



PRESS RELEASE

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FOR IMMEDIATE RELEASE

(MGM Grand Casino, Las Vegas, NV January 23, 2005) –

PDCA hosted major Conference to set National Standards for Decorative Finishing

On January 23, 2005, PDCA hosted an Industry Conference to review the Draft of an Industry Standard for Decorative Finishing. The Conference brought together the most prominent contractors, educators, manufacturers and consultants in the field of Decorative Finishing in the United States. The Draft was developed by the PDCA Craftsmanship Forum, a self-funded group within the PDCA, devoted to the advancement of Craftsmanship within the Painting Industry.

The Industry Standard defines the field of Decorative Finishing, which is no small task considering the multitude of different alternatives and the lack of common definitions. It also defines the use and ownership of representative samples, as well as establishes the criteria for the acceptance of substrate and surface preparation. Additionally, the Standard defines the criteria for the acceptance of a Decorative Finish and provides a Glossary of main terms used in the Industry.

The next step in the further definition of this critical area of the Painting Industry will be to define a Skill Standard. In other words, through the efforts of the PDCA Craftsmanship Forum, PDCA will define the Skill and Knowledge Base of a Certified Decorative Finisher and develop the testing for such a Standard. This work is expected to become operational in 2006.



PRESS RELEASE

PACE is the official name of the largest coatings tradeshow & convention in the United States of America. It was formed in 2004 by a joint initiative with two major trade associations, The Painting and Decorating Contractors of America (PDCA) and The Society for Protective Coatings (SSPC).

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

SSPC, founded in 1950, is a non-profit association focused on the protection and preservation of concrete, steel and other substrates through the use of high-performance industrial coatings. SSPC numbers over 7,100 individual members and over 690 corporate members. SSPC programs include standards, training, publications, and certifications.

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