

**American & Efird to Purchase Charles Craft Performance Yarns,
*combining two heritage yarn brands***

September 25, 2020, Charlotte, NC – Elevate Textiles, Inc., a global provider of advanced, high quality products and mission critical textile solutions, is pleased to announce that its American & Efird (A&E) division has agreed to purchase the high performance yarn business of Charles Craft, Inc., a leading manufacturer and distributor of high-performance flame resistant/cut resistant industrial yarns and other specialty products. The purchase is expected to close in early October.

The combination of these legacy brands brings together leading technical yarn expertise and expands A&E's product offering related to thermal protection, cut resistant and flame retardant yarns. The purchase includes the assets of the Charles Craft manufacturing operation in Hamer, SC, which will operate as part of the American & Efird US manufacturing platform.

"We are very excited to welcome the Charles Craft high performance yarn line-up into the A&E and Elevate family of brands," says Mark Hatton, Managing Director American & Efird Americas. "Charles Craft is a respected brand in the industry known for its high-end industrial yarns and quality service to the safety apparel markets. Bringing together these two longstanding brands benefits both and allows us to support our combined customer base with an expanded product offering and enhanced technical expertise, all with the same reliable service they expect."

Frank Buie, Vice President of Sales for Charles Craft, will join American & Efird as part of the sales management team. "Charles Craft is excited to have its performance yarn business become part of Elevate Textiles and join with some of the industry's most iconic brands," Buie said. "More than 53 years ago my father, Charles Buie, acted on his life-long dream to create a small business, which grew into a leading industry brand. Becoming part of the larger A&E brand provides new life and longevity to our well-known technical yarns, while offering new opportunities for our employees and customers. We are committed to a very smooth transition for our customers and look forward to greater collaboration and synergies ahead."

Hatton added, "We welcome Charles Craft customers and employees to our Elevate and A&E family. We are excited to explore many opportunities ahead to continue our tradition of yarn innovation and quality service."

For more information, visit www.amefird.com or contact your local A&E or Charles Craft sales representative.

About A&E

A&E is the foremost manufacturer and distributor of premium quality industrial and consumer sewing thread, embroidery thread and technical textiles. Producers of apparel, automotive components, home furnishings, medical supplies, footwear and a diverse range of industrial products rely on A&E industrial sewing thread to manufacture their products. Through its global network, A&E's products are manufactured in 22 countries, distributed in 50 countries and sold in over 100 countries. A&E is a recognized industry leader in environmental sustainability and corporate social responsibility, and operates its global facilities with the utmost regard for the safety and health of its associates employed worldwide. For more information, please visit amefird.com, and stay connected with A&E on [LinkedIn](#), [Facebook](#), and [Twitter](#).

About Charles Craft

Charles Craft, Inc., founded in 1967 by Charles Buie, Jr., is a leading manufacturer and distributor of high-performance yarns and commercial kitchen textile products. The high-performance yarn division offers products produced from specialty fibers including para-aramid and meta-aramids spun on modern equipment and delivered in singles, plied and dyed variations. Charles Craft prides itself on providing the highest quality and service to its customers. Typically, end users include cut resistant glove and apparel products, industrial sewing threads, heat-resistant yarns for belting and industrial weaving applications and flame-resistant commercial and military apparel fabrics. The Hamer, SC spinning operation was acquired from Little Cotton Manufacturing in 1987.

About Elevate Textiles

Elevate Textiles, a portfolio company of Platinum Equity, offers distinguished global textile brands including [American & Efird](#), [Burlington](#), [Cone Denim](#), [Gütermann](#) and [Safety Components](#). With a global array of premium fabric and thread solutions focused on innovation, sustainability and quality craftsmanship, Elevate and its portfolio brands provide products that surround us every day and in all facets of life. We offer advanced, high quality products and mission critical textile solutions across vast industries including fashion and functional apparel, footwear, military, fire, medical, athletic, automotive, aerospace, outdoor, and other specialty sectors. Elevate is committed to delivering solutions that protect and enhance our lives through its global manufacturing platform. To learn more about Elevate Textiles and our brands, visit elevatetextiles.com and follow us on [LinkedIn](#).