



**For release:** April 15, 2009

**Contact:** Misty Matthews  
Office 248.655.8699  
Mobile 248.925.6176  
mmatthews@intevaproducts.com

## **Inteva Products, LLC and AGP & Associates Receive ADDY® Gold Award From the American Advertising Federation for Marketing Collateral**

**TROY AND MIDLAND, MICH.** – April 15, 2010 – Inteva Products, LLC, a Troy-based engineering, manufacturing and supply powerhouse, and AGP & Associates, Inc., a full-service integrated marketing communications firm in Midland, have received the Gold ADDY® Award from the American Advertising Federation Great Lakes Bay Region for Inteva’s latest corporate brochure targeting new markets.

Selected from more than 115 candidates, Inteva and AGP received the honor in the collateral materials category. The brochure was judged on elements ranging from the audience, to the messaging, to the creative look and feel, and printing of final product.

Inteva Products worked closely with AGP to write, design, and produce its latest corporate capabilities brochure, which outlines the company’s manufacturing, process, and material capabilities. This is the second award Inteva and AGP have received; they were honored with the Marcom Platinum Award in December 2008.

“We are thrilled to receive the award, and excited that Inteva and AGP have once again been recognized,” said Gerard Roose, vice president of Sales, Marketing, Planning and Communications. “As a relatively new company that was created with more than 90 years of history, it’s exciting to have our brand and our capabilities acknowledged with such an impressive award. AGP continues to be a great partner, our teams work very well together.”

With more than 60,000 entries annually, the ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association, conducts the ADDY® Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry.

### **About Inteva Products, LLC**

Inteva Products, LLC has more than 90 years of experience and expertise, empowering some of the best minds in the industry with global resources supported by a team at 17 facilities on three continents. Inteva designs, engineers, manufactures, and assembles Interior Systems, Cockpits, Latch and Closure Systems, Door Module and Window Lift



Systems, and Advanced Materials for leading OEMs around the globe. Inteva's integration capabilities provide everything from small component parts to fully integrated vehicle subsystems. Inteva is committed to execute to the highest level possible for all customers to create solutions that meet quality and technical specifications while remaining on time and on budget. For more information visit [www.intevaproducts.com](http://www.intevaproducts.com).

**Insight. Inside. Inteva.**

### **About AGP**

Founded in 1992 by Dan Attenberger and Margaret Guzzardo, AGP employs 13 full-time employees. The company provides full-service marketing communications to a variety of business-to-business and business-to-consumer clients. For more information, visit [www.agp-inc.com](http://www.agp-inc.com) or call +1 989 839 5800.