

Contact:

Jeff Donaldson

412-642-7700

jeff.donaldson@elias-savion.com

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Deceuninck North America Receives a 2013 Brand Builder Award for its “Gallery d” Tradeshow Booth

Hanley Wood’s First Annual Brand Builder Awards Recognize the Most Innovative and Effective Marketing Campaigns

[Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, and outdoor living, is pleased to announce that the company’s “Gallery d” exhibit was named Best Tradeshow Booth in Hanley Wood’s first annual 2013 Brand Builder Awards: Honoring Excellence in Marketing. Gallery d, a tradeshow booth concept for Deceuninck’s national trade shows, was designed to combine the art and architecture experience by juxtaposing the paint, glaze and canvas of classic artwork with the glass and vinyl of window frames.

“Deceuninck’s booth brought art and the architecture of fenestration together for a fresh look at windows, doors, and their impact on life. It compelled visitors to look beyond function so they could see how the design of Deceuninck’s products was both imaginative and inspiring,” said Filip Geeraert, president and CEO of Deceuninck. “We were pleased to provide attendees with a memorable experience that resulted in widespread approval, extensive word-of-mouth buzz and a significant increase in leads generated at the show, and we are proud to be recognized with this award.”

Visitors to Deceuninck’s Gallery d booth took in art such as Picasso’s “Woman Seated by a Window” and Matisse’s “View from the Window, Tangier” through Deceuninck’s energy-efficient picture window systems. A “Please touch” environment encouraged interaction with the window and door systems throughout the gallery. The company’s Gallery d booth also won “Best in Show” by the trade show organizers.

Hanley Wood’s first annual Brand Builder Awards recognize the most innovative and effective marketing campaigns throughout the residential and commercial design and construction industries. The competition is designed to award the organizations that demonstrate superiority in their ability to develop, create, implement and execute marketing strategies and tactics that define excellence.

The winners of this year’s awards were announced and recognized at Hanley Wood’s Foundations Conference (September 25 and 26 in Chicago).

The logo for Deceuninck, featuring the word "deceuninck" in white lowercase letters on a blue rectangular background.

For more information about Deceuninck North America, visit www.deceuninck-americas.com.

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About Deceuninck

Deceuninck® North America, LLC is part of the Deceuninck® Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of uPVC window systems and composite applications for the building industry. The company is active in more than 75 countries, has 35 subsidiaries (production and/or sales), and is supported by nearly 3,000 personnel worldwide. In 2012, Deceuninck Group achieved consolidated sales of €556.9 million Euros worldwide (approximately \$720 million USD). Deceuninck® North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit www.deceuninck-americas.com.