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White Good Named Agency of Record for Thompson Traders
Maker of Artisan Copper Fixtures and Furnishings Sets Path for Future

Lancaster, PA – November XX, 2014 – Thompson Traders, one of the largest makers of