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**Deceuninck North America Taps Industry Veteran to Serve in  
Newly Created Role of Director of Marketing and Innovation**

*– David Jacobson Joins Leadership Team at Company's Headquarters in Ohio –*

**Monroe, Ohio, March 9, 2011** – [Deceuninck North America](#), a leading designer and manufacturer of high-quality systems for windows, doors, interiors, and outdoor living, is pleased to announce the appointment of David Jacobson to the newly created position of director of marketing and innovation. In this capacity, Jacobson will direct the company's marketing efforts to a variety of key audiences for Deceuninck, including customers, prospects, distributors, fabricators, contractors, and consumers. Jacobson will also oversee the company's ongoing efforts related to product innovation and design.

“Deceuninck North America has a firmly established reputation for innovation. We hold more than 150 patents on processes, technologies and material science. The company actively pursues a policy of continuously enhancing our integrated know-how of design, raw materials, tooling and extrusion processing,” said Mark Parrish, president and CEO, Deceuninck North America. “David Jacobson comes to us with a full understanding of Deceuninck's heritage, and he is excited to help write the company's next chapter in these critical areas. With his deep experience in both product design and marketing, we know he will be a critical asset to our strategic planning and our efforts to continue gaining traction with key industry stakeholders.”

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**Deceuninck North America Taps Industry Veteran to Serve in Newly Created Role of Director of Marketing and Innovation (cont.)**

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Prior to joining Deceuninck, Jacobson served as product manager, injection molded product, fence and rail products for PlyGem, where his responsibilities included product line management, establishing and executing product strategies, defining new product requirements, forecasting sales, product pricing, project management, and product launch management. Prior to this role, Jacobson served as director of design and commercialization for Alcoa, Inc. He previously held positions with CertainTeed Exterior Products and CertainTeed Siding Products Group.

Jacobson earned both an MBA in marketing and product development and a BFA in industrial design from Brigham Young University. He is a member of a variety of industry associations, including the Product Development Management Association.

For more information on Deceuninck North America, along with its fenestration and building products solutions, please visit [www.deceuninck-america.com](http://www.deceuninck-america.com).

**About Deceuninck**

Deceuninck® North America, LLC is part of the Deceuninck® Group, an integrated global organization specializing in compounding, tool fabrication, design, development, extrusion, finishing of PVC-U window systems and composite applications for the building industry. The company is active in more than 75 countries, has 35 subsidiaries (production and/or sales), and is supported by over 2,800 personnel worldwide. In 2010, Deceuninck Group achieved consolidated sales of \$706 million worldwide. Deceuninck® North America encompasses fully-integrated design, compounding, tooling, extrusion and quality assurance disciplines for the production of vinyl window and door systems and composite applications for the building industry at its corporate headquarters in Monroe, Ohio. For more information, please visit: [www.deceuninck-america.com](http://www.deceuninck-america.com).

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