

Welspun, Louisville forge Canadian distribution agreement

Home Textiles Today, 3/8/2010 6:38:00 PM

Montreal, Canada – Welspun Global Brands and AHF Ltd., the Canadian subsidiary of Louisville Bedding Company, have forged a relationship through which the subsidiary will represent Welspun in Canada.

The deal covers towels, rugs, sheets, and fashion bedding.

Last year, Welspun signed a license to incorporate Louisville's Flexi-Fit fitted sheet technology.

Eric Besner, AHF's vp, sales and marketing, said the deal with Welspun "solidifies the importance of the Canadian market, its growth and its consumers."