



# Press Release

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## **SEN Opens the Door to Private Label Cabinetry**

Denver, CO – 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 own Private Label Cabinet Line.

Both Jay Rambo Company (Tulsa, OK) and The Hampshire Company (Piqua, OH) have agreed to offer the SEN Design Group brand on its cabinetry.

President Ken Peterson, CKD told the assembled SEN Design Group, "This is another marketing tool that Members will be able to use. Imagine the impact from the triple benefits of the SEN Design Group logo branded into cabinet drawers: first, you gain exclusivity, second, you gain a third party endorsement for the product from a National Marketing Organization, and third, you gain professional credibility for your firm! Indeed, it just may be the perceived value of the SEN Design Group's Private Label Cabinet Line that is the trivial difference causing another Consumer to choose YOU over the competition."

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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.