



TRUFIG Awarded Most Innovative Product ASID Top Picks Award 2011

San Clemente CA—TRUFIG, the mounting platform and fascia system that takes everyday technology and gives it a consistent look across a multitude of products and manufacturers was awarded 'Most Innovative Product' by the ASID (American Society of Interior Designers) in their 'Top Pick Awards 2011 Best of Show' at the Architectural Digest Home Design Show in New York City.

TRUFIG's revolutionary design allows devices to be installed completely flush into the wall or ceiling, meaning no more shadow lines. In addition to this, TRUFIG can be painted, faux finished, wallpapered, or laminated to match nearly any surface, including drywall, stone, wood, or Venetian plaster. The outcome is consistency, color and camouflage.



"To achieve this recognition from the ASID," said Simon Wehr, Director of Marketing for TRUFIG's parent company Dana Innovations, "validates our vision and the investment that our organization has made in this incredibly innovative product and establishes a level of credibility and awareness within the A&D Community that money just can't buy. This design-centric philosophy runs at the very core of our entire company; it is where we started, and continues to be a pivotal part of our culture."

Founded in 1975, the ASID is the oldest, largest and leading professional organization for interior designers. ASID inspires and enriches its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships.

The award coincides with the launch of the new TRUFIG flush-mount HVAC Registers, Returns and Diffusers, iPad Mount, and small, medium, large and universal Touch Panel Mounts. This strengthens the already impressive range of Light Switches, Keypads, Power Outlets, Data and TV Jacks, Decora fittings and Speakers that can be installed flush and color-matched in drywall, venetian plaster, stone, wood, or tile.

William Spink, ASID Allied Member (left) and Maggie Lohen, ASID President (right) present Simon Wehr, Director of Marketing for TRUFIG's parent company Dana Innovations, with the 'Most Innovative, Top Picks Award 2011'



About [TRUFIG](#)

TRUFIG was founded in 2008 by visionary entrepreneurs Scott Struthers and Geoff Spencer, founders of Dana Innovations, parent company of Sonance and iPort. Founded in 1982, Dana Innovations' legacy of standard-setting design includes the world's first high-fidelity in-wall speaker system, the world's first integrated in-wall iPod docking station, and the reigning design standard for architectural audio - the flush-mounted Sonance Architectural Series speaker system. TRUFIG - and the creative freedom it brings designers - represents the culmination of more than 25 years of groundbreaking design innovation.