



FOR IMMEDIATE RELEASE

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NBMDA Announces New Partnership with Digital Marketing Agency JAST Media

CHICAGO – The North American Building Material Distribution Association (NBMDA) is pleased to announce a new partnership with JAST Media, a leading Portland-based digital marketing agency that specializes in online strategy for distributors and manufacturers.

JAST Media offers distributors and suppliers comprehensive web marketing and branding solutions. From websites to room scenes, private label brand assets, eCommerce platforms and more, JAST Media has a demonstrated history of building innovative solutions delivered by industry leading designers, developers and marketing strategists.

The new partnership leverages JAST Media's expertise and experience to assist in educating and informing NBMDA members on opportunities to leverage digital marketing to achieve sales goals and execute corporate strategy. JAST will deliver content and training to members via a variety of mediums.

"NBMDA's coveted roster of industry leading distributors and manufacturers brought together in an open yet tightly-knit setting is the perfect event to meet new contacts and form lasting connections. The relationships we've built from attending NBMDA events have been unparalleled," says Yuki Conlon, President of JAST Media.

NBMDA's partnership with JAST Media will provide distributor and supplier members with discounts on marketing services including website design, branding, direct mailing, trade show materials and video production.

"We are excited to offer our members the resources to better market their businesses and stay relevant in a competitive digital landscape through our partnership with JAST Media," says NMBDA Executive Vice President Kevin Gammonley. "With access to JAST Media's expanded offerings, our members will have the opportunity to accelerate their digital marketing efforts which will help to drive sales growth."

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About NBMDA

NBMDA is a trade association representing the leading wholesale distributors of wood panels, surfacing materials, cabinet hardware and related products. Membership is comprised of distributors and manufacturers that serve the independent kitchen and bath dealer, as well as those that serve production companies involved in cabinetry, architectural woodwork, stock woodwork, store fixtures, solid surface fabricating, plastics fabricating, general and specialty woodworking industries. For more information, visit www.nbmda.org.

About JAST Media

JAST Media specializes in helping manufacturers, distributors, and retailers of building materials and specialty products prevail in their respective verticals and geographic markets. Their suite of performance-driven services include custom websites, done-for-you marketing packages, private label branding, social media, PR, and traditional advertising. Each plan is backed with tracking engagement and lead metrics to measure effectiveness. JAST Media's award winning team hails from agencies appearing on Inc. Magazine's Inc. 500 List, Oregon Business Journal's Top 100 Fastest Growing Companies rankings, and more. www.jastmedia.com