

COMMUNITY

Green Brook, North Plainfield



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Fabricland in North Plainfield is sponsoring a \$10,000 room makeover contest to celebrate the company's 70th anniversary.

celebrates community and professional ties

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One day at a time
Day of Caring is Somerset United Way's not-so-secret weapon

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Special service marks church's 125th year

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Yards of success

What best symbolizes 70 years of a North Plainfield business? Fabric, fabric and more fabric

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What symbolizes a 70th anniversary best? Fabric, fabric, fabric at this family-owned business

Imagine winning beautiful custom-made draperies for your home or reupholstering your living-room furniture with exquisite new designer fabrics. Customers at Fabricland Interiors of North Plainfield will have the opportunity to vie for that prize, which is being offered as part of the store's 70th Anniversary \$10,000 Room Make-Over Contest. The contest was kicked off Sept. 13 with a raffle drawing at a private party for preferred customers hosted by owner Bruce Heyman.

Now until January 2005, any shopper is eligible to enter the contest by filling out a raffle form and depositing it in the "Make-Over" box in the Custom Decorating Department of the store, at 855 Route 22 West. When the year-long anniversary celebration ends in January, the winner will be selected.

Heyman also is announcing the grand opening of his New York City store, Metropolitan Window Fashions, at 469 Amsterdam Ave. — on Manhattan's Upper West Side.

"We are really excited to be bringing our legendary window-fashion expertise to New York," said Heyman. "Even though we'll be the 'new kid on the block,' we believe the Big Apple is ready for us!"

Not only an entrepreneur with a vision for growth, Heyman is the third-generation owner of his family's business. When he was a teenager, however, the last thing he wanted to do was spend his summers explaining the advantages of



Bruce Heyman, the third-generation owner of the fabric and home decorating company that is now Fabricland in North Plainfield, is celebrating his business' 70th anniversary with a contest that offers a prize of \$10,000 in room-makeover furnishings.

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swags and jabots versus silk-tab curtains to customers.

"I used to tell my dad, Jay, 'if you open a sporting goods store or a restaurant, I'm there. But this?'"

It wasn't until Heyman had a wife and three children of his own that he decided to quit his job as a corporate travel executive, get back to his "roots" and go behind the counter of the decorating and sewing store his grandparents, Philip and Ida Heyman, founded in 1934.

From Chain Decorators in Plainfield to Highway Mill End Stop in Green Brook and finally to

Fabricland Interiors on Route 22 in North Plainfield, the business has changed with the times, but has always managed to retain a warm, consumer-friendly style that keeps its 100,000 loyal customers coming back.

"Service, service, service" is our mission," Heyman said.

The store's knowledgeable sales staff — many with more than 20 years' experience — has helped to forge close bonds with their customers and the community.

Each year, Fabricland runs a fabric trade-in and gives thousands of yards of fabric to charities, presents

For your information

WHAT: Fabricland's \$10,000 Room Makeover Contest

WHEN: now until January 2005

WHERE: Fabricland, 855 Route 22 West

WEB: www.fabricland.com

PHONE: (908) 755-4700

Halloween Costume Contests and Customer Appreciation Days, in addition to providing free programs for Girl Scout troops, newcomers clubs, women's groups and community organizations.

"We've been able to 'one-up' our competition by offering great service that the big guys haven't thought of yet," Heyman said, "such as year-round sewing classes, weekly home-decorating demonstrations, fashion shows and seminars — all free of charge. Our customers love this. They enjoy being educated and we do all our programs with great style and fun."

No decorator or seamstress in the metropolitan area hasn't heard of Fabricland, with its 22,000-square-foot of decorator fabrics by the yard, an online "fabric finder," thousands of trimmings, dress fabrics, sewing machines, hundreds of ready-made window treatments and hardware, re-upholstery and custom home-furnishings services with a staff of Shop-at-Home decorators.

Four years ago, Heyman pur-

chased Nassau Window Fashions of Paramus and duplicated his Fabricland formula at the Bergen-County store that also had been a family-owned business for many years.

"We carry the largest selection of in-stock decorator fabrics by the yard in the state, including designer patterns from Ralph Lauren, Laura Ashley, Waverly and many more," Heyman said. "We're able to discount these fabrics by 50 percent because we buy directly from the mills, eliminate the middleman costs and give our customers the break."

"There are an amazing number of customers who have been shopping here for 30 years or more," he noted. "They all come back and bring their grown children who are buying their first homes. I call it the mother/daughter demographic. We see it all the time."

Heyman's personal business philosophy of top service continues to be the store's "mantra."

"People work hard for their money and they deserve to be treated with respect when they shop at our store," he said. "They don't have to shop here; there are dozens of choices up and down the highway. But, if they are treated right by a friendly, knowledgeable sales associate, they will return generation after generation."

For 70 years, generations have had the opportunity to look elsewhere; but they keep coming back.

— Submitted by Cathy Guterman for Fabricland