
Descon Discontinues Nylon Character Banners

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Brownsburg, IN (October 12, 2007) – Descon, Inc. today announced the decision to discontinue the production of all Nylon Character Banners. Production has been discontinued after a long period of product reviews citing inconsistency in materials from outside vendors.

“The Nylon Character Banners have had a good run. They were our first commercial designs and have been on the market for nearly 10 years,” said John DeSutter, Descon’s Vice President. “Our Designer Series Banners have been in production since 2006 and offer our customers more versatility in design, greater longevity, and increased fire resistance. For those reasons, we feel it is in the best interest of the company and our clients to make this decision now.”

Customers will see changes immediately. Marketing materials have been updated and new mailers are scheduled to be sent in January 2008. Any schools placing new orders for Nylon Banners will be informed of the change and upgraded to a style from the Designer Series. Returning customers will be given through July 1, 2008 to order additional Nylon Character Banners to match those previously purchased.

Item numbers affected by this announcement include: BSDW01, BDW01, BDW01-T, BDWC01, BDWC01-T, BYLDW01, BYLDW01-T, BYLDWC01, and BYLDWC01-T.

If you have any questions, please contact John DeSutter at 877-337-2661 or via email at sales@desconinc.com.

About Descon, Inc.

Descon, Inc. is a leader in the design, development and manufacturing of signage and specialty decor exclusively for learning environments. Over the past 15 years, we have partnered with hundreds of School Principals, Counselors and Food Service Directors to create interior design solutions that offer visual stimulation, enhance learning, and encourage overall health and wellness. For additional information about the company, please visit www.desconinc.com.