

# COMFORT IN STYLE

Paradise Cushions by FiberBuilt recognizes the need to pair fashion with function in creating products that customers love.

by **CHERISE FORNO**

**Paradise Cushions by FiberBuilt (Fort Lauderdale, Florida) continues to diversify its cushion line.**

This season, many cushion accessories are available; they include personalized pillows, add-on headrests, deep seating options, and multifunctional poufs. Debra Maytidu, sales manager of FiberBuilt, says, “We’re expanding the line that we feel the outdoor market needs and wants, and we’re growing.”

Recently introduced attachable headrest pillows, poufs (round and square), and deep seating cushions are expected to be popular this year. According to Maytidu, there has been a high demand for cushions and pillows that can be customized beyond color or pattern selection alone. To meet this demand, Paradise Cushions has added a line of versatile pillows with embroidered popular sayings.

FiberBuilt Umbrellas was founded (in 2000) to meet the need, in the marketplace, for a more durable umbrella. “Over the past decade, we’ve become the leading manufacturer of fiberglass ribbed umbrellas,” Maytidu says.

The company has increased its product offerings exponentially since it was founded, expanding its commercial-grade umbrella line to include beach, garden, and cantilever models in a variety of sizes—including some as large as 13 feet in diameter. These products also are offered with many finishes, customization options, and bases.

FiberBuilt added the Paradise Cushions division, a few years ago, to supply high-quality products to the retail market, offering contract-grade umbrellas, replacement cushions, and pillows. “Since its inception, Paradise Cushions has been the



go-to source for many specialty retailers because of our online products, custom capabilities, and dependability,” Maytidu says.

In addition to looking for efficient, multifunctional products—such as the versatile pouf, which can be used for extra seating or as an ottoman—consumers continue to seek environmentally friendly products. “Most of our customers are knowledgeable about (and appreciative of) the line of green fabrics from Sunbrella®,” Maytidu explains.

Maytidu says that in aesthetic terms, she has seen a continuing demand for basic neutral fabrics (for a classic look), as well as a demand for bright jewel colors. She notes that FiberBuilt’s Paradise Cushions division is striving to add more products and options to meet every customer’s needs. “We are adding lighting and heaters to our umbrellas and tents to expand the number of hours that homeowners can enjoy their outdoor rooms,” she says.

The company has added portable pop-up tents and semipermanent pavilions, and it is also finalizing a new drapery line for introduction to

the marketplace. The new 10x10-foot pop-up tents are available in both classic and deluxe models, with durable, aluminum-framed construction and coverage spacious enough to allow adding a wonderful temporary room to any outdoor space. The tents also close to a compact size for convenient storage and feature telescoping legs for height adjustment. Side-panel drapes, with zippers and tiebacks, are among the available options.

In order to meet increased demand for its ever-growing line of cushions, Paradise Cushions recently added a new 15,000-square-foot production area—equipped to produce replacement cushions and pillows in large numbers—to its Fort Lauderdale facility. Paradise Cushions also recently invested in upgrading its technology, across every level of the company, to improve the processing and filling of customers’ orders.

“We consider our customers to be our partners, and we’re here to help them grow their businesses with products that are appropriate in color, feature, and price for the season and their clientele,” Maytidu says. “Excellent customer service plays a major role in our company, so everyone—from the president to every employee—is dedicated to satisfying, if not surpassing, our customers’ expectations.”

As FiberBuilt rapidly expands and makes improvements, it remains committed to keeping its products in high demand. Some of the company’s most popular collections, such as the Home collection, are part of the company’s quick-ship program, which consistently and conveniently



**Top:** Paradise Cushions by FiberBuilt’s extensive cushion collection

**Left middle:** The Oceana umbrella

**Right middle:** The Affirmation pillow

**Bottom:** Deep seating chair cushions

delivers products to its customers in three to five days. The Home collection includes garden, patio, and terrace umbrellas.

Another extremely popular line is the Prestige collection of umbrellas, which offers a variety of sizes, finishes, and canopy options. This line, for residential and hospitality use, features durable poles in aluminum or FiberTeak™.

Whether Paradise Cushions is producing replacement cushions, tents, decorative throw pillows, or poufs, Maytidu says, it stands apart from the competition. Because employees throughout the company give each order the personal attention that it deserves, customers receive exactly what they want and need.

As Paradise Cushions expands its product lines, the company will continue to be dedicated to crafting superior products and delivering them with high-quality service. “Our products stand out from our competition’s products due to our commitment to quality, the breadth of our offerings, our custom capabilities, product durability, and the fantastic service we offer our customers,” Maytidu says. ■