100 YEARS OF HERITAGE IN EVERY RUG

JOIN IN THE CELEBRATION
#CAPEL100

2017
CAPEL RUGS CENTENNIAL CELEBRATION
1917-2017

2015
A Capel braided rug appears in Netflix original series *Grace and Frankie*

2013
A. Leon Capel Jr. inducted as a Fellow Member into the American Furniture Hall of Fame, marking the first time a member has been chosen outside the furniture industry.

2002
Williamsburg® license begins

2005
Biltmore® license begins

Montgomery Community College awarded $64,295 in scholarships to students for academic year 2006-07. One of the recipients, Early Childhood Education student Mary Rich was presented with this year's Capel, Incorporated Endowed Scholarship by Mary Clara Capel. For more information about providing income supplying for scholarship funds and other financial aid for MCC students, contact MCC Foundation, 1011 Page Street, Troy, NC 27371 or call 910 576-6222, ext. 377.

1996
Capel partners with Pottery Barn: Pottery Barn was instrumental in the revival of rectangular braided rugs by putting a fresh, colorful spin on this traditional style. Capel, Incorporated Endowed Scholarship for Montgomery Community College established.

1989
Richard Capel joins family business

1988
Debut of Capel Galleries: In response to dealer input, Capel developed the first-of-its-kind in-store gallery concept—a customizable point-of-sale environment set up as a stand-alone brand showroom—which debuted at the annual High Point Market tradeshow.

1980
Company renamed Capel, Inc.

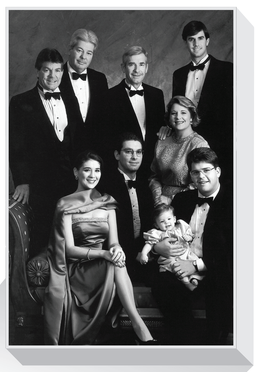
1991
Cameron Capel joins family business

1987
Ron Capel joins family business

1984
Capel partners with L.L. Bean

1978
Old Homestead—one of Capel's first rugs—is inducted into World Floor Covering Association Hall of Fame

1982
A Capel braided rug appears in Steven Spielberg's sci-fi classic, *E.T.*



1981
Mary Clara Capel joins family business, marking the beginning of 'G3': It was customary for the Capel children of 'G3' to start working for the company part-time in the summer at the age of 14—the girls in the home office, the boys in the maintenance department.

The Montgomery Herald
Capel Purchases Smitherman Mill; Operation Planned
Sheriffs Gather; Propose Changes
Docket Includes Murder
Ice Blamed For Pile-Up

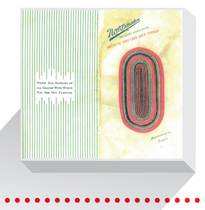
1976
Smitherman Mill purchased

1963
Capel launches imports business: Seeing a demand for a more diverse product line, Capel branched out from braids and began offering imported collections from Japan and Finland. The line would continue to expand to include high-quality hand tufted and hand knotted rugs from India and China.

1961
Arron W.E. Capel joins family business and the Pee Dee Mill is purchased

1957
Jesse Capel joins family business and the company is renamed A. Leon Capel & Sons, Inc.

1942
First braided rug catalog



1935
Capel begins doing business with J.C. Penney

1954
A. Leon Capel, Jr. joins family business, the first of the second generation of Capels to work at the company, affectionately called 'G2'

1939
Three large Capel braids made for President Franklin D. Roosevelt's Hyde Park home

1900
A. Leon Capel is born

1917
CAPEL GETS INTO THE RUG BUSINESS
Using the raw material from his venture Gee-Haw Plow Lines, A. Leon Capel fashioned braids and created the very first reversible braided rug, calling it "New Departure." This was the beginning of the Capel family rug business.

1926
Troy Knitting Mill Co. purchased, now the corporate headquarters

1919
First appearance in Sears, Roebuck & Co. catalog