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Statement re: Confederate flag production

The board of directors of Eder Flag Manufacturing Co. has decided to no longer sell or manufacture the Confederate flag.

Eugene Eder, our company's former, long-time owner, fought in World War II against the forces of bigotry, hatred and tyranny. Mr. Eder's primary reason to own and operate Eder Flag after serving in the U.S. Navy was to produce American flags, a symbol of freedom and opportunity.

The recent events in Charleston, S.C. and motivating factors behind those events, coupled with Mr. Eder's legacy led to our decision to no longer manufacture or sell these types of flags.

Our thoughts and sympathies are with the families and loved ones of those who lost their lives in Charleston. Our hope moving forward is that all communities are able to live together in unity so that everyone can experience the freedom and opportunity for which Mr. Eder and so many other veterans fought.

Sincerely,
Jodi Goglio
Chief Operating Officer

Company history

In the nation's heartland Eder Flag Manufacturing Co. has built a legacy of manufacturing quality products known for craftsmanship, quality and durability. Remaining focused on these values, a little business launched more than 100 years ago in southeastern Wisconsin has grown to become America's largest manufacturer of both flags and flagpoles.

Originally launched as Eder Manufacturing Co. in 1887 by seven brothers from the Eder family, the company focused on making pillows, felt pennants, rag dolls and hunting jackets. From those humble beginnings, the flag-making business was launched and incorporated

in 1903.

During the Great Depression, a small staff of highly skilled sewers at Eder Flag began to handcraft U.S. flags, working in a plant filled with yards and yards of hand-cut red, white and blue cotton and silk material.

As time went on, Eder Flag added to its product line, providing many different types of flags, flagpoles and accessories. The company established itself as a leader in quality and variety of products.

During this time, Morris, one of the seven original Eder brothers that started the company, passed along his passion for the flag-making business to his son, Eugene.

In the 1940s, Eugene enrolled in the U.S. Navy and served during World War II on the USS Bronstein. After the war he went to college and eventually earned a law degree from the University of Wisconsin-Madison. His experience in the military along with the passion for flag-making instilled by his father, Morris, led to a firm belief that the American flag should be made in America. Those convictions led Eugene to acquire Eder Flag Manufacturing Co. in 1957 and proudly serve as its leader for more than 50 years.

The company moved to Oak Creek, Wis. in 1979 from downtown Milwaukee and has steadily grown by focusing on customer service and by making quality, craftsmanship and durability paramount values within the company.

Eugene Eder was known as having a quiet and unassuming personality, which was reflected in the company's steady growth. It was also reflected in carrying on family traditions and a commitment to employees resulting in much of the company's workforce staying there 15, 20, and some even 30 years.

The company's headquarters in Oak Creek eventually grew to capacity, which led to expansion to neighboring warehouses and production facilities. A distribution center in Orlando, Florida was added to better serve customers in the southeast.

Currently Eder Flag Mfg. Co., Inc. services over five thousand customers and sells over twenty thousand different products. To meet the demands of our customers, we provide fast and convenient same day shipping.

As known today, Eder Flag Mfg. Co., Inc. has become the largest flag company in America that serves as both a flag and flagpole manufacturer.