

MIRA INFORM REPORT

Report No. :	532833
Report Date :	02.10.2018

IDENTIFICATION DETAILS

Name :	HOME DYNAMIX, LLC
Registered Office :	Agent: Rami Evar Agent/SOP Address: 100 Porete Ave, N Arlington,NJ,07031 Address Status: Deliverable Main Business Address: 100 Porete AVE, N Arlington, NJ, 07031
Country :	United States
Date of Incorporation :	1986
Legal Form :	Domestic Limited Liability Company
Line of Business :	Manufactures and Distributes Floor Covering Products.
No. of Employees :	150

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :	A
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Credit Rating	Explanation	Rating Comments
A	Acceptable Risk	Business dealings permissible with moderate risk of default

Status :	Satisfactory
Payment Behaviour :	No Complaints
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

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Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
United States	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

UNITED STATES - ECONOMIC OVERVIEW

The US has the most technologically powerful economy in the world, with a per capita GDP of \$59,500. US firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and military equipment; however, their advantage has narrowed since the end of World War II. Based on a comparison of GDP measured at purchasing power parity conversion rates, the US economy in 2014, having stood as the largest in the world for more than a century, slipped into second place behind China, which has more than tripled the US growth rate for each year of the past four decades.

In the US, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products. At the same time, businesses face higher barriers to enter their rivals' home markets than foreign firms face entering US markets.

Long-term problems for the US include stagnation of wages for lower-income families, inadequate investment in deteriorating infrastructure, rapidly rising medical and pension costs of an aging population, energy shortages, and sizable current account and budget deficits.

The onrush of technology has been a driving factor in the gradual development of a "two-tier" labor market in which those at the bottom lack the education and the professional/technical skills of those at the top and, more and more, fail to get comparable pay raises, health insurance coverage, and other benefits. But the globalization of trade, and especially the rise of low-wage producers such as China, has put additional downward pressure on wages and upward pressure on the return to capital. Since 1975, practically all the gains in household income have gone to the top 20% of households. Since 1996, dividends and capital gains have grown faster than wages or any other category of after-tax income.

Imported oil accounts for more than 50% of US consumption and oil has a major impact on the overall health of the economy. Crude oil prices doubled between 2001 and 2006, the year home prices peaked; higher gasoline prices ate into consumers' budgets and many individuals fell behind in their mortgage payments. Oil prices climbed another 50% between 2006 and 2008, and bank foreclosures more than doubled in the same period. Besides dampening the housing market, soaring oil prices caused a drop in the value of the dollar and a deterioration in the US merchandise trade deficit, which peaked at \$840 billion in 2008. Because the US economy is energy-intensive, falling oil prices since 2013 have alleviated many of the problems the earlier increases had created.

The sub-prime mortgage crisis, falling home prices, investment bank failures, tight credit, and the global economic downturn pushed the US into a recession by mid-2008. GDP contracted until the third quarter of 2009, the deepest and longest downturn since the Great Depression. To help stabilize financial markets, the US Congress established a \$700 billion Troubled Asset Relief Program in October 2008. The government used some of these funds to purchase equity in US banks and industrial corporations, much of which had been returned to the government by early 2011. In January 2009, Congress passed and former President Barack OBAMA signed a bill providing an additional \$787 billion fiscal stimulus to be used over 10 years - two-thirds on additional spending and one-third on tax cuts - to create jobs and to help the economy recover. In 2010 and 2011, the federal budget deficit reached nearly 9% of GDP. In 2012, the Federal Government reduced the growth of spending and the deficit shrank to 7.6% of GDP. US revenues from taxes and other sources are lower, as a percentage of GDP, than those of most other countries.

Wars in Iraq and Afghanistan required major shifts in national resources from civilian to military purposes and contributed to the growth of the budget deficit and public debt. Through FY 2018, the direct costs of the wars will have totaled more than \$1.9 trillion, according to US Government figures.

