



February 2015

FOR IMMEDIATE RELEASE

Tru Art Advertising Calendars Continues Product Safety Leadership, Early Adopter of Industry's 'Product Safety Aware' Compliance Program

Tru Art Advertising Calendars (www.truart.com) today announced it is among the first to achieve 'Product Safety Aware' status in the Promotional Products Association International (PPAI) Product Safety Awareness Program. This means Tru Art has met or exceeded the PPAI product safety training and education requirements.

Tru Art Advertising Calendars has demonstrated its commitment to product safety by actively engaging its workforce and adopting a corporate culture prioritizing product safety compliance training and a commitment to continuing education.

"Tru Art Advertising Calendars (Tru Art), a division of the Economy Advertising Company, is committed to conducting our business ethically and in full compliance with the laws of the United States of America and the laws of the State of Iowa. As we do business nationally we respect the laws of each state and will seek to be in full conformity with the laws of each respective state. We seek to conduct business with others who share our values and have the same respect for the law," said David Bywater, CEO of Economy Advertising Company.

Bywater further stated: "Meeting the evolving product safety compliance expectations of the promotional products industry requires regulatory knowledge and an ongoing company commitment. We are proud to establish a proactive leadership position in the industry through our commitment to PPAI's 'Product Safety Aware' compliance program. Product Safety Awareness gives us a strong competitive edge and increases the value in the client-supplier relationship; it's a win-win for both of us."

PPAI, founded in 1903, has a long history of leadership in the development of training and education programs meant to enhance safety programs in the promotional products industry. The Association is the world's largest and oldest not-for-profit trade association for the \$18.5 billion promotional products industry and is the leading provider of promotional products safety and compliance training and education with more than 50-years of professional development and certification.

Tru Art Advertising Calendars is the premier manufacturer of custom-designed and stock calendars for advertising. Calendars manufactured by Tru Art represent the full scope of customer-inspired, 1 – 4 color designs in every popular format. Tru Art also manufactures a distinctive line of Office & Event products.

Founded in 1896, Tru Art has been fulfilling the promotional calendar and print needs of our distributor customers for 119 years. Tru Art is a family-owned business with the fourth and fifth generations currently involved.