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## Alexandria Moulding Announces New Integrated Marketing Initiatives

**ALEXANDRIA –January 30 2014**—Alexandria Moulding, a leading manufacturer and distributor of mouldings and related millwork products, today announced they have launched a new integrated marketing program to provide a deeper level of information and education for their customers as well as to aide consumers in their selection choice of interior trim.

As with many other industries, the internet and social media has transformed the home improvement industry. Alexandria Moulding has always placed a significant value on customer service, and their new integrated marketing initiatives support their continued commitment, especially with gen Y who are used to using different digital media resources to research their purchasing decisions. Marianne Thompson, Vice President of Sales and Marketing at Alexandria Moulding, explained: "Whether the consumer is researching in the comfort of their home, sitting in a coffee shop or in the retail aisle, it is important that we provide integrated tools to inspire and educate consumers to be able to make an informed purchasing decision."

Alexandria Moulding is utilizing the internet through their website and social media sites to launch their Moulding By Design program which will assist consumers in selecting moulding profiles to achieve their preferred design style. As Marianne explains, "Our integrated marketing program, will also assist the consumer in the retail aisle. Using their PDA device, they simply scan the QR code on the moulding profile ID label and they will be guided in choosing corresponding mouldings in their selected design style that's fits within their budget."

"The key element of the program is to bring speed in which valuable content is available to our customers and consumers". Andre Cholette, President at Alexandria Moulding goes on to say: "our priority is to work with our customers to drive their sales. We achieve this by having the right quality product on time at a competitive price. Our social marketing tools are there to support our joint efforts to better serve the end user and boost demand. "

About Alexandria Moulding...

Founded in 1943, Alexandria Moulding is a leading moulding manufacturer and distributor of mouldings and related millwork products. Servicing the North American market from coast to coast and exports their products on a global scale. Alexandria Mouldings mission is to service their customers flexibly with cost effective quality mouldings, with 100% fill rate while being best in class while delivering value added products and servicing to their customer base. Their customer base includes retail chain stores, lumberyards, buying groups, wholesalers, industrial clients, door pre-hang facilities and exporters.