In March 2010, former President OBAMA signed into law the Patient Protection and Affordable Care Act (ACA), a health insurance reform that was designed to extend coverage to an additional 32 million Americans by 2016,

through private health insurance for the general population and Medicaid for the impoverished. Total spending on healthcare - public plus private - rose from 9.0% of GDP in 1980 to 17.9% in 2010.

In July 2010, the former president signed the DODD-FRANK Wall Street Reform and Consumer Protection Act, a law designed to promote financial stability by protecting consumers from financial abuses, ending taxpayer bailouts of financial firms, dealing with troubled banks that are "too big to fail," and improving accountability and transparency in the financial system - in particular, by requiring certain financial derivatives to be traded in markets that are subject to government regulation and oversight.

The Federal Reserve Board (Fed) announced plans in December 2012 to purchase \$85 billion per month of mortgage-backed and Treasury securities in an effort to hold down long-term interest rates, and to keep short-term rates near zero until unemployment dropped below 6.5% or inflation rose above 2.5%. The Fed ended its purchases during the summer of 2014, after the unemployment rate dropped to 6.2%, inflation stood at 1.7%, and public debt fell below 74% of GDP. In December 2015, the Fed raised its target for the benchmark federal funds rate by 0.25%, the first increase since the recession began. With continued low growth, the Fed opted to raise rates several times since then, and in December 2017, the target rate stood at 1.5%.

In December 2017, Congress passed and President Donald TRUMP signed the Tax Cuts and Jobs Act, which, among its various provisions, reduces the corporate tax rate from 35% to 21%; lowers the individual tax rate for those with the highest incomes from 39.6% to 37%, and by lesser percentages for those at lower income levels; changes many deductions and credits used to calculate taxable income; and eliminates in 2019 the penalty imposed on taxpayers who do not obtain the minimum amount of health insurance required under the ACA. The new taxes took effect on 1 January 2018; the tax cut for corporations are permanent, but those for individuals are scheduled to expire after 2025. The Joint Committee on Taxation (JCT) under the Congressional Budget Office estimates that the new law will reduce tax revenues and increase the federal deficit by about \$1.45 trillion over the 2018-2027 period. This amount would decline if economic growth were to exceed the JCT's estimate.

Source : CIA

STATUTORY INFORMATION

Legal Name	HOME DYNAMIX, LLC
Trade Name	HOMEDYNAMICS / HOME DYNAMIX / HOMEDYNAMICS, L.L.C. / HOME DYNAMICS
ID	ID
ID Details	0600057658
Creation Date	1986
Incorporation Date	10/21/1998
Legal Address	Agent: Rami Evar Agent/SOP Address: 100 Porete Ave ,N Arlington,NJ,07031 Address Status: Deliverable Main Business Address: 100 Porete AVE, N Arlington, NJ, 07031
Operative Address	100 Porete Avenue North Arlington, NJ 07031 United States
Telephone	201-955-6000
Fax	201-955-5265
Legal Form	Domestic Limited Liability Company
E-Mail	info@homedynamix.com / social@homedynamix.com
Registered In	New Jersey (NJ)
Website	www.homedynamix.com
Contact	Moshe Evar, Chief Executive Officer
Staff	150 employees
Activity	SIC 2 Description: Home Furniture, Furnishings And Equipment Stores SIC 4 Description: Floor Covering Stores

BANKS

Name of Bank	Reported Amount
There are not informed banks	
Description	The company does not make its banking data public.

HISTORY

History	The company was founded in 1986
Key Developments	Home Dynamix to Launch New Rug Collections Feb 28 18 Home Dynamix announced the launch of new rug collections in collaboration with CFDA designer Christian Siriano. The celebrated designer put his signature, bright and fun style into his debut rug collections with Home Dynamix. Inspired by opulent and chic mid-century home décor trends, Siriano's collection offers a variety of transitional designs in various qualities from plush shags to faux fur accent rugs. The Siriano Collection also includes a line of soft and luxurious bath mats.
Parent Company	As of June 22, 2018, Home Dynamix, LLC operates as a subsidiary of Town & Country Holdings, Inc.

