

# BUSINESS ADVOCATE

Cullman County-based HomTex shifted gears during the pandemic to solve a national supply-chain shortage. With plans to add 300 jobs to Dallas County, they're doubling down their efforts to become America's mask manufacturer.

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# AN AMERICAN MASK

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**A LEADING TEXTILE COMPANY ANSWERED THE CALL TO PROVIDE AMERICAN MADE PPE**

Heading into 2020, Cullman County-based HomTex had already established a rich legacy in the American textile industry. However, the company's keen response to the COVID-19 pandemic has further elevated it from a nationally recognized name to a proud contributor to the United States' national security.

HomTex has been family-owned since its founding in 1987 in Vinemont by current CEO Jerry Wootten.

What started out with family members making HomTex's first sheets during the dead of night – utilizing less-than-ideal equipment and only remnants to work with – was eventually built into a thriving international business in domestic textiles. Offerings include bed linens; pillows; mattress pads, protectors and toppers; top-of-bed collections; throws; blankets; towels; and men's apparel. HomTex's portfolio includes prominent national bedding brand DreamFit, as well as Southern Proper and FitRite.

Headquartered in Cullman, HomTex also has facilities in Mobile, Alabama; Tennessee; South Carolina; and North Carolina, with showrooms in Las Vegas and New York City.

Yet, like was the case for many businesses, the pandemic



changed everything.

Back when the novel coronavirus widely hit the United States in March 2020, there were no American companies producing level-three medical-grade masks domestically, seriously straining

plant to begin producing PPE under its new Sovereign America brand. That move alone created 120 local jobs while positioning HomTex as a permanent U.S. producer of PPE.

Since then, HomTex has doubled down on its long-term commitment to this critical American supply chain, announcing it will

***"WHEN I SAY MADE IN AMERICA, I MEAN EVERY COMPONENT SOURCED IN THE US AND MADE IN THE US."***

the health care system and other essential sectors.

HomTex leaped into action after this dire need became apparent, investing about \$5 million to rapidly shift production at its core Cullman

build a new Dallas County plant near Selma to manufacture face masks and employ over 300 workers. This project was made possible by the State of Alabama allocating CARES Act funds for HomTex to build the facility.

HomTex executives and Alabama officials

have noted that the decision to make such a large investment in PPE manufacturing has positive national security implications.

"If anything good can come from this situation, it's that the country begins to realize that our domestic textile industry has just about vanished, and that has caused a strategic disadvantage in our supply of PPE," HomTex president and CFO Jeremy Wootten said.

"The coronavirus pandemic has clearly demonstrated that our country needs a dependable domestic production pipeline for PPE, and Cullman-based HomTex has stepped up to fill a portion of that critical need," stated Greg Canfield, secretary of the Alabama Department of Commerce.

HomTex is now well-positioned to have the largest capacity in the nation when it comes to producing 100% made-in-America masks. The company manufactures 3-ply disposable masks and reusable cloth masks and soon will produce NIOSH N-95 masks at the new Dallas County plant.

The Alabama company's ultimate annual production capacity, following completion of that expansion project, will be approximately 700 million surgical 3-ply masks and 20 million NIOSH N-95 masks. HomTex has received FDA Emergency Use Authorization for its Level 1 Surgical masks and is also the official mask provider for the U.S. Capitol Complex.

"When I say made in America, I mean every component sourced in the US and made in the US," added Jerry Wootten. "We believe that ramping up domestic manufacturing of PPE products is a national imperative from a safety, economic, and national security perspective, and HomTex is proud to meet that challenge."

HomTex has drawn the praise of several elected officials across the Yellowhammer State, including U.S. Senator Richard Shelby, Governor Kay Ivey and Congressman Robert Aderholt.

The governor applauded and thanked "HomTex for being a great corporate partner with the state of Alabama."

"HomTex has made Alabama proud by stepping up during the COVID-19 pandemic to shift their production to create critical



PPE supplies," Ivey noted.

From the start, HomTex's dream was to provide innovative products that improve people's lives. Some 34 years later, the company is even helping save lives.

"With its expansion in Cullman and its new growth plans in Selma, HomTex is helping to make Alabama a U.S. hub for the production of PPE," Canfield concluded. "In addition, the company's new Selma operation will provide an economic boost for the Black Belt region and advance our strategic goal of providing opportunities in Alabama's rural communities."

You can learn more about HomTex at [www.homtex.com](http://www.homtex.com).

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*Under its Sovereign America brand, Cullman-based HomTex is making 100% made-in-America masks.*

**THIS PAGE**

*HomTex has proudly operated as a family-owned company since its inception in 1987.*

*The Business Advocate is published by the Business Council of Alabama, a non-partisan, statewide business association representing the interests and concerns of nearly 1 million working Alabamians through its member companies and its partnership with the Chamber of Commerce Association of Alabama. For more information on the Business Council of Alabama please contact us at (800) 665-9647 or visit us online at [bcatoday.org](http://bcatoday.org).*

# The EVENING *for Progress*

We're having a special event supporting the Business Council of Alabama's ProgressPAC and featuring

*Speaker John Boehner*

Date: **10/26/21**

Location:

Time: **6:00 PM**

**THE SHERATON  
BIRMINGHAM**

Attire: **BUSINESS**

On Tuesday, October 26th, investors in the "Protecting our Progress" campaign will have the opportunity to hear a living legend in American politics give candid insight on the current political landscape in Washington, D.C., and across the country at the **The Evening for Progress**. We hope that you'll consider supporting the "Protecting our Progress" campaign and attending **The Evening for Progress**. Learn more about this event and how you can reserve your investment at [bcatoday.org](http://bcatoday.org).

