



# Weaving a Story

From noteworthy partnerships to durable designs, this Georgia-based textile company is making it easy for customers to find quality rugs.

**BY HEATHER CHRISTENSEN**  
PHOTOGRAPHY TK



Located in the textile town of Calhoun, Georgia, American Dakota is a small rug company with a big purpose. Mark Ford, president of American Dakota, specialized in Fine Arts and Native American Studies in college. He chose to weave both passions together when he started a textile design business with his wife, Simone, in 2009. American Dakota partners with Native American artists to create rugs from their designs. For these collaborations, the Native artist receives 50% of the profit. Other American Dakota collections include cabin, coastal and Southwest designs.

All raw materials are sourced in the United States, from the high-quality EnduraStran® nylon yarn to the backing and dyes. EnduraStran® yarn is highly durable, colorfast and stain-resistant, resulting in beautiful flush rugs that stand the test of time. “We recently had a hotel reorder our rugs,” says Mark. “The cleaning crew requested the designers to order ‘those indestructible rugs.’” And because the rugs are manufactured in Georgia, there are no tariffs or overseas shipping delays, which makes fulfillment and shipping expedient.

Beyond its commitment to sourcing and manufacturing in the United States, American Dakota is also a champion of sustainability. The company offers a rug recycling program that ensures each product can be deconstructed back into its raw components, thereby reducing waste and contributing to a circular economy.

Most rugs are available in six sizes, offering customers a wide selection to choose from. “We create rugs that have a story,” says Mark.