paradise Cushions a powerhouse in the outdoor-furniture industry. "Given the breadth of furniture styles, from traditional and retro to transitional and ultramodern, our strength is staying as nimble as possible to serve the widest audience," Maytidu notes.

Paradise Cushions' strong team caters to everyone, from homeowners looking for colorful throw pillows for their outdoor furniture to businesses designing large, eye-catching outdoor spaces. The company continues to make its customers a priority as it expands and refines its offerings. Maytidu says, "Our objective is to maintain fast turnaround times so that retailers can offer in-line and custom deep seating, dining, and chaise cushions—and all kinds of decorative pillows—to accommodate their customers' varied needs." ■

able in premium grades A through F.

Paradise Cushions' ability to recognize and respond to trends in the marketplace allows it to be attuned to its customers and to deliver products that meet their needs. Maytidu reports that the company has noticed more requests for outdoor fabrics that use patterns, textures, and themes in their designs, so Paradise Cushions has added more of these options—to provide consumers with the same number of choices for outdoor spaces as for indoor areas.

"The fabric mills are broadening their lines of exterior-grade options, so the outdoor room can incorporate as much comfort and as many design elements as any indoor room," Maytidu says. "This allows us to manufacture cushions and decorative pillows that speak to the most sophisticated, chic, and fun looks of the moment."