PRINCIPAL ACTIVITY

General Description	Home Dynamix, LLC manufactures and distributes floor covering products.
Service/Product Description	It offers rugs, mats and tiles, shower curtains, fabric rings, oven mitts, potholders, decorative pillows, and bedding and window accessories. The company also provides textile and decorative home products. It sells its products through dealers.
Sales	Wholesale and Retail
Operations Area	National and International
Imports From	India, New Zealand, Turkey and China
Export To	Barbados and Colombia
Employees	150 employees
Payments With Suppliers	No Complaints
Brands Brand	Comments
Home Depot	NA

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HOME DYNAMIX, LLC - 532833

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Sam's Club	NA
Bed Bath & Beyond	NA
HomeGoods	NA
MarMaxx	NA

Clients

Name of Client	Country	Comments
SHOPSMART INC.	BARBADOS	NA
LTD. COMMODITIES LLC	USA	NA
INVERHAY SA	COLOMBIA	NA

Comments -

Suppliers

Supplier Name	Country	Comments
UNITED COIR FACTORIES	INDIA	NA
ALADDIN INTERNATIONAL LTD.	NEW ZEALAND	NA
RAKAM CARPET ITH.IHR.TIC. LTD.STI.	TURKEY	NA
NANTONG BOGU TEXTILE CO., LTD.	CHINA	NA

Comments -

LOCATION

Headquarters	100 Porete Avenue North Arlington, NJ 07031 United States
Branches	The company has offices in New York and California
Industries	NA

GROUP STRUCTURE AND SUBDIARY COMPANIES

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Listed at the stock exchange	NO
Capital	NA
Shareholders (%)	This is a private company. The company does not disclose information on shareholders. The following information has been obtained through private sources and could not be confirmed: As of June 22, 2018, Home Dynamix, LLC operates as a subsidiary of Town & Country Holdings, Inc.
Management	Address: 475 Oberlin Avenue South Suite 1 Lakewood, NJ 08701 United States Phone: 1-732-415-8938 Moshe Evar, Chief Executive Officer Rami Evar, President Daniel Gabay, Senior Vice President bed and bath division Julie Gitelman, Vice President National Accounts Cheryl Morse, Senior Level eCommerce Business Development Professional Mike Rollando, Product Development/ Sales Min Zhu, Project Manager Julie Benedetto, Director of Imaging and Branding
Subsidiary Companies	NA
Related Companies	The company has offices in China and India

FINANCIAL INFORMATION

General Description	The company does not make its financial statements public. The following information has been provided by private sources:
Year/Currency	2017 USD
Estimated Net Assets	1,170,000
Money Flow	Normal
Import Fob Dollar Year	Amount

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There are not Import Fob Dollar informed

