



Painting In Partnership, Inc.

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"When trust, craftsmanship and professionalism matter most!"

National Association Moves to Drive an Image Makeover for the Painting Industry

On August 18, 2007, the National Board of Directors of the painting and Decorating Contractors of America (PDCA) approved a White Paper on the portrayal of Painting in Media and Advertising. The Paper's intent is to elevate the image and public perception of painting and decorating, as well as painters, by establishing guidelines and recommendations for the portrayal of painting in media and advertising. PDCA will solicit the involvement of all segments of the profession and industry to achieve these goals.

Mario Guertin, Owner of Palatine-based Painting in Partnership, Inc. and PDCA Board Member, presented the White Paper to the PDCA Board of Directors. Guertin stated: "In an attempt to appeal to the do it yourself home improvement market, painting is often portrayed as easy and that anyone can do it. In reality, painting requires training, knowledge skill and true artistry in many aspects of the work. We, as an industry, have failed to educate the consumer. Time has come for us to shape a new public perception of painting."

To help disseminate the White Paper, PDCA developed a "Plan of Action," which calls for the development of eight guidelines, such as appearance, safety, site protection, surface preparation, and tools, among others. The guidelines will be accompanied with pictorials and will be available on the web, in a media section of PDCA's website.

Founded in 1884, PDCA is the national leadership organization for the painting and decorating industry. Today, PDCA serves more than 5,000 owners and managers from nearly 2,500 painting and decorating companies across the U.S. and Canada.