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TAKE A LOOK: SURTEX UNVEILS BOLD NEW BRANDING TO REFLECT ITS DYNAMIC LEADERSHIP ROLE IN THE TREND-SETTING APPLIED ART INDUSTRY

WHITE PLAINS, NY, DECEMBER 2, 2009 -- Fast forward to tomorrow: SURTEX® is already there.

Look again. SURTEX is rolling out a new brand platform that heralds the upbeat future of the applied art industry. With the unveiling of a new logo, website and marketing campaign, SURTEX confirms its leadership role in the cutting-edge world of art and design licensing.

“Our newly-released brand positioning sets an energetic pace for the coming decade, which looks brighter than ever for the industry,” says Penny Sikalis, GLM vice president and show manager.

“SURTEX is where the applied art industry refuels and reinvents itself for the marketplace, every single year,” Sikalis notes. “It’s a crucible, the place where designers and licensees come together to fashion a host of products that add style and beauty to people’s lives around the globe.

“Our new branding reflects how SURTEX is leading the charge into the future for the applied art field,” she adds.

The debut logo boasts trend-setting graphics and bold colors that draw attention to

the power of design. It's a moxie makeover, reflecting the very industry that SURTEX fosters: the hip, fast-paced world of commercially-successful art and design. "Our new logo will be consistent in all print and electronic marketing elements -- and it won't stop there, but will continue "live" through SURTEX 2010 at the Javits Center in May," Sikalis notes.

As a key theme of its new brand platform, SURTEX will be showcasing "The Originals," a shout out for originality, focusing in particular on exhibitors' art and design. "After all, originality is the heartbeat of the show, the magnet that pulls in high-powered participants," says Sikalis. "With the concept of 'The Originals,' we're putting the spotlight where it belongs: on the talented individuals who create art and the skilled talent spotters who help put it out there for all the rest of us to enjoy."

The trade show's website also sports the fresh face of the new branding. Keeping the existing URL for continuity, surtex.com has been redesigned for optimal functionality. Cutting-edge features include integration of streaming industry news, up-to-date exhibitor images and the latest show updates. The result is a fluid, comprehensive resource for the entire art and design community, providing vital industry-oriented info that's just a click away.

The trade show is also ramping up its marketing campaign for the 2010 show. A series of SURTEX ads will begin appearing this month, in both print and online versions. And the trade show's newsletter, *On the Surface*, is more timely than ever, coming out now on a monthly basis. Insiders no longer have to wait until January to be in the know about next year's show.

"We're excited about the new brand platform because it better reflects SURTEX and its direction for the future," says Sikalis. "What you see is where we are: front and center of the industry. It's an exhilarating place to be as we head into the second decade of the 21st century." rs."

For further information on SURTEX 2010, contact Penny Sikalis, Vice President and Show Manager at 914-421-3297, penny_sikalis@glmshows.com or visit www.SURTEX.com.

SURTEX is managed and produced by GLM®, LLC.

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