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Trivantage® Promotes Brett Baird to Vice President of Sales

BURLINGTON, N.C., Dec. 12, 2023 – Trivantage, a one-stop shop for fabrics, hardware, and accessories, is pleased to announce the promotion of Brett Baird to vice president of sales. In his new role, Baird will lead the commercial sales team with an emphasis on enhancing the customer experience.

“At Trivantage, we always strive to give our customers what they need, when they need it,” said Baird. “My goal is to ensure our team delivers a best-in-class experience from start to finish so that our customers view us as more than just their supplier, but also a trusted resource who cares about the success of their business.”

A 35-year veteran with Trivantage, Baird brings a wealth of experience to his new role, having held various leadership positions within the company, most recently as sales director. He is active in the industry and volunteers with the Professional Awning Manufacturers Association.

“Throughout Brett’s tenure at Trivantage, he’s played an integral role in growing customer relationships and strengthening our understanding of fabricators’ needs,” said Bret Kelley, who will become president of Trivantage in January 2024 following the retirement of Steve Ellington. “His deep commitment to the industry and dedication to customer needs will enable us to provide an unmatched customer experience.”

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](https://www.trivantage.com) or connect @Trivantage on Facebook, Instagram and LinkedIn.

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