



Louisville Bedding, Welspun Form Canadian Joint Venture

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MONTREAL—Louisville Bedding Co.'s Canadian subsidiary, AHF Ltd., has created a joint venture with Welspun Global Brands to distribute home textiles to the Canadian market.

Together, AHF and Welspun will distribute towels, rugs, sheets and fashion bedding, according to a joint statement from the two companies.

Eric Besner, AHF's vice president of sales and marketing, said the two firms have formed a team that is focused on Canadian retailers and consumers. "By combining Welspun's product expertise and resources with our sales and marketing knowledge ... we will collectively provide Canadian retailers the opportunity to grow their business with the right product mix at the right time."

Noting Welspun's commitment to providing products as solutions to home decor, Bob Hamilton, director of marketing for Welspun, said, "AHF provides us better contact in the Canadian market with both the retailer and consumer."