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Manufacturing & Fabrication
New technology expected to drive growth at CMI

Boating Industry
Friday January 26, 2007

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MIAMI, Fla. – Coated fabric manufacturer CMI Enterprises expects its new "NBT Marine – Nano-Block Technology" to not only drive company growth but to revolutionize the boating industry.

CMI said it is the first coated fabrics manufacturer to use nanotechnology, which employs nano-particles to obtain what it calls "far superior performance characteristics in the vinyl product category."

The company – in conjunction with its selling arm, Syntec Industries – has been serving the marine industry for the past 8 years, providing its boat builder clients with vinyl, fabric and adhesive. But CMI claims the cleanability and mold and mildew blocking characteristics its products now feature, due to the new technology, create "a new industry standard."

As a result, the company is aiming to add seven new accounts this year for a 20-percent market share increase.

To help support this anticipated growth, CMI has hired two new employees: Paul Roe who brings over 20 years of experience in decorative products and interiors for the coated fabric industries, and Mike Jobe, with over 26 years of business experience, 16 of which were dedicated to the upholstery/vinyl industries.

As CMI's new R&D director, Roe will be reporting directly to the marketing function. He will be concentrating on and working closely with suppliers to identify and develop performance and appearance products to satisfy the specific needs within specialized niche markets.

Jobe joins CMI Enterprises as its new director of marketing. Among his many responsibilities will be promoting new CMI products while positioning the company as the premier value added provider within its respective markets. Market position and new product development will focus on evolving aesthetic improvements as well as engineering innovation – both of which will be technologically driven, according to the company.

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