



For Immediate Release  
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## **PDCA LAUNCHES BRAND NEW INDUSTRY PUBLICATION**

(ST. LOUIS – FEBRUARY 14, 2007 – The Painting and Decorating Contractors of America (PDCA) made a major announcement at the PACE EXPO, by launching DECO, a brand new industry magazine.

Dr. Ian R. Horen, CEO of PDCA said “The new magazine will be very different than any other published in the painting trade marketplace. The PDCA magazine will be produced by members of this profession and for everyone in the industry. To a greater degree, articles will be written about what contractors need for their business, not what others think they need and want.”

### **Why PDCA’s Own Magazine?**

Every trade association in every industry is there to represent its members and be their voice. To do this effectively you need a communication vehicle that can reach a significant percentage of the industry and also allows room for content that educates, motivates, and resonates with its audience. An industry magazine provides that mechanism.

PDCA’s new magazine provides enough space for meaningful content, it allows us 100% control over the type of content, and it allows us control and creativity in respect to theme/storyline and other industry perspectives. As an independent trade association representing the industry, we can now say we have a publication that is truly an unbiased industry magazine!

### **What about the competition?**

It is true there are other publications in our space. However, no other publication is truly representative of the whole industry, unbiased and has access to the kind of data, trends and technical information that PDCA has. No other publication looks to its manufacturers and suppliers for significant content, creative input and allows participation on its editorial advisory board. Perhaps the most significant differentiation of DECO from all others is that it has a loyal affinity with its readers. It is the only magazine for PDCA members!

## **Why Custom Publishing?**

Custom Publishing Design Group is the premiere publisher of custom magazines. We are a world-class company helping businesses and associations communicate in a unique and effective way. Custom is an international company with offices in Connecticut, California, Florida, and London, UK. We have an international sales force, four graphic design studios, three printing facilities, and two mail house facilities working as a team to take a magazine or marketing project from the initial concept to a completed piece.

Our company is currently publishing magazines for national associations and Fortune 500 companies. We also publish magazines for contractors belonging to the AGC, ABC, and NAHB associations. Custom currently publishes over 150 titles annually

Founded in 1884, PDCA represents the interests of professional painting and decorating contractors nationwide. Among the most prominent objectives of PDCA are the enhancement and further development of the painting and decorating profession and industry.

Today, PDCA represents the interests of over 5,000 owners and top-flight managers from more than 3,400 painting and decorating firms across the U.S. and Canada.

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