

*Tacony Corporate Brochure  
Founded 1946*

**TACONY**



*Tradition. Trust. Teamwork.*



TACONY



# CORPORATION

## MISSION

To profitably grow our leadership position in the industries we serve, creating success for our customers, our associates, and all others that depend on us.

We strive to exceed the needs of our consumers, deliver high quality products and services to our customers, always find a better way, and build long-lasting relationships that are based on trust and feel like family.



## HOW IT ALL BEGAN

*Serving the Independent Retailer for Over Six Decades*

In 1946, Nick Tacony invested his entire savings in used machines, motors and parts and began a business selling and servicing sewing machines from the basement of his home.

Nick Tacony soon became a leader among sewing machine entrepreneurs. By wholesaling sewing machines, accessories and other merchandise to retailers he established a nationwide network of Tacony distribution centers.

Ken Tacony joined his father in the business in 1970, and with a solid foundation in place, Tacony Corporation began to market and sell diversified products inside and outside the sewing industry.

In 1988, Tacony Corporation began wholesale distribution of household vacuums through expert independent retailers. Opposing the trend of sending jobs overseas, the company expanded its manufacturing operations in the United States and now proudly manufactures in four U.S. locations: home floor care in St. James, Missouri, injection molding operations in Sunset Hills, Missouri, commercial floor care equipment in Fort Worth, Texas and customized sewing studios in West Chicago, Illinois. In recognition of today's global marketplace, Tacony also has a manufacturing plant in Southampton, England and an office in Suzhou, China.

Tacony has become the preferred source for independent retailers by offering access to a wider range of products, parts and services that enable business owners to operate more efficiently and profitably in their markets.



**NICK TACONY**  
*Founder*

# TRADITION. TRUST. TEAMWORK.

*Building Business Relationships That Feel Like Family*

*Pictured:* **KEN TACONY PASSING OUT WEEKLY  
PAYCHECKS TO EMPLOYEES**

Ken Tacony believes that if a company focuses on benefiting its employees, the employees will take care of the customers, who in turn will bring financial success to its shareholders.

Tacony's tradition includes over six decades of meeting commitments to its customers and its employees. The tradition of standing behind its promises has created the trust that is essential for every successful relationship. This trust is the foundation of the teamwork that is needed to deliver excellent products and services to customers.

Tacony Corporation strongly believes in building business relationships that feel like family, with both employees and the independent retailers who sell Tacony products.

Thanks to Ken Tacony's leadership and the contribution of all associates, Tacony Corporation is not only today's largest American family owned distributor of sewing machines, but it is also a truly diversified company with 13 locations around the world.





## PAVING THE PATH TO SUCCESS

*Keeping Tacony Corporation Ahead of the Competition*

### **KEN TACONY**

*Chief Executive Officer*

Ken joined his father at Tacony in 1970 after four years in the United States Air Force. Since taking the position of CEO, Ken's strong leadership, keen business decisions and emphasis on a positive corporate culture have helped Tacony Corporation maintain a top position in the industry.

### **BILL HINDERER**

*President and  
Chief Operating Officer*

Bill joined Tacony Corporation in 1988 as CFO and General Counsel and assumed his current position in 2006. Bill works closely with Ken Tacony to maintain growth in the various business units, oversee acquisitions and monitor daily operations.

### **KRISTIN TACONY HUMES**

*Executive  
Vice President*

During Kristi's 17 years at Tacony, she has held positions in virtually every business unit and department. Today, she uses this valuable experience for strategic planning and to oversee marketing in addition to investing in the company's future by making Tacony easier to do business with and strengthening the corporate culture.

### **AMY HINDERER**

*General Counsel & Senior Vice President  
of Administration*

Amy joined the company in 1997. Amy provides valuable insight as the General Counsel and oversees various departments including Human Resources, Purchasing, and Logistics.

### **JOHN KAIDO**

*Senior Vice President  
Home Floor Care Sales*

John joined the company in 1988 as the product manager for Tacony's vacuum division. John played a significant role in the acquisition of Riccar vacuums and the development of Simplicity Vacuums. In 2001, he took on his current role as the Senior Vice President of the Home Floor Care Division.

### **STEVE DAY**

*Senior Vice President  
Commercial Floor Care Sales*

Steve joined Tacony Corporation in 1979 as a Technical Services Manager. Today, Steve is the Senior Vice President of Sales for the Commercial Floor Care unit, which includes Powr-Flite, CFR, Tornado and Truvox.

### **STEVEN JEFFERY**

*Senior Vice President  
Sewing Product Sales*

Steve began his career in the sewing industry as a stock boy for the Tacony retail store over 30 years ago. Today, Steve plays a significant and visible role in Tacony as the President of Baby Lock USA, as well as by overseeing the Tacony sewing machine sales divisions.

