



ADVANCE FOAM

Celebrates

30 YEARS
IN BUSINESS





INTERVIEW -IFTICA JUMAN-

Forces combined as a team

Following the unfortunate loss of our small foam and mattress business to looting during the attempted Coup, as one of the founders and the architect of the factory, together with my brother-in-law Amjad, we started Advance Foam Ltd. We committed then to establishing Advance Foam Limited as the premier manufacturer of mattresses and foam products in the Western Hemisphere and to providing uncompromising quality and diversity of products at competitive prices to our valued customers.

Together, Amjad and I focused on building the business with limited finances, relying heavily on our combined skill sets; with purpose and determination we survived very challenging times. Amjad used his business and management skills to lead the company's administration, financing, marketing strategy as well as the daily operations of the company. I used my wide technical and engineering skills to develop and manage the manufacturing processes, including spearheading the initial setup, design and layout of the factory.

Growth of Advance Foam

Over the last 30 years, we have expanded the business by continuous assessment and improvement in all spheres of management, manufacturing, production and marketing. I consider the factory my playground and I strive for its continuous evolution through automation and lean manufacturing processes. The company now sets the industry standard through the introduction of innovative technology, the use of cutting-edge equipment and machinery and the implementation of efficient processes.

I have been instrumental in the company's investments in state-of-the-art spring and foam production equipment and machinery including the industry specific ERP system and an overhead material handling conveyor system. But the contribution I'm most proud of is engineering and building our second-generation automated foam plant in the late 90s, which was only changed to a more sophisticated automated continuous plant in 2008.

Recipe for Success

Our company recognizes that success in manufacturing is only complete when there is parallel success in controlling or eliminating waste materials. As such, I led the company in reducing its environmental footprint in the manufacturing industry by recovering 97% of its production waste, using a state-of-the-art waste management and recycling plant.

My nephew, Travis (Amjad's son), joined the company in 2007 and has recently been appointed Chairman/CEO of the company. My son, Zakiir, joined the company full time in 2014; in addition to his role as Director of IT, he has recently been appointed Corporate Secretary of the company. I am confident that their respective expertise in business management and technology will continue to contribute value to the company.

We are grateful to be able to demonstrate corporate responsibility, which reflects the core values of our shareholders and management, through charitable contributions, donations and relief programs locally and regionally. We also appreciate the commitment and sterling performance of the management and staff and to our customers who have all contributed to the company reaching this milestone. Now, we embrace the future confident that with the continued support of our dedicated team, the company will continue to achieve success fuelled by the passion of the founding families.



Second Generation Automated Foam Plant which Iftica built in the late 90's required diverse technical background in electrical, electronic, mechanical, refrigeration, and industrial engineering processes.

INTERVIEW -AMJAD ALI-

Growing amidst a Pandemic

The pandemic has changed the way we do business in a manner that's irreversible. Setting up and operationalizing all the protocols issued by the Ministry of Health were key components that allowed us to restart and operate post the lock down and continuing. As a company, we have had to reinvent how we do business and to navigate new pathways during this pandemic. We have chosen to focus on the safety of our employees and also their earning sustainability so that they can properly provide for their families during these unprecedented times, which remains foremost in our plans.

We have benefitted from consistent growth since our inception 30 years ago and our intention is to keep up our marketing aggression to ensure our growth is sustained. Overcoming obstacles are experiences that all businesses endure from time to time and our company is no exception, having faced destruction from fires in 2001 and 2007. The second fire was more devastating than the first. However, we were able to overcome these major setbacks and today we are the largest company in our industry in the Caribbean.

Overcoming the Forex challenge / Supporting Local

One of the biggest problems facing all businesses in Trinidad and Tobago is the availability of Foreign Exchange. However, as manufacturers we are in the strongest position where we can focus hard on exports to earn and keep our Foreign Exchange for re-purchase of Raw Material and Plant and Machinery thereby sort of controlling part of our destiny. Earnings and the consumption of Foreign Exchange are at opposite ends so while striving to increase our inflows of FX we could at the same time reduce on the consumption side with the help of consumers choosing to purchase locally made products over imported or foreign.

