The Association of the Wall and Ceiling Industries-International. It’s truly been years in the making, but that is the new name for the association representing the wall and ceiling industries.

In accordance with the consolidation agreement made some three years ago between the international association of Wall and Ceiling Contractors and the Gypsum Drywall Contractors International, AWCI went into effect this month—on July 1, 1979.

The new association and its new name is the final achievement in a long process that has brought all craft and construction disciplines into the same organization and will now allow for greater strength and direction to meet industry needs.

“For the past three years the members of the forerunner associations—iaWCC and GDCI—have been a single force in the industry,” explained Joe M. Baker, Jr., Executive Vice President of AWCI, “but this name change has done more than provide for a more manageable name.

“It symbolizes the acceptance by all of our members—contractors, suppliers, manufacturers, and distributors, and the like—that the past of proud factions has gone and we are finally and truly an industry.

“That unification comes to a focus now when this industry needs it the most; when all wall and ceiling contractors representing all the diversified disciplines in this industry must pool their strength and achieve what we need as a specialty group... and what the construction industry itself needs—a lessening of the fragmentation which promotes industry disharmony,” Baker concluded.

For AWCI, the preparations have been extensive.

With the new name breaking into full use, the association has undergone a complete face lifting with the integrated design of new organizational literature all bearing the distinctive AWCI logo.

This involved new letterheads, envelopes, invoices, communications pieces. In short, all paper to be used by the association needed to undergo the designer process.

Not only has the introduction of AWCI’s new name involved a face-lift, but the association itself will undergo significant changes.

The technical department will be expanded with the addition of a new technical director who will establish the industry’s first comprehensive library, while stepping up the technical activity of the entire association.

The association’s face-to-face rapport with the various government agencies—an increasingly important aspect of contracting today—will be expanded so that personal contact will be available for quicker, more individualized communications.