*The Tacony Leaders  
From left to right*

# LOCATIONS ACROSS THE GLOBE

*Reaching Over 100 Countries Worldwide*

Tacony Corporation has grown to become a truly diversified global products company with 13 offices, over 650 associates, and showrooms around the world, establishing a reputation of operational excellence and convenience.

## **Suzhou, China**

A Tacony office specializing in engineering and product development as well as sourcing quality products and components for Tacony's domestic and commercial floor care and sewing divisions.

## **Fullerton, California**

The offices for Riccar vacuum cleaner products and West Coast distribution for Tacony products.

## **Dallas, Texas**

Tacony showroom highlighting Regency's ceiling fans.

## **Fort Worth, Texas**

The offices, manufacturing and distribution for Powr-Flite and CFR commercial janitorial equipment.

## **St. James, Missouri**

The research, development, production, injection molding and manufacturing of the Riccar and Simplicity vacuum lines, plus serves as an additional Midwest distribution warehouse.



*"Share the love and success the Tacony team has for our motto: tradition, teamwork and trust."*

*Shelia Modica (Accounting Department)*

### **Sunset Hills, Missouri**

A molding facility specializing in plastic injection molding and thermoset compression and injection molding. Mac Molding services many clients in the appliance industry.

### **St. Louis, Missouri**

The corporate headquarters, housing financial operations, administrative departments, sales and marketing divisions, as well as Midwest distribution, for Tacony Corporation.

### **West Chicago, Illinois**

The Koala Manufacturing headquarters with fully integrated development, engineering and assembly teams. In addition, the Tornado headquarters and marketing office.

### **Beaver Dam, Wisconsin**

The Nancy's Notions state-of-the-art fulfillment center for Nancy's Notions multi-channel, direct-to-consumer business and retail store.

### **Atlanta, Georgia**

This office is home to additional sales support for the in-demand Riccar brand.

### **Carlstadt, New Jersey**

The main sales office for Tacony Industrials and the Northeast distribution center for Tacony products.

### **Jacksonville, Florida**

A satellite Regency sales office in addition to the Southeast distribution center for Tacony products.

### **Southampton, England**

The Truvox International headquarters is adjacent to England's largest container port, making it the ideal location to design, produce, and supply products to over 60 countries worldwide, including the U.S.



# TACONY AWARDS AND PHILANTHROPY

*Recognition for outstanding entrepreneurship, business practices, and community outreach*

Over the years, Tacony Corporation has received awards and Ken Tacony has been recognized for his leadership and entrepreneurship. Tacony Manufacturing has been acknowledged as a great place to work as well as for giving back to the community.

Though many of Tacony's awards reflect entrepreneurship, its philanthropic efforts have also been recognized. Each year, the Company supports the Guardian Angel Settlement Association golf tournament and many other fundraisers throughout the year. Tacony also regularly supports and makes donations to other non-profit organizations such as 4-H camps, Quilts of Valor, Little Dresses for Africa, and many other groups.