I am also a firm supporter of the campaign "ProudlyTT", which promotes locally made products. Put another way we can say, "T&T-Hands -T&T- Jobs" or "Local for Local" — all meaning and saying the same thing. It will be remiss of me if I do not take this opportunity to thank the TTMA, the Ministry of Trade and the Ministry of Finance for their uplifting and continued support of our Non-Energy Manufacturing Sector of which we are part of.

Celebrating 30 years

The journey started 30 years ago with my brother-in-law Iftica and I coming together utilizing our diverse skill sets with one goal in mind to build a world class mattress and foam manufacturing company in Trinidad, albeit with the most basic start up.

Iftica's competence and skillset, which include in part factory layout, mechanical engineering, foam formulation, waste management and time studies complemented well with my managerial, finance and marketing skill sets, combined over the years created a solid team, building a solid company. While growing a business from the ground was no easy task, I can remember many late nights in the earlier years we shared on the factory floor sometimes until midnight working together to meet our customer needs and requirements. Notwithstanding it has been an enjoyable one but has not been without its challenges such as the 2 fires in 2001 and 2007 and then the Covid 19 crisis.

We intend to draw on the last 30 years of valuable experience while fully focusing on the future. We will concentrate on increasing market share and continued investments to keep growing our company for the benefit of all stakeholders, including our employees.

"There is no elevator to success. You have to take the stairs."
- Unknown



MESSAGE FROM CHAIRMAN / CEO

-TRAVIS ALI-



Our Sincerest Appreciation

As Advance Foam celebrates 30 years in business, we acknowledge that our success would not have been possible without the loyalty of our valued retail and end consumers, the hard work of its 350 plus employees and the efforts we have made to expand our facilities and capacity at our 18 acres facility in Orange Grove Estate to meet the requirements of our customers.

Today we continue to manufacture 4 of the most popular US mattress brands under License. These are Serta, Sealy, Therapedic and Restonic, as well as other private labels for retailers and hotels locally and regionally, including territories such as Costa Rica and Dominican Republic. We pride ourselves in providing our customers with quality products at competitive pricing. We sincerely thank our loyal retail customers both locally and regionally for the support shown for our products over the past 30 years. You have contributed to the success of our business and we could not have done it without you. We consider you a partner on our journey and value your relationships. We renew our commitment to continue to improve our product designs, quality and service to meet your demands. We value and appreciate our end consumers who have chosen products made by our company over all others and would be appreciative of your loyalty when making your next bedding purchase.

Without our hard working and dedicated employees, our highly skilled operational team and our strong executive and management team, we would not have been able to provide the level of products, quality, and support at competitive pricing to our customers as we have done over the years for which we are grateful. We thank our bankers, suppliers, and other service providers for their support over the past 30 years. We continue to strive to continue to be worthy of the confidence you have reposed in our company and look forward to continue working with you in the future.

My vision as Chairman & CEO

Since joining the company over 13 years ago, I have seen Advance Foam Limited grow and overcome many challenges. I will ensure that we build on the invaluable lessons learnt, the wisdom and knowledge imparted by my father and uncle, which we will continue to implement into the future. As a company we remain committed to investing in our people, our brands, our plant and machinery and to increasing production and market share in our existing territories as well as expanding to new markets.

We appreciate our achievements and in closing I reconfirm that in the future we aim to conduct our business in accordance with our tradition of the highest manufacturing standards, building on our history of excellence in product quality with the aim of exceeding customer expectations within our industry.

