



Press Release

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SEN Redefines Itself for the Future!

Chapel Hill, NC – September 9, 2004 – **SEN Buying Group**, the kitchen and bath industry's first buying and business support group for independent Kitchen & Bath designers, has announced sweeping enhancements to the organization effective today.

First among the enhancements is a new name; **SEN Design Group**. This moniker better reflects the overall benefits to the membership, the vendors, as well as the consumers. "In the last 10 years we have become so much more than a traditional buying group, that we felt it was time our name better represented our mission," said President Kenneth W. Peterson, CKD. "Our goal is to help talented kitchen and bath designers become better businesspeople, find support within our network and become an instant asset to the consumer. The SEN Design Group affiliation will become synonymous with quality, value and professionalism."

Along with the name change, **SEN Design Group** has unveiled a new image, including a logo, positioning statement and corporate look. The new logo is a softer, more inviting design in order to complement the members' individual images, providing a mutually beneficial opportunity to co-brand. In addition, **SEN Design Group** is positioning itself within the industry as the *Most Complete Resource for Improved Profitability*, highlighting its decade-long proven successes as both a buying group, and a hub for business education.

An .eps version of the logo is available upon request for publishing.



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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.