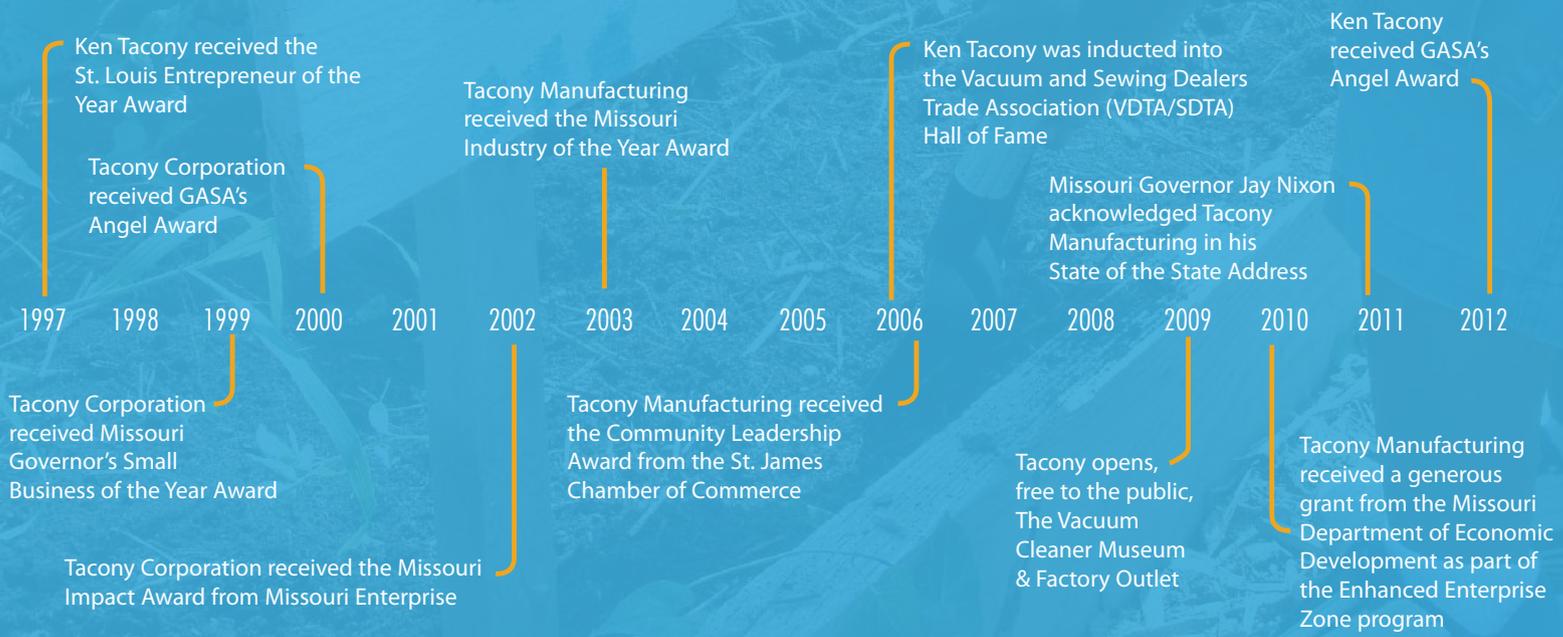
 Guardian Angel  
SETTLEMENT ASSOCIATION





## KIDS FROM GASA PLANT A GARDEN

GASA 2007



# TACONY BRANDS AND COMPANIES

*Tacony Corporation began to market and sell diversified products inside and outside the sewing industry.*

To better serve the needs of its customers and maintain operational excellence,  
Tacony Corporation is organized into four strategic business units:

**Sewing • Home Floor Care • Commercial Floor Care • Ceiling Fans & Lighting**

*Pictured:* **BABY LOCK DEALER TRAINING**





## Sewing Divisions

### baby lock

Baby Lock® has been a leader in the sewing industry for over 40 years. Today, the company offers a full line of products that enhance the love of sewing, including technically advanced sewing, embroidery and quilting machines, sergers, exclusive software, stabilizer and accessories.

Baby Lock has also provided the serging market with 14 patented innovations, including ExtraordinAir® and Jet-Air Threading® and an Automatic Thread Delivery system. These features make Baby Lock sergers the easiest to use, and prove that there is no substitute for a Baby Lock.

By selling products exclusively through independent Baby Lock retailers and offering industry-leading Gold Standard service and support, Baby Lock provides incredible service to its customers in addition to state-of-the-art machines and products.

Baby Lock is also a major underwriter of the popular PBS television shows “Sewing With Nancy®”, starring national sewing authority Nancy Zieman, “Quilt in a Day®”, starring national quilting authority Eleanor Burns, and Fons & Porter’s “Love of Quilting®”, starring Marianne Fons and Liz Porter.

### Designer's Gallery®

Designer's Gallery® makes embroidery easy with digitizing and editing software, embroidery management platforms, tool packs and interactive design collections.

Determined to make embroidery designs work for the embroiderer, Designer's Gallery also offers Sew@Home online classes and learning guides to help embroiderers better understand how to use the software.

Sold exclusively through Designer's Gallery Retailers in store and online, Designer's Gallery software products work with today's most popular brands of embroidery machines.



Koala Studios® bring versatility, beauty and optimal storage to any creative space. Each studio is designed by sewing and craft professionals and manufactured by furnishing experts in the United States with the utmost quality and craftsmanship.

Koala Studios offer customized sewing studios and suites in eight elegant finishes. Customers select their favorite color, height and storage space before the studio is built so they end up with the personalized sewing room of their dreams.



From Inspiration to Reality

## Sewing Divisions



Taony Sewing Central wholesales household and industrial machine parts in addition to offering an extensive variety of notions, furniture and accessories for most sewing machine brands, including Simplicity Homecare, Creative Notions, Koala Studios, Madeira Thread, Klassé needles, Hemline luggage and notions, and Suzy's bags and baskets.



Taony Industrial Sewing Machines is a one-stop resource for quality brands of machines and parts. Taony Industrials is a primary importer and distributor for most popular brands of industrial sewing equipment and is the exclusive distributor of the TACSEW brand, which emphasizes quality machines with convenient features at the most reasonable prices.



Amazing Designs® provides an ever-growing variety of high quality embroidery designs for the home sewer. Designs are available on CD or by download at [amazingdesigns.com](http://amazingdesigns.com).