Export Fob Dollar
Year

Amount

There are not Export Fob Dollar informed

LEGAL FILINGS

Description

ASSOCIATED NAMES:
Associated Name: HOMEDYNAMICS
Type: FC

Associated Name: HOME DYNAMIX
Type: FC

Associated Name: HOMEDYNAMICS, L.L.C.
Type: PV

Associated Name: HOME DYNAMICS
Type: FC

Lawsuits

Suarez v Home Dynamix, LLC
Annotate this Case
Suarez v Home Dynamix, LLC 2017 NY Slip Op
01641 Decided on March 2, 2017 Appellate Division,
First Department Published by New York State Law
Reporting Bureau pursuant to Judiciary Law § 431.
This opinion is uncorrected and subject to revision
before publication in the Official Reports.
Decided on March 2, 2017
Friedman, J.P., Andrias, Feinman, Kapnick, Gesmer,
JJ.
3321N 309840/11
[*1] Gladys Suarez, Plaintiff-Appellant,
v
Home Dynamix, LLC, et al., Defendants-
Respondents. Ismael Justiniano, et al., Nonparty
Respondents.
Rosato & Lucciola, P.C., New York (Paul A. Marber of
counsel), for appellant.
Law Offices of Tobias & Kuhn, New York (Anthony
Bianchi of counsel), for Home Dynamix, LLC and
Burma Krubally, respondents.
Picciano & Scahill, P.C., Westbury (Andrea E.
Ferrucci of counsel), for Ismael Justiniano, I. Rauch's
Sons, Inc. and Hub Truck Rental Corp., respondents.

HOME DYNAMIX, LLC v. VICTORIA GROUP CORPORATION et al
Plaintiff: HOME DYNAMIX, LLC
Defendant: VICTORIA GROUP CORPORATION and ZAFER AKAY
Case Number: 2:2017cv05069
Filed: July 11, 2017
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Referring Judge: Mark Falk
Presiding Judge: William J. Martini
Nature of Suit: Copyrights
Cause of Action: 17:101
Jury Demanded By: Plaintiff

HOME DYNAMIX, LLC v. WELL WOVEN, INC. et al
Plaintiff: HOME DYNAMIX, LLC
Defendant: WELL WOVEN, INC., AMERITU TRADING, INC. and ADEM OGUNC
Case Number: 2:2015cv06968
Filed: September 21, 2015
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Presiding Judge: Madeline C. Arleo
Referring Judge: Michael A. Hammer
Nature of Suit: Copyrights
Cause of Action: 17:101
Jury Demanded By: Plaintiff

HOME DYNAMIX, LLC v. SILK ROAD TRADE, LLC et al
Plaintiff: HOME DYNAMIX, LLC
Defendant: SILK ROAD TRADE, LLC, OMER YUSUFOGLU and BEKMEZ INTERNATIONAL, INC.
Case Number: 2:2017cv05203
Filed: July 17, 2017
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Referring Judge: Joseph A. Dickson
Presiding Judge: Esther Salas
Nature of Suit: Copyrights
Cause of Action: 17:101
Jury Demanded By: Plaintiff

HOME DYNAMIX, LLC v. OTTOMANSON, INC. et al

Trademarks

Plaintiff: HOME DYNAMIX, LLC
Defendant: OTTOMANSON, INC. and ERDAL
VURMAZ
Case Number: 2:2016cv04526
Filed: July 26, 2016
Court: New Jersey District Court
Office: Newark Office
County: Bergen
Referring Judge: Michael A. Hammer
Presiding Judge: Kevin McNulty
Nature of Suit: Copyrights
Cause of Action: 17:101
Jury Demanded By: Plaintiff
HOME DYNAMIX
Wholesale distribution and sale of various consumer
home goods, including floor covering such as rugs,
flooring material...
Owned by: Home Dynamix, LLC
Serial Number: 85858924

HOME DYNAMIX
Fabric bath mats and unfitted fabric furniture covers
Owned by: Home Dynamics, LLC
Serial Number: 75603346

HOME DYNAMIX
Rubber or plastic bath mats; carpets; carpet tiles; door
mats; rugs; textile floor mats for use in the home
Owned by: Home Dynamics, LLC
Serial Number: 75603345

HOME DYNAMIX. DESIGNED WITH YOU IN MIND
Wholesale distributorships featuring consumer goods,
namely, floor covering such as rugs and mats, flooring
material such...
Owned by: Home Dynamix, LLC.
Serial Number: 87505256

LIVING DYNAMIX
TEXTILE HOME AND BATH ACCESSORIES,
NAMELY TEXTILE BATHMATS, TEXTILE WALL
HANGINGS AND TOWELS
Owned by: Home Dynamix, LLC
Serial Number: 76278824

