

For Immediate Release

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The AWI Quality Certification Corporation Introduces the 'Q' to Ensure Quality Architectural Woodwork

*Powerful and easy-to-use quality assurance tool helps architects and construction specifiers
protect their reputation for quality woodwork*

Potomac Falls, Va. (April 9, 2009) – The AWI Quality Certification Corporation (AWI QCC) is pleased to introduce the Q, a new brand designed to boost awareness of the program's benefits among design professionals. The Q references the Quality Certification Program (QCP) in all marketing material.

A powerful risk management tool, the Q ensures wood designs are fabricated, finished and installed according to project specifications, and according to internationally recognized industry standards found in the *AWI Quality Standards Illustrated* (published since 1961) and the *Architectural Woodwork Standards* (Standards,) jointly published by AWI, Architectural Woodwork Manufacturer's Association of Canada (AWMAC) and the Woodwork Institute (WI).

"Interior architectural woodwork is often a highly visible element of a design scheme," said AWI QCC Director Craig Elias. "Problems with the woodwork however, can compromise even the best designers' reputations."

How the Q Ensures Quality Woodwork

Specification of the Q initiates a professional quality control system, at no charge to the design professional, which includes:

- **Expertise.** Q-representatives are a highly experienced network of woodwork experts. They are available throughout the course of the project to offer support, answer technical questions and evaluate the woodwork at the request of the project team.
- **Compliance.** The Q ensures that woodwork complies with the Standards and the project specifications before problems arise, saving time and money over the course of a project.
- **A pool of pre-qualified woodwork manufacturers to choose from.** Through comprehensive testing and inspection, Q-qualified woodworkers demonstrate the ability to fabricate, finish and install work in accordance with the Standards.
- **Proven results.** The General Services Administration (GSA) and the American Subcontractors Association (ASA) endorse the Q.

How to Specify the Q

“Now it’s even easier to specify the Q for interior architectural woodwork projects,” said Elias. “With just three simple steps, design professionals can quickly and easily specify the Q.” They include:

1. **Specify** the Q in your design using the language found in MasterSpec® or provided by the AWI QCC at www.awiqcp.org/qcp
2. **Register** your project with the Q. Visit www.awiqcp.org/register to complete the registration form.
3. **Record** the project number in your project documents.

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 Architectural Woodwork Institute’s Quality Certification Corporation, an independent 501-c-6 corporation, administers the Q.

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