Amazing Designs also offers a number of other useful embroidery products such as digitizing and editing software, memory card readers, and the original Stabilize It!® line of pre-cut stabilizer.

## Nancy's Notions®

Sewing enthusiasts of all skill levels rely on Nancy's Notions® for sewing inspiration, diverse notions, education, and expert advice. Each year, Nancy's Notions hosts educational events that draw enthusiasts from across the country to its flagship retail store, and develops patterns, books, embroidery designs and more under the Sewing with Nancy® brand.



For almost 100 years, Madeira® has produced high-quality threads used by some of the world's top designers. Quality-assurance testing is done to every spool of thread every step of the way to ensure strength, color-fastness and safety. Madeira dyeing procedures are eco-friendly so both the environment and the spool of thread are left toxin-free. In addition to thread, the company produces stabilizer and other sewing notions all with the same quality standards in mind.





## Home Floor Care



Riccar® distributes a unique line of products including vacuum cleaners, heaters, air purifiers and cleaning products. Riccar vacuums are built with the highest standards in design, material and durability. Its premier uprights, built in St. James, Missouri, feature the revolutionary Tandem Air System. The Tandem Air System combines two motor systems in one to effectively clean carpets while providing advanced filtration and proper suction for onboard tools. Riccar premier uprights also feature sealed HEPA filtration and the convenience of powerful on-board tools all in one machine.

## Simplicity®

Built in the heart of America, St. James, Missouri, Simplicity's® upright vacuums and premier canisters are designed with American ingenuity by American craftsmen, and feature the highest standards in design, material and durability. Simplicity's premier uprights also feature the ground breaking Tandem Air System, sealed HEPA filtration and the convenience of powerful on-board tools all in one machine. In addition to vacuum cleaners, Simplicity offers cleaning products, heaters, and air purifiers.

**VAC PROS**  
*At your service!*

Originally founded as a wholesale floor care parts and equipment company, Vac Pros provides retailers with a variety of products, the parts and know-how to stand behind the Riccar and Simplicity products.

Vac Pros is also the OEM marketer of the Fuller Brush and Carpet Pro vacuum cleaner lines. High brand recognition combined with low exposure enables independent vacuum dealers to grow their businesses with these mid-priced vacuums. In addition, Vac Pros responds to commercial cleaning needs with its CleanMax brand of vacuums.

# Simplicity

Made in the USA



Do you  
Kids? Allergies?  
Bare Floors? Stain  
Then w  
the vacuu  
Simp

Trade in your vacuum for one you'll love!

Perfect  
FOR PET HAIR  
Simplicity  
The vacuum you'll love.

Pictured: SIMPLICITY VACUUM RETAIL ENVIRONMENT

## Commercial Floor Care

### *Powr-Flite*

Based in Fort Worth, Texas, Powr-Flite® has been a leader in the commercial floor care industry for over 35 years, manufacturing and distributing a full line of easy-to-use and reliable equipment, parts, chemicals, accessories and supplies...everything for the commercial cleaner all in one convenient location.



CFR® designs and manufactures a complete range of carpet cleaning systems and high performance specialty tools with innovative patented technology, Continuous Flow Recycling. CFR technology dramatically cuts chemical costs, is made of recyclable polyethylene, and provides superior cleaning, faster dry times and higher productivity, allowing CFR to deliver on the promise made in its positioning statement: Faster-Cleaner-Greener.



Tornado® Industries has been a leading developer of floor care equipment since 1927. Tornado specializes in tackling the unique cleaning challenges of hospitals, public transportation, educational facilities and more. Tornado has maintained its "Best in Class" reputation by providing in-house cleaners, contractors and facility managers with innovative equipment and reliable solutions at a competitive price.



