

## FOR IMMEDIATE RELEASE

Contact:  
Sydney Fordice  
(704) 926-1362  
[sfordice@wrayward.com](mailto:sfordice@wrayward.com)

### Trivantage® Adds Industry Partner Discounts to Customer Membership Program

BURLINGTON, N.C., January 31, 2025 — [Trivantage](#), a one-stop shop for fabrics, hardware, and accessories, is bolstering its commitment to customer satisfaction and success by adding new benefits to its customer membership program, [Trivantage Plus™](#). [Albany Foam](#) and [Shade Sail University](#) are the newest industry partners to join nine other brands in offering exclusive discounts to Trivantage Plus members.

Members will now receive 10% off upholstery and marine foam products from Albany Foam, a wholesale supplier of custom foam, pillows, and cushions. Shade Sail University, an educational initiative by [Wholesale Shade](#), will offer 10% off training products and services to members seeking continued education in the shade sail business.

Since launching the industry's first customer membership program in 2023, Trivantage has multiplied its roster of benefits for members. Albany Foam and Shade Sail University add to the current lineup of Trivantage Plus partners, which include industry leaders [AP Consulting & Technical Services](#), [AutoMetrix](#), [Awning Composer®](#), [Consew](#), [Fabric Tattoo](#), [Miller Weldmaster](#), [MPanel](#), and [TagTime USA](#).

Other key benefits of the membership program include:

- Discounts on select Trivantage products
- Complimentary memo samples with free shipping
- Exclusive access to "Shop Talk": virtual, educational product and business seminars
- Flat-rate, same-day shipping
- Reduced restocking fees

Lauren Frances, Trivantage Plus member and owner of [L. Frances Custom Canvas](#), recently shared how the program has benefitted her business and, ultimately, her customers.

"I have transferred all of my business to Trivantage because of the Trivantage Plus Membership Program," Frances said. "The flat-rate shipping creates savings for my company. I've saved hundreds of dollars, so it's made a huge difference. This program has changed up my entire plan of where I get my fabric — and every time I order, everyone is really nice and helpful."

Customers can choose between two membership levels: premium and platinum. The platinum membership level membership includes additional benefits such as extended return periods, enhanced warranty, and individualized marketing support like customized sew-in labels, an annual on-site audit with a Trivantage rep to update materials and create a sample binder tailored to the business.

To learn more about Trivantage Plus, visit <https://www.trivantage.com/plus-intro>.

**About Trivantage**

Trivantage is the nation's one-stop shop for fabrics, hardware, accessories, and expertise for the awning, marine, upholstery, shade sail, window covering and related industries. Trivantage offers over 9,000 products, including wholesale performance fabric by the yard, hardware, cordage, trim, thread, and more. Its best-in-class customer experience, hassle-free ordering, personalized service, and commitment to having the largest inventory are second to none in industries where orders must be done right the first time. Visit [Trivantage.com](http://Trivantage.com) or connect @Trivantage on Facebook, Instagram and LinkedIn.

###