



For Immediate Release
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SGIA Announces PDAA Merger

Installer organization will join SGIA to expand business growth opportunities

Fairfax, Virginia — The Professional Decal Application Association (PDAA), comprised of graphic installers, is merging with SGIA in an effort to expand services, support and business opportunities for PDAA members. The organization will evolve to SGIA's Professional Decal Application Alliance; maintaining the PDAA acronym, dues, referral and certification structure.

"This is the perfect way to develop a higher profile for PDAA and its members," said Michael Robertson, SGIA's President and CEO. "It will allow the SGIA community to offer customers and clients the most extensive total imaging solutions available."

Building on SGIA's extensive professional resources, additional services will be created for PDAA members, including:

- Business management information
- Marketing resources
- Employment listings
- Work safety information
- Improved access to the SGIA community
- Expanded referral network
- Expanded applications gallery, and much more

"This is an exciting time for both PDAA and SGIA communities," Robertson said. "While PDAA members gain extensive resources and market opportunities, SGIA graphic printers are able to connect with certified installers to grow their businesses."

Visit [SGIA.org](http://www.sgia.org) for more information as details unfold in the coming weeks.
http://www.sgia.org/about_SGIA/pdaa.cfm

About the Professional Decal Application Association

Founded in 1976, PDAA consists of leading US graphic installation and wrap companies. The organization strives to develop strong relationships with vinyl manufacturers and other key players in the vinyl graphic community. PDAA welcomes all levels of graphic installers and continually researches the latest products, advancements and tools for its members.

SGIA — Supporting the Leaders of the Digital & Screen Printing Community

"Specialty imaging" comprises digital imaging, screen printing and the many other imaging technologies SGIA members use, including those they'll tap in the future. These are the imaging processes and technologies employed to create new products and to enhance existing products including point-of-purchase displays, signs, advertisements, garments, containers and vehicles. Make the most of your specialty imaging business.

SGIA press releases and artwork are available at [SGIA.org](http://www.sgia.org).