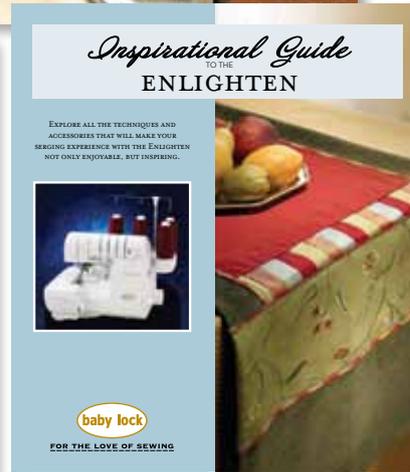
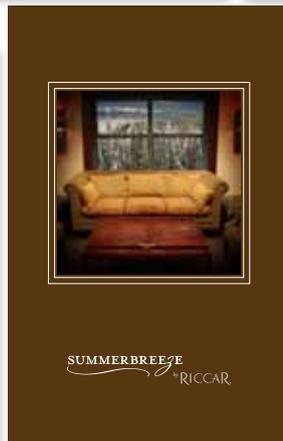
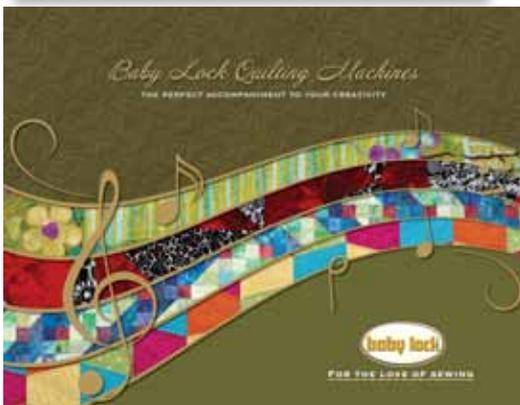
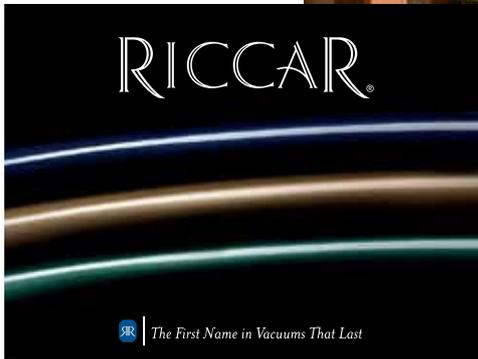
In 2007, Tacony acquired Truvox® International Ltd. Company in Millbrook, Southampton, England, expanding its international market with a vast range of cleaning and maintenance products for hard and soft floors, including rotary floor polishers, scrubbers, dryers, carpet extractors and vacuum cleaners.



# Ceiling Fans



Regency® is a major distributor and designer of ceiling fans, ceiling fan lighting, and accessories. Regency has positioned itself firmly on the leading edge of today's ceiling fan suppliers with the Decor-Match™ system—a quality series of interchangeable fans, blades, light kits and controls that are combined to match a customer's personal style and taste.





## MANUFACTURED WITH THE CUSTOMER IN MIND

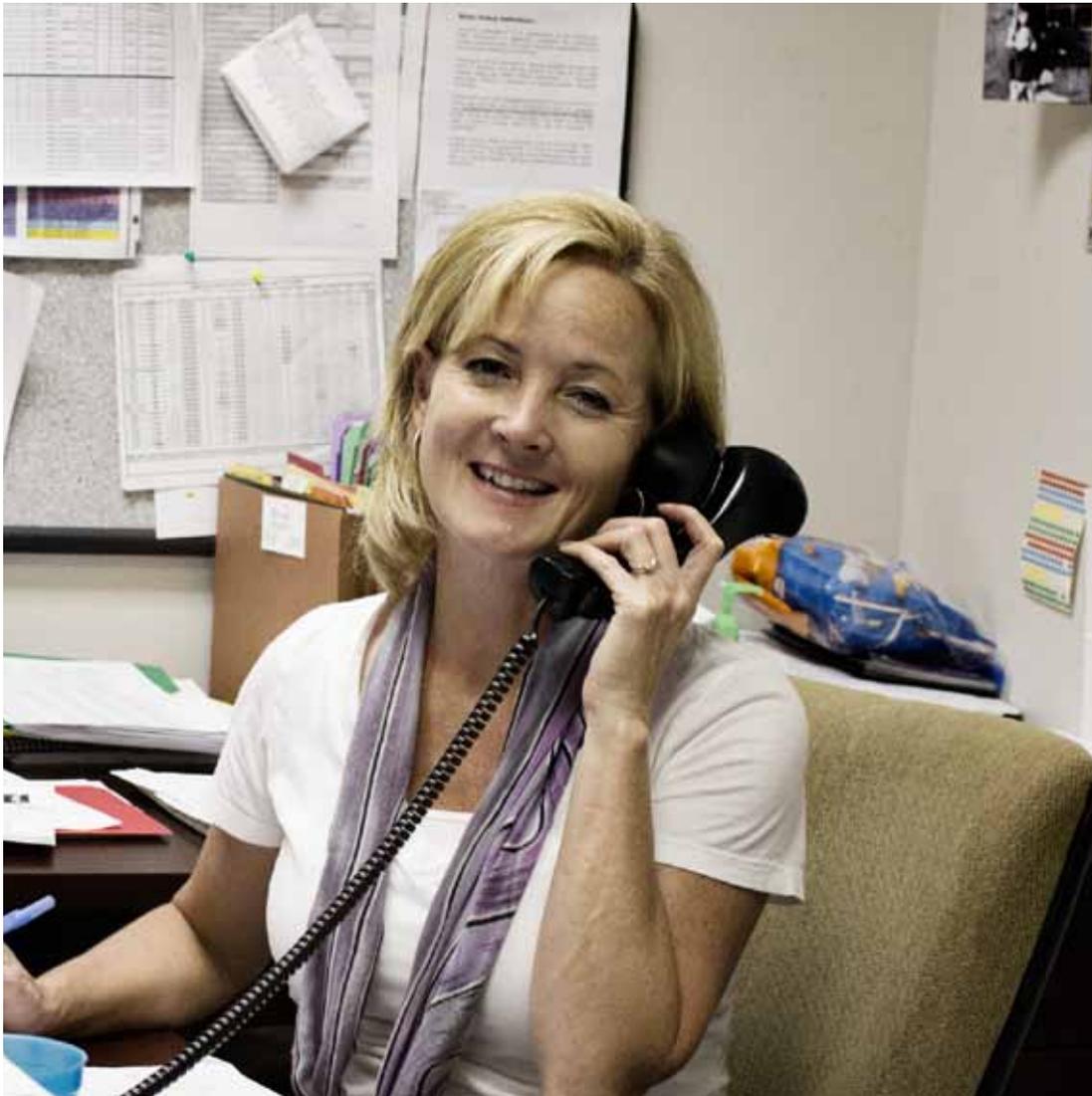
*Quality Assurance from Production to Distribution*

