

They Started in 1958 with Hay Mattresses. Today They Sell Upholstery in the US and Europe.

Contributed by Geovana Pagel
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The Arab countries were responsible for 40% of external sales of upholsteries from Americanflex, company based in the city of São José do Rio Preto, in the interior of the southeastern Brazilian state of São Paulo.

This was the factories first year exporting. The aim for 2006 is for sales to the region to reach 50%.

The first contracts with the United Arab Emirates, Kuwait, Oman, Saudi Arabia and Jordan were settled during the participation at Index 2004, the greatest furniture trade fair in the Middle East, which happens every year in Dubai.

"We took a product we thought would even be exotic in the Arab countries, colorful and dismountable sofas, which to our surprise were a big hit. On the way out we sold 10 containers and closed a deal with a big store chain in Dubai, which ensured monthly shipments," said the company's exports manager, Eliane Calim.

According to the manager, to ensure sales continuity to the Arab countries Americanflex has already confirmed their presence at the next edition of Index, to take place from the November 28 to December 2.

This time the company will present an armchair created especially for the region. "We developed an armchair thinking of the Arab market, with design and colors adapted to the countries of the Middle East," stated Eliane.

According to her, since the company started participating in international fairs it saw its sales to the foreign market increase significantly.

Today, as well as the Arab countries, Americanflex upholsteries are already seen in Uruguay, Paraguay, Bolivia, Chile, Colombia, Mexico, United States, Angola, South Africa, Portugal, Spain and Iceland.

The Company

The company, founded in 1958 in the city of São José do Rio Preto, initially was called Colchoaria Americana. It manufactured by hand hay mattresses and employed six workers.

In the 1960s, the company started the production of a novelty that was already successful in Europe and the United States: the spring mattress.

In 1970 the company changed its name to Americanflex and started manufacturing polyurethane foam mattresses, thus becoming the first company in Brazil to work with a continuous foaming machine.

Some years later they started manufacturing the upholsteries, currently the company's big hit abroad.

Today Americanflex generates 450 direct jobs and owns three factories: two in São José do Rio Preto, in São Paulo, and one in Campina Grande, city in the northeastern state of Paraíba.

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