SPA RETREAT
Floor mats
Owned by: Home Dynamix, LLC
Serial Number: 85119953

RELIEF MAT

Anti-fatigue floor mat
Owned by: Home Dynamix, LLC
Serial Number: 85316029

FEEL-AT-EASE

Anti-fatigue floor mat
Owned by: Home Dynamix, LLC
Serial Number: 85117731

COMFORT PRO MAT

Anti-fatigue floor mat
Owned by: Home Dynamix, LLC
Serial Number: 85119634

CALM STEP

Anti-fatigue floor mat
Owned by: Home Dynamix, LLC
Serial Number: 85119858

WOVEN DYNAMIX

Carpets, rugs and floor coverings
Owned by: Home Dynamix
Serial Number: 78751459

SOHOME

Carpets, rugs and mats for covering existing floors
Owned by: Home Dynamix, LLC
Serial Number: 86939169

DESIGN DYNAMIX

interior decoration services, interior decoration
consultation
Owned by: Home Dynamix, LLC
Serial Number: 76278751

MADISON ON HUDSON

RETAIL STORE SERVICES RELATING TO HOME
FURNISHINGS
Owned by: Home Dynamix
Serial Number: 76286753

DYNAMIX SOLUTIONS

Collapsible storage containers for domestic use
Owned by: Home Dynamix, LLC
Serial Number: 85291757

WOVEN DYNAMIX

Bed blankets; bed canopies; bed linen; bed pads; bed sheets; bed spreads; comforters; covers for bed cushions; covers for...

Owned by: Home Dynamix
Serial Number: 76278750

HOME-ADE

Closet accessories, namely, belt racks
Owned by: Home Dynamix, LLC
Serial Number: 85215105

POLAR EXPRESSIONS

Bed sheets; Bed spreads
Owned by: Home Dynamix, LLC
Serial Number: 87061863

POLAR EXPRESSIONS

Floor mats
Owned by: Home Dynamix, LLC
Serial Number: 86788682

AIR-FLO

Floor mats
Owned by: Home Dynamix, LLC
Serial Number: 86313426
No found

Patents Registered

Renewals

ANNUAL REPORT INFORMATION

Annual Report Month: OCTOBER
Last Annual Report
Filed: 08/08/2017
Year: 2017

FILLINGS

Filing Type Year Filed
NAME CHANGE 1998
CHANGE OF AGENT AND OFFICE 2017
CHANGE OF AGENT AND OFFICE 2005
ALTERNATE NAME FILING 2006
ALTERNATE NAME FILING 1998
ALTERNATE NAME FILING 1998
ALTERNATE NAME RENEWAL 2003
Annual Report Filing with address change 2017
No records found

UCC (Uniform Commercial Code)

OFAC Sanctions List Search

The company is not listed in the OFAC list.

SUMMARY

Summary

Founded in 1986, Home Dynamix, LLC manufactures and distributes floor covering products.

The company has approximately 150 employees and generates an estimated USD 1.7 in annual estimated net assets.

The company exports to Barbados and Colombia, and imports from India, New Zealand, Turkey and China, operating within national and international markets.

As of June 22, 2018, Home Dynamix, LLC operates as a subsidiary of Town & Country Holdings, Inc.

This has been an ACTIVE company incorporated in NEW JERSEY in 1998.

RISK INFORMATION

Debts	Controlled
Payments	No Complaints
Cash Flow	Normal
State	ACTIVE

INTERVIEW

First Name	Anne
Position	Operator
Comments	The person contacted confirmed this telephone number 201-955-6000, the main address of the company (100 Porete Avenue North Arlington, NJ 07031 United States), website, principal activity and provided this email: info@homedynamix.com She did not provide such information as staff number, financial figures and shareholders.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupees
US Dollar	1	INR 72.80
UK Pound	1	INR 94.88
Euro	1	INR 84.37
US Dollar	1	INR 73.58

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	VIV
Report Prepared by :	TPT

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)