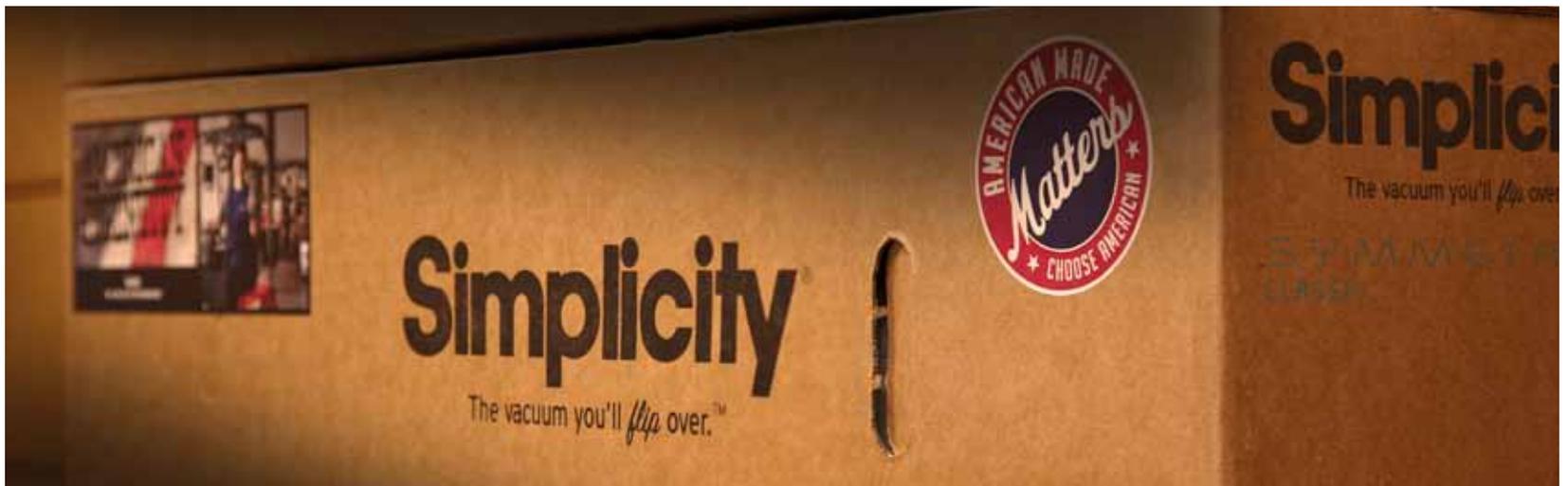
Tacony Corporation feels an ongoing responsibility to provide top-quality products to its independent retailers. Nowhere is this more evident than the manufacturing investment Tacony has made to ensure that products distributed to its various channels are designed with the highest standards and meet the needs of the end user.

Much of the success of the home floor care division can be credited to moving production of many Simplicity and Riccar vacuum cleaners from Taiwan to the United States. Not only does this allow Tacony to proudly put the "Manufactured in the USA" label on these products, but it also enables the Company to maintain closer control of quality issues and to be more responsive to dealer and consumer needs.

