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**PRESS RELEASE**



***TRESPA NORTH AMERICA WINS 2010 ADVERTISING EXCELLENCE  
AWARD FROM ARCHITECTURAL RECORD MAGAZINE***

True to form, Trespa achieves excellence in any endeavor – whether it's the production of a superior rain screen cladding, the development of new and innovative ways to use their products or a visually appealing ad campaign to communicate who they are and what they do. This was evidenced last month at the AIA Show in Miami when Trespa won a prestigious award from the McGraw-Hill Publication, Architectural Record, for Best in Class for a Single Page Ad.

All full-page ads which ran during the first four months of 2010 were considered for the award and judged by a panel of architects and designers for content and graphic presentation. For over 100 years, Architectural Record has been the publication with its finger on the pulse of what's coming next in the building products industry. As stated by Arch Record writers, this particular award program serves a dual purpose. It not only recognizes superior magazine ads, but establishes a dialogue between the magazine, the reader, and the advertiser – facilitating the exchange of valuable information so that all parties involved can evaluate the valuable balance between ad space, editorial content, and visual information.

“Advertising to the architectural market is unique in that the audience wants to know not only what's new, but where the inspiration came from. I think that's why the images of the film reels and the sketch are so affective in this ad; they highlight the process of design from inspiration to realization,” says Darlene Byrne, Marketing Manager of Trespa North America. As stated in the program from the awards banquet, “The images used here are dynamic, and the photos tell the story. It's a simple, clear message, and it comes across very quickly...with this product you can achieve whatever effect you want for a facade. Good info and good images make for good advertising.” Adds Byrne: “We plan to continue to raise the bar both in our product development, and our marketing strategies.”

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### **About TRESPA**

Trespa International, with head office in Weert, The Netherlands, specializes in the manufacture of high quality panels for exterior cladding, interior surfaces and other applications. Trespa has the expertise and resources to provide specific products for many different applications and markets. In addition to their exceptional performance, Trespa products offer the specifier and user the very widest choice of designs, colors and surface textures. For more information, visit: [www.trespa.com/na](http://www.trespa.com/na)

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