

AdTexans

Founded August 1, 2003, AdTex Advertising, LLC is a full-service advertising company that specializes in home products. Among its services are printed inserts, direct-targeted and direct-response print ads, catalogs, packaging design, point-of-purchase displays, broadcast pre-production, web design photography and printing.

AdTex does “total creative campaigns from concept to completion.” says Advertising Manager D.J. Adams.

The AdTex Team has been together for ten years: two as the current company AdTex and nearly eight as the advertising department for Pillowtex/Fieldcrest/Cannon,

After Pillowtex/Fieldcrest/Cannon went bankrupt in July of 2003, Adams was contacted by department store merchants and asked to continue to produce the low-cost, fast-turnaround ads that the Pillowtex advertising team was known for.



With the help of printing partner Rogers Printing, Inc. and design contractors Red Stick Creative and Art Gigs, Inc., Adams founded AdTex Advertising. Christi Lane, former Pillowtex assistant advertising manager is now vice president. Design firm The Vibe Refinery also joined AdTex as a Strategic Business Alliance partner.

AdTex, based near Dallas, TX continues to produce advertising for Macy’s Home Store and the May Company’s Robinsons•May, Famous-Barr and Foley’s divisions.

Retailers trust AdTex to deliver cost-effective, rapid-turnaround advertising, promotional and marketing material—that’s its forte.

Leading-edge technology helps keep AdTex on top. The advertising, marketing an promotional programs AdTex produces are surprisingly affordable, sales-driving and direct-to-consumer.

The experienced design teams at AdTex are one of the company’s secrets to delivering top-quality material in such a short time. They work in high-tech home offices that Adams says allow them to “do what it takes to get the job done right and on time.” □

The AdTex Advertising team (left to right) D.J. Adams, Jill Marr, Steve Marr, Cindy Baxter, Douglas Baxter, Christi Lane and Mike Willemin. (not pictured: Jerome Jones and Lauren Jones).

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