Many of Tacony's signature engineering accomplishments can be found in vacuums. Tacony engineers pioneered Tandem Air Technology which consists of a dual motor system. Riccar and Simplicity vacuums are the only brand in the world with this patented technology. Other vacuum successes include the Powr-Flite Backpack Vac, Ultra Lightweight Simplicity and Riccar vacuums, and the CleanMax line of commercial cleaning products.

Mac Molding, an injection molding company in Sunset Hills, Missouri, joined Tacony Manufacturing in 2008. The Company moved much of its production to St. James, giving Tacony the ability to manage inventory and assembly more efficiently. In addition to work done in St. James, Mac Molding maintains over 25 other clients at its Sunset Hills location including Nidec Motor Corporation and Americraft Cookware.





Tacony began manufacturing commercial floor care products with its acquisition of Powr-Flite almost 20 years ago. As Tacony continued to expand in the commercial floor care segment, it moved assembly of CFR and Tornado to the Powr-Flite facility in Ft. Worth and Tacony Manufacturing in St. James. Through upholding eco-friendly production standards, these facilities improve productivity, reduce costs on many resources and can proudly assert they are helping the USA.

Tacony Corporation also operates the Truvox International manufacturing facility in Southampton, England. Truvox International is a BSI Registered Company, demonstrating its care for the utmost standards.

Manufacturing doesn't stop with the vacuum divisions. In 2008, manufacturing of Koala Studios moved from Australia to West Chicago, Illinois. As a result, Tacony created jobs in the factory, research and development, design, customer service, and sales. Koala Manufacturing's state-of-the-art equipment makes it possible to fully customize each piece of furniture as it is ordered to fulfill each sewer's dream.

Tacony Corporation's attention to detail and quality stretches all the way to its office in Suzhou, China. Suzhou is home to some of the largest manufacturers in the world, making it the ideal location to spot new advancements as well as build long-lasting business relationships with top suppliers in these industries.

The Suzhou office specializes in engineering and product development as well as the sourcing of quality products and components for Tacony's domestic and commercial floor care and sewing divisions.



# INSIDE TACONY

*Real People Backing Quality Products*

Today, Tacony Corporation employs over 650 dedicated people worldwide. With the company's growth, Tacony has added numerous corporate departments that make it better able to adapt to the needs of its customers. An in-house research and development department works to develop innovative products that give Tacony a competitive advantage. Plus, Tacony houses a printing plant and bindery so a majority of its printed materials are wholly created at the corporate headquarters. Additionally, there is an entire department dedicated to enhancing Tacony's web presence through social media and eye-catching websites.



Every employee brings new experience and an innovative spirit that contributes to Tacony's success. Even as the company continues to expand, the sense of family is maintained. As the years go on, every accomplishment is celebrated as a team and family.

## JOINING THE COMPANY MEANS JOINING THE FAMILY



### RAY FUJARSKI • 40+ YEARS

"For me, the feeling of family at Tacony started on day one when Nick Tacony picked me up at my house for my first day of work. It was a small, close knit company just starting out, but I had some very good people to show me the ropes and make me feel right at home. Pretty impressive when you're just 17 and starting out. It was true back then as it is today: Tacony makes you feel like family!"



### JUDY ROLLINS • 30+ YEARS

"When I started working at Tacony after school in 1975, I never dreamed I would still be here today! Obviously I have seen many, many changes to the company since I started, but the one thing that has remained a constant is the feeling of family. I was blessed to have known our founder, Nick Tacony. Ken has carried out his father's beliefs and I know Nick would be very pleased as to the success that has been achieved by his son. Tacony Corporation is my second home and I am thankful to the Tacony family for allowing me to grow up in such a wonderful work environment."



### TANNER HOBIN • 1 YEAR

"Being part of the Tacony family means 100% trust and support both professionally and personally. This gives me the confidence to do my best and try things that are cutting-edge. I'm a fan of European football (soccer), and one of my favorite teams is Liverpool. Their team slogan is, 'You'll Never Walk Alone.' The collaborative team-based culture at Tacony epitomizes Liverpool's team slogan."

**SOCIAL MEDIA**



**ADVERTISING**



**BINDERY**

**PRINT SHOP**



**RESEARCH & DEVELOPMENT**



**GRAPHIC DESIGN**

# MAKING IT EASY TO SUCCEED

Online Support & Retailer Training



To further support its vast retailer network, Tacony has developed numerous online resources. With Tacony Online, retailers can access billing and shipping information and receive an automatic email notification when orders are shipped, plus pay and schedule invoices.



## BABY LOCK



consumer site

retailer-exclusive site

Additionally, Tacony's major brands have developed comprehensive and user-friendly websites for both consumers and retailers. Consumer sites are filled with exciting features to simultaneously drive traffic to retailers while providing easy-access product support. Retailer-exclusive websites provide dealers with images, brochures and other promotional pieces to enhance marketing efforts.