BOARD OF DIRECTORS



Travis Ali
Chairman / CEO



Iftica Juman
Executive Director



Amjad Ali
Executive Director



Zakiir Juman
Director of IT / Corporate
Secretary

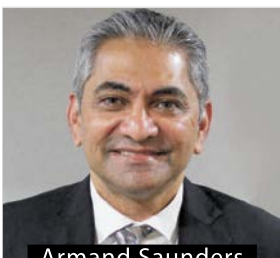


Farida Khan
Director

SENIOR MANAGEMENT TEAM



Rajendra Maharaj
VP - Sales & Marketing



Armand Saunders
VP - Finance



Neil Fairfield
VP - Manufacturing



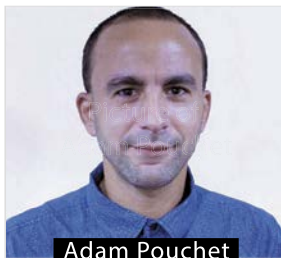
Joanne Ramnarine
VP - Human Resource



Paul Greene
Plant Manager



Diana Siewnarine
Senior Group Accountant



Adam Pouchet
Brand Manager

Unicomer Trinidad Ltd
would like to congratulate

ADVANCE F●AM

on their

30TH

ANNIVERSARY
CELEBRATION



TESTIMONIALS FROM OUR CLIENTS

"It has been very productive partnership working with Advance Foam over the past 28 years. Together we have developed an authoritative range of sleep systems using the latest sleep system technology. Their wide choice of brands are designed to satisfy our customers' every need for a restful night's sleep."

Barry Jones
GM Merchandiser
(Caribbean)



"Standard is a proud partner with Advance Foam and we join them in celebrating their 30th anniversary. Here's to 30 more..."

Nataki Kerr
Marketing Manager



"SINGER started this journey with Serta over 20 years ago. Your commitment to providing the best products and service has kept us as your customers over the years. Congratulations on this special occasion. We wish you and your team many more years of success and innovation."

Sharon Spencer - Gibbs
General Manager



"I have been conducting business with Advance Foam for several years. Their service and products have assisted in the growth and development of my business. Celebrating 30 years is just the start for this magnificent company!"

Paul Schouten
Managing Director



TESTIMONIALS FROM SENIOR MANAGEMENT

"In my twenty five year history at Advance Foam I have seen us conquer almost insurmountable obstacles and grow from strength to strength. Today we are the largest in the Caribbean region, all through the support of our Customers, Directors CEO, and the dedication and support of our staff."

Rajendra Maharaj
VP - Sales & Marketing



"We have weathered the many storms together which was more so very visible and appreciative in managing COVID-19; Our company is nothing without its people; we will together seek to shatter the glass ceiling". CONGRATULATIONS on yet another milestone of success!"

Joanne Ramnarine
VP - Human Resource



"Advance Foam is more than just a company. It's a family of dedicated employees, suppliers and organisations that continuously work in unison to help us achieve an unmatched level of success that is now publicly being celebrated after 30 years. It's been a pleasure being of service to this fine establishment."

Armand Saunders
VP - Human Resource



"It's true that 'nothing comes easily' but over 30 years Advance Foam has turned nothing into one of the most successful businesses in the region through their unswerving commitment to providing value to their customers. It's impressive to see how Advance Foam envisioned a dream and turned it into reality."

