

MAINLINE

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2019

RISING TO NEW HEIGHTS

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WESTCOAST INNOVATIVE PRO-PADS

For over 35 years, Westcoast Companies, Inc. has been manufacturing protective elevator pads. The company was founded in 1982 by Leslie Malloy, who came up with the idea while working as a receptionist at a large elevator company. After receiving calls from customers asking about elevator protection padding, Leslie decided to take matters into her own hands and started her own company.

Combining her degrees in Fashion Design and Merchandising from FIDM and Business/Economics from UCLA, Leslie started Westcoast pads in her living room at the age of 23. Using her background as a pattern maker, Leslie researched fabrics, fillers, quilting vendors and elevator codes. She then leased an industrial sewing machine, constructed a pad set, and made her first sale to Westinghouse Elevator in Burbank, California.



1982



Pad Side View



100% Cotton Filler

Over the years Westcoast has grown steadily and has expanded its product line -- offering different pad material options and new innovative hanging hardware, such as the 'Ultimate Loop Hole'™, which Leslie designed herself and is being patented. *"Protecting the client's investment is the core of our business,"* stated Leslie.

With 37 years of experience in the elevator industry, Leslie is proud to be manufacturing products "Made in America," using Green Friendly materials. Westcoast is also nationally certified as a WBE and WOBM. They supply products to elevator contractors in Europe, Dubai, Australia and other countries worldwide. The company is pleased to see their pads being featured in T.V. shows, movies, and in the NY Times.



NY Times

MEMBER SPOTLIGHT

The requests Westcoast has received for custom pads over the years range from cream colored, (not very practical), to 'something the dogs would like,' (for the service elevator the dogs use), to matching the floral lobby fabrics in boutique hotels. A lift company in Australia regularly orders pads in Royal Blue with Red bias edging and Lime Green Embroidery. We cautioned them that they would be downright ugly, and they said that is what they wanted - so that no one would steal them.

Leslie remembers attending her first NAEC convention in San Diego in 1976, and has continued to attend them and exhibit since the 1988 show in Hawaii. She has been an active member of the NAEC and credits the organization for establishing long standing friendships within the industry. She claims the affiliation has allowed Westcoast to maintain a viable presence through the annual convention and the mid-year conferences. Leslie served as part of the NAEC New Member and Archives Committees. She is also a member of the VIEEW which supports women in the industry.



Pasadena, CA

Leslie is happy to be keeping the business in her family -- closely working with her daughter Marghi, a sixth generation Californian. Marghi earned a B.S. degree in Consumer Science and Business from the University of Arizona. She is excited to be a part of the industry having joined the NAEC's NexGen group, and serves on their membership development committee. "It's great that the NAEC is encouraging the younger generation by fostering peer relationships and team building," says Marghi. She has also supported the EESF, having presented their safety program to first grade classrooms.



Marghi and Leslie Malloy at an EESF Event

For more information about Westcoast Companies and elevator pads, please visit us at www.ipropads.com.

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NAEC Member since April 1988



**ESSENTIALLY
FUN-
DAMENTAL...**

HAVE FUN!

We have busy, heavy workloads. However, we work in a unique job in our community. Enjoy it, enjoy the diversity, enjoy the camaraderie of your fellow staff members, enjoy the members and those interactions.