### **A red and white logo AI-generated content may be incorrect.America’s 250th Anniversary with Exclusive Home Collections**

Dear America,

As we approach a historic milestone—the 250th anniversary of the adoption of the Declaration of Independence—the John Ritzenthaler Company (RITZ) is proud to introduce **USA 250®**, a dedicated program celebrating the spirit, heritage, and resilience of our great nation.

Together, let’s celebrate 250 years of independence in a way that honors our past and inspires our future.

Respectfully and Patriotically,  
The John Ritzenthaler Company Team

### **A Collection That Honors America**

Under the **USA 250®** brand (a registered trademark of Shen Manufacturing Co., Inc. DBA John Ritzenthaler Company), RITZ will commemorate this once-in-a-lifetime event with a collection of **kitchen textiles, table linens, decorative bath and beach essentials, and more**—each designed to reflect the pride and traditions that unite us.

### **Retailers Are Preparing Now**

As excitement builds for July 4, 2026, retailers nationwide are expanding their Americana assortments and making strategic merchandising plans to maximize engagement. We encourage retailers to:

* **Allocate more space** within each department and adjacent categories
* **Cross-merchandise** hard and soft home products for cohesive storytelling
* **Capitalize on impulse areas** to drive incremental sales
* **Create store-within-a-store** concepts to immerse shoppers in the celebration

### **A Longer Selling Period for Maximum Impact**

Retailers will set the stage for **USA 250®** early, with a structured rollout leading up to the anniversary:

* **June 2025** – Retail commitments finalized
* **September 2025** – Cargo ready date for import customers
* **November–December 2025** – Domestic shipments begin
* **January 2026** – Products hit the sales floor, with additional drops throughout the year

### **Join Us at the Inspired Home Show**

RITZ will showcase the **USA 250®** collection at the **2025 Inspired Home Show (IHA)** in Chicago. We invite retailers to visit **Booth S1200** to explore this exciting program and discuss how we can work together to create a memorable shopping experience leading up to this historic celebration.

For more information, contact **Elissa Vogt at** [**e.vogt@johnritz.com**](mailto:e.vogt@johnritz.com).

### **About John Ritzenthaler Company**

Founded in 1892, **John Ritzenthaler Company** has been a leader in high-quality textiles and home products for over a century. With a commitment to innovation, craftsmanship, and timeless design, the company offers a diverse portfolio of kitchen, bath, and home essentials that blend style and functionality. As the official home of **USA 250®**, we are proud to celebrate America’s 250th anniversary with a collection that honors the nation’s heritage.

A pair of patriotic cookies on a white plate

AI-generated content may be incorrect.A red white and blue apron and oven mitts

AI-generated content may be incorrect.