



# Press Release

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## **SEN Takes Aim at Consumer Awareness**

Chapel Hill, NC – September 9, 2004 – **SEN Design Group**, (formerly SEN Buying Group) the kitchen and bath industry's first buying and business support group for independent Kitchen & Bath designers, announced today that the group would begin marketing its benefits to the consumer.

SEN Design Group President Ken Peterson, CKD explained, "One of the original goals of SEN was to 'gain the attention of consumers', and although we have done an admirable job through our *Signature Kitchens & Baths* magazine, we are ready to take the next step. Over the next decade we want consumers to understand they should have the highest expectations from a SEN Member Firm and that SEN Member firms are the most highly recommended."

SEN Design Group will work closely with all of its members to achieve their goal through joint marketing efforts that include, a new name (SEN Design Group), a new image and logo, a more consumer-based Internet presence, new marketing collaterals for member-to-consumer distribution, regional consumer-based advertising, as well as a public relations campaign and a private label cabinet line.

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The SEN Design Group

is dedicated to improving the quality of the consumer's living standards by empowering them to make informed choices from the best possible design concepts, products, and services tailored to their budget through the value provided by their local SEN Design Group Member Firm.