Neil Faifield
VP - Manufacturing



CONGRATULATIONS TO
ADVANCE FOAM LTD
ON YOUR



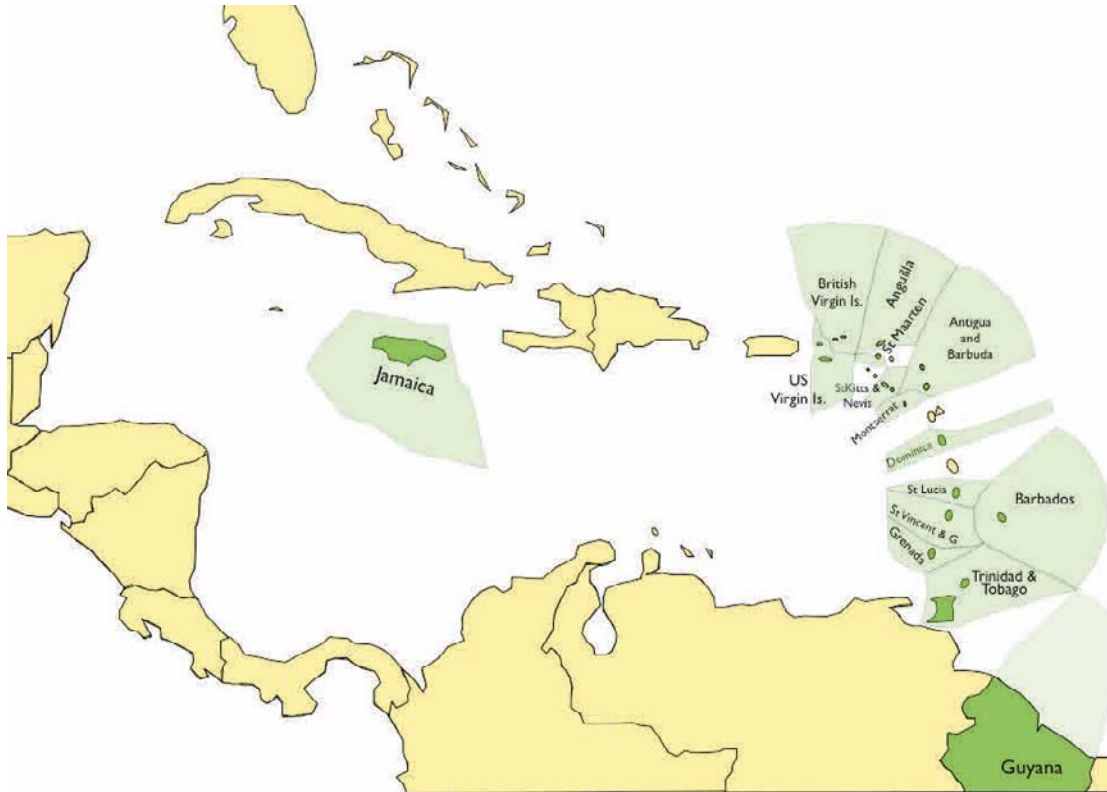
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OUR BRANDS



OUR REACH



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- ✓ French Guiana
- ✓ Grenada
- ✓ Guadeloupe
- ✓ Haiti
- ✓ Martinique
- ✓ Panama
- ✓ St. Lucia
- ✓ St. Kitts & Nevis
- ✓ St. Maarten
- ✓ St. Vincent & Grenadines
- ✓ Suriname
- ✓ Turks and Caicos

OUR COMMUNITY DRIVE

Advance Foam takes pride in supporting those who need us most when it counts.

We maintain an active charitable drive that aligns with our vision of growing and sustaining communities.



Image of mattresses being loaded into Serta container for donation

Congratulations!

ADVANCE FOAM

The Management and Staff of American Stores Ltd wishes your entire organization, sincere congratulations on the 30th Anniversary of Advanced Foam Ltd.

We are proud to be one of your most loyal business partners, celebrating your remarkable growth and dedication in being top leaders in the industry.



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TESTIMONIALS FROM LICENSORS



"Congratulations to Advance Foam Limited, the Caribbean licensee for Sealy®, America's #1 Mattress brand on the occasion of your 30th Anniversary."
Margo Borgione – Sealy International



"On behalf of the Serta® family, congratulations to one of our longest serving licensees – Advance Foam Ltd – on your 30th anniversary."
Johanna Sullivan – Serta International



"Congratulations to Advance Foam, in Trinidad, on their 30th Anniversary in serving the sleep needs of the island area. We are proud and honored to have them represent the Therapedic brand in the Caribbean region."
Gerry Borregine – Therapedic International



"I would like to offer my sincerest congratulations on your thirtieth anniversary. You should be very proud of the growth you have achieved in these years. You have built your company through hard work and outstanding customer service."
Laurie Tokarz – President, Restonic Corporation

HAPPY ANNIVERZZARY...

For 30 years Advance Foam, the supplier of Serta, Sealy and Lullaby mattresses, has been helping millions all over the region enjoy a restful night's sleep so they can wake up and seize the morning!

A TOAST TO ADVANCE FOAM
FROM THE MANAGEMENT AND STAFF OF STANDARD



Together, we are
Family

SHOP ONLINE AT STANDARDTT.COM

NEVER BEATEN ON QUALITY AND PRICE

Congratulations!

ADVANCE FOAM

HAPPY

30th

ANNIVERSARY

From the Management & Staff

FURNITURE PLUS

Nobody undersells us, Nobody