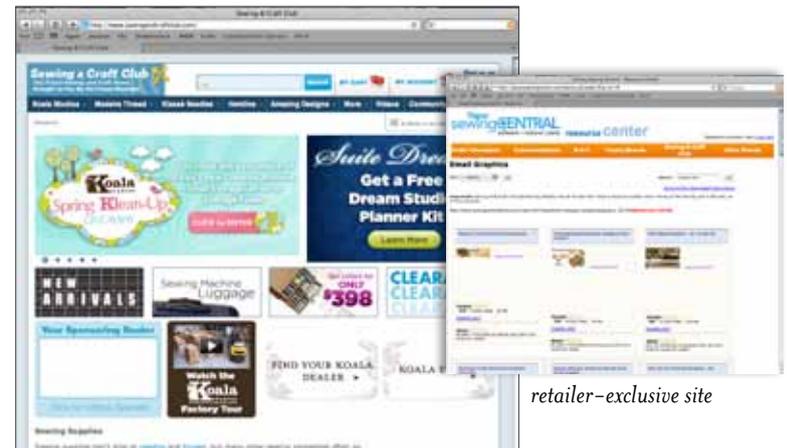
## SIMPLICITY VACUUMS



consumer site

retailer-exclusive site

## SEWING & CRAFT CLUB



consumer site

retailer-exclusive site



*Pictured:* **BABY LOCK TRAINING**

Successful retailers have superior product knowledge. To encourage product education and understanding, premium training opportunities are available for many Tacony Retailers. With hands-on experience, retailers better understand the benefits of Tacony products and how to help future customers.



**Retailer and consumer education is a main priority for Tacony Corporation. In 2011 Tacony started planning for the opening of a new training center and office with space largely dedicated to training.**





## VACUUM MUSEUM AND FACTORY OUTLET

*Over 500 working vacuums, some nearly 100 years old!*

In 2009, Tacony Corporation opened a Vacuum Museum and Factory Outlet off of Historic Route 66. The museum houses over 500 historical vacuums, many of which are from the personal collection of the St. Louis Fox Theater's legendary organist, Stan Kann. Vacuum cleaners have had a place in almost all American households since the early 1900s, and the museum is the perfect way to honor their importance in American culture while providing an important learning tool for Tacony engineers. By studying past vacuums, our engineers learn what has worked in the past and how to improve upon this technology for the future.





*Kennon Tacony*  
International  
Marketing Manager

*Kenneth Tacony*  
Chief Executive Officer

*Kristin Tacony Humes*  
Executive Vice President

*Korbin Tacony*  
Customer Service &  
Operations Manager

## Websites

*Tacony Corporation*  
www.tacony.com  
www.mineyourbiz.net

*Baby Lock USA*  
www.babylock.com  
www.totallystitchin.net  
www.mystitchinbusiness.com

*Designer's Gallery*  
www.designersgallerysoftware.com

*Amazing Designs*  
www.amazingdesigns.com

*Nancy's Notions*  
www.nancysnotions.com  
www.sewingwithnancytv.com

*Sewing & Craft Club*  
www.sewingandcraftclub.com

*Tacony Sewing Central*  
www.taconysewingcentral.com

*Tacony Vac Pros*  
www.taconyvacpros.com  
www.cleanmaxvacuums.com

*Riccar*  
www.riccar.com

*Simplicity Vacuums*  
www.simplicityvac.com

*CFR*  
www.cfrcorp.com

*Powr-Flite*  
www.powr-flite.com

*Truvox*  
www.truvox.com

*Tornado*  
www.tornadovac.com

*Regency Ceiling Fans*  
www.regencyfans.com

*Made in USA Vacuums*  
www.madeinamericavacuums.com

*Vacuum Museum & Factory Outlet*  
www.vacuummuseum.com

*Mac Molding*  
www.macmolding.com



## Corporate Offices and Distribution Facilities

**1760 Gilsinn Lane**  
Fenton, MO 63026-0730  
636.349.3000 | 636.349.2333 (fax)

**1709 Gilsinn Lane**  
Fenton, MO 63026-0730

**12814 Gravois Road**  
Sunset Hills, MO 63127  
314.849.0646 | 314.849.0342 (fax)

**1800 E. Walnut Avenue**  
Fullerton, CA 92831-4844  
714.525.4400 | 714.525.3200 (fax)

**591 Thornton Rd. Suite R**  
Lithia Springs, GA 30122-1546  
770.941.9300 | 770.941.2264 (fax)

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573.265.0500 | 573.265.0600 (fax)

**3101 Wichita Court**  
Fort Worth, TX 76140-1710  
817.551.0700 | 817.551.0719 (fax)

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# TACONY

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