

NEWS RELEASE

IDP Wins American Design Award for BCM Website

Columbia, MO – IDPgroup Wins American Design Awards Accolade for Boone County Millwork Website

Columbia, MO – The IDPgroup is recognized this month by the American Design Awards Inc. for their work on the Boone County Millwork website (www.boonecountymillwork.com). The site, entered in ADA's Monthly Design Contest, was awarded with a gold rating. An average of only 6% of valid entries in each month's design contests is awarded an accolade.

In August's competition, only 52 out of 984 entries received a score of 70 or higher on the judges' score sheets making them eligible to receive either a silver, gold, or platinum-level award. 18 entries took away platinum ratings, 29 received gold ratings, and five received silver ratings.

"They have taken a result I could see in my minds eye and wrapped their team around it to produce a tool that's going to be very useful for us. The process usually breaks down at that void between my vision and the details of my business, the design and concept, and those with the technology to produce the product. IDPgroup has bridged that gap with great success," said Greg Eiffert, President of Boone County Lumber. The site for the millwork division of Boone County Lumber went live Friday, August 29, 2003.

Established in February 2000 in San Diego, CA, the American Design Awards' mission is to recognize individuals, design professionals and companies that value the art of visual communication on an ongoing basis. The Monthly Design Contest is an ongoing design competition that measures the strengths of web designers against one another. This contest is open to web and graphic designers all over the world as there are no entry fees, or limits to the number of times one can enter.

The IDPgroup, an interactive marketing & communications firm based in Columbia, MO, offers new media advertising, corporate image services, graphic design services, and assists organizations in integrating Internet marketing, such as Web sites, with traditional communications.

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