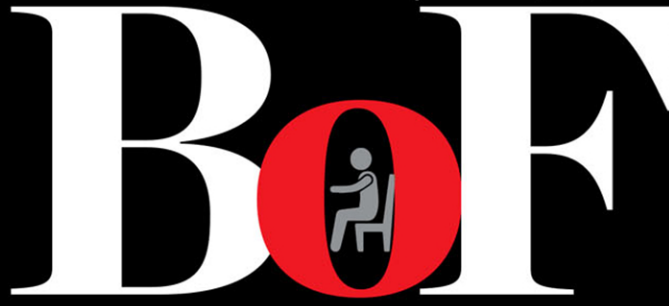


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#### WALLCOVERING

## LSI Wallcovering Has Become Versa Designed Surfaces

➤ LSI Wallcovering has changed its name to Versa Designed Surfaces. The new name builds on recognition for LSI's largest brand, Versa Wallcovering, and reflects the holding company's plans to diversify into other surface treatments for commercial interiors.

Based in New Albany, Ind., LSI Wallcovering is one of the world's top manufacturers of commercial vinyl wallcovering, supplying more than 2,000 products to 60 countries. The manufacturer plans to introduce new surface materials under the Versa Designed Surfaces umbrella that will respond to the evolving performance and aesthetic needs of the interior design market.

During its 60-year history, LSI Wallcovering developed a reputation for sustainable manufacturing practices and corporate social responsibility. The company helped lead the wallcovering industry's efforts to create its first sustainability standard and was the first manufacturer to certify to it. LSI Wallcovering also developed Second-Look, the first recycling program for post-consumer wallcovering, which has been honored with five industry awards.

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#### CAREERS

## BDI Names Dave Adams Vice President of Marketing

➤ Contemporary furniture manufacturer BDI has named Dave Adams as vice president of marketing.



Adams

A veteran of the retail industry, Adams served in positions within retail management and visual display prior to joining BDI. Through the years, he has been responsible for the development and management of all of BDI's marketing efforts, including developing the BDI brand for retail and consumer channels; marketing collateral and image creation; ad campaign development; the launch of the new BDI website; showroom design and merchandising for BDI's High Point showroom as well as NeoCon and CES; and editorial content direction and development.

"Dave has been instrumental in developing BDI into the brand that it is today," said Bill Becker, CEO and design director. "His contributions to the company extend beyond his marketing aptitudes, as he contributes to practically all major initiatives at BDI. Dave brings a strong sense of ownership to all projects — big and small — and his knowledge of and enthusiasm for the brand is invaluable to the company."

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#### ASSOCIATIONS / PEOPLE

## Senior GSA Official Joins IOPFDA Team

➤ Jack Williams has joined the Independent Office Products and Furniture Dealers Association (IOPFDA) team as a consultant. Williams will focus on advocacy for the association's furniture group (OFDA), working with the Government Services Administration (GSA) to understand policy decisions that affect GSA and OFDA members. He also will assist in strategic planning for