



# ENGINEERED WOOD WEEK

NEWS NOTES FROM AITC. THE ORIGINAL TRADE ASSOCIATION FOR ENGINEERED WOOD

April 13, 2007

## Read All About Us

It's been a historic year since our last annual meeting, as our new ads and trade magazine articles have carried the AITC message to nearly 1.5 million architects, contractors, engineers, retail dealers and other specifiers. The program got underway last fall with a half-page color ad in *Architecture Magazine*, the industry's leading trade publication for designers. The headline was "These Grademarks Endure" with a photo of the dramatic curved glulam Bethel Woods Center for the Arts.

Late in the year, we ran a second ad in the *Journal of Light Construction*, a highly regarded contractor magazine in the light construction field. The headline was "The Most Respected Glulams," and invited the contractors to visit the AITC web site.

The third ad in this series was placed early this year, aimed at the building code audience. The headline for this one was "AITC Has Made Glulam History for 43 Years". It tells building inspectors that AITC was the first trade organization to develop quality control systems and standards for laminated timber 44 years ago.

Ad #4 is running now in the current issues of *Merchant and Building Products Digest*. It is aimed at retail lumber dealers who sell most of the stock beams in the U.S. (The ad is shown at the bottom of this page.)

Each of these ads reminds the reader that AITC was the first agency to develop glulam quality control marks more than four decades ago.

The ads are also being put on postcards and sent to non-members as a recruiting tool which asks them to consider joining AITC.

Next week we will have more AITC news, including the publicity coverage our PR program generated in the past year.