

the design channel

the design channel, llc

news release

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For Immediate Release

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The Design Channel to redesign the Kitchen Cabinet Manufacturers Association web site.

Assignment stemmed from success of micro site agency developed last year.

WASHINGTON, DC, June 26, 2008 — After experiencing great success with its consumer-facing micro site, the Kitchen Cabinet Manufacturers Association (KCMA) turned to agency responsible to redesign its original association web site.

The Design Channel (TDC), a branding and marketing communications company, will work to make the main site equally intuitive, accessible and user friendly, especially in terms of content management. KCMA also requested that the web site more accurately reflect its mission and strategic plan going forward.

KCMA is a voluntary non-profit industry trade association with 360 members located in the United States and Canada who manufacture kitchen cabinets and bath vanities, as well as fabricate countertops or supply goods and services to the industry. Thirty-six years ago, KCMA developed the industry performance standard for cabinets and is now setting the standard in environmental sustainability with its Environmental Stewardship Program (ESP).

“We are thrilled to take on the challenge of redesigning the KCMA website,” said David Franek, TDC president. “The new site will better express the KCMA brand and, with our content management system, allow for easy information updates.”

About The Design Channel: With offices in Washington, DC and Baltimore, MD, The Design Channel provides a full range of integrated services, including branding, marketing and advertising, corporate communications, broadcast and interactive/social media. TDC works in a variety of industries from Healthcare and Education to Manufacturing and Technology.

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