

## For Immediate Release

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## The AWI Quality Certification Corporation Introduces the 'Q' to Highlight the Benefits of Certification

*New marketing campaign designed to boost visibility of Q-qualified woodworkers and encourage design professionals and building owners to uphold the QCP specification.*

**Potomac Falls, Va. (April 24, 2009)** – The AWI Quality Certification Corporation (AWI QCC) is pleased to introduce the Q, a new brand created to boost the visibility of Q-qualified woodworkers among the design and construction communities. The Q references the Quality Certification Program (QCP) in all marketing material.

“Design professionals and building owners increasingly specify the Q for their projects because now, more than ever, it’s important to control costs while keeping projects on track,” said AWI QCC Director Craig Elias. “For the design community and business owners, the Q does exactly that, and that means more business opportunities for Q-qualified woodworkers,” Elias emphasized.

A powerful quality assurance tool, the Q positions woodworkers to compete for highly coveted certified projects. Other benefits include:

- **Pre-qualification.** Q-qualified woodworkers are accredited to certify QCP-specified projects. Through rigorous testing and inspection, they have proven their ability to fabricate, finish and/or install work in accordance with the internationally recognized industry Standards\*.
- **Protection.** Q-qualified firms receive technical support and inspection services if challenged with claims that the woodwork delivered to a project does not meet specifications and/or the Standards.
- **Credibility.** Qualification by an impartial authority in the architectural woodwork industry adds a unique level of credibility to a woodworker’s hard-earned reputation.

As part of the new effort, woodworkers can obtain confirmation of their Q-qualifications at [www.awiqcp.org/affirm](http://www.awiqcp.org/affirm). Upon completion of this form, the AWI QCC will email confirmation of a firm’s Q-qualifications, including the sections the woodworker is eligible to certify for, directly to any or all members of the construction team. Confirmation of these qualifications prior to bid can help Q-qualified woodworkers increase visibility, gain a competitive advantage and reassure the design professional and general contractor of the woodworkers’ abilities.

### What People Are Saying About the Q

“The Q addresses a fundamental problem with the competitive bidding process,” said OGB Architectural Millwork President Rick Thaler. “Because there are so few barriers to entry in our industry, many woodworkers are eligible to bid, but not all are qualified to price the work, let alone carry it out according to specifications. With the Q in place, all bidders are all on an equal footing.”

“At WDG we tell our clients that if we don’t specify the Q, we can’t be certain the woodwork will comply with industry standards,” said WDG Architecture Associate Principal of Research and Specifications William C. Pegues, FCSI, CCS, SCIP Affiliate. “With the Q problems are rare, but if they do occur the client is in a better position to obtain corrections.”

### **Put the Q to Work for You**

Along with the launch of the Q marketing campaign, the AWI QCC is boosting educational outreach efforts. New, simplified marketing materials targeted to specific user groups will soon be distributed. Woodworkers will receive a convenient, easy-to-reference ‘Q-card’ for project managers and estimators. Each Q-card lists the three easy steps each firm must take to ensure compliance with the specifications and/or the Standards

In addition, all newly qualified and renewing woodworkers will receive a revised certificate to indicate their participation in the Q. Like the old participant certificate, the revised version confirms that a woodworking firm is Q-qualified and eligible to certify projects. The certificates of compliance, which are used to certify specific projects, will not change. “The new certificate is something all accredited woodworking firms can be proud of, Elias said. “We wanted to give woodworking firms something that truly reflects their achievements and something they can be proud to hang on their shop wall.”

### **Get the Q**

Becoming a Q-qualified woodworker takes 45-90 days and involves the following steps:

1. **Test.** Applicants are tested on their knowledge of and ability to utilize the Standards.
2. **References.** Applicants must submit a total of 10 industry references, including at least two from project owners; two from architects; and two from general contractors.
3. **Inspection.** All applicants must pass an initial qualification inspection of their plant and show two recently completed projects that are compliant with the Standards.

For more information on the Q-application process, visit our Web site, [www.awiqcp.org](http://www.awiqcp.org) or call 800.449.8811 to speak with a Q-advisor.

*\*Refers to the AWI Quality Standards Illustrated (QSI) or the Architectural Woodwork Standards (Standards.) Jointly published by AWI, the Architectural Woodwork Manufacturer’s Association of Canada (AWMAC) and the Woodwork Institute (WI), the Standards will be the authoritative industry reference when it is released this summer.*

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### **About the Q**

Established in 1995, the Q verifies compliance with the Standards and the project specifications, giving design professionals an increased level of quality assurance in custom interior architectural woodwork. The AWI QCC, an independent 501-c-6 corporation, administers the Q. It is endorsed by the General Services Administration (GSA) and the American Subcontractors Association (ASA.)

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