

the design channel

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news release

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For Immediate Release

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TDC to create new “consumer-facing” web site for KCMA's Environmental Stewardship Program.

New site builds on the success of the association's environmental program.

WASHINGTON, DC/BALTIMORE, MD, October 15, 2007 — The Design Channel (TDC), a branding and integrated marketing communications company, has added to its branding and marketing work for the Kitchen Cabinet Manufacturer Association's (KCMA) Environmental Stewardship Program (ESP). The agency has been contracted to create a “micro” site dedicated to the environmental program at www.greencabinetsource.org.

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, 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 ESP.

In 2006, TDC created the marketing and advertising communications for the launch of the ESP program. In response to the program's initial success and growing membership, KCMA has hired the agency to develop a web site for the program that is targeted at consumers, builders and design specifiers.

“The new site is a great opportunity to create visibility for this extremely worthwhile program,” says TDC president, David Franek, “It will give consumers and builders alike a one-stop resource for ‘making sure more than just their cabinets last.’”

With offices in Washington, DC and Baltimore, MD, TDC provides a full range of integrated services, including branding, marketing and advertising, direct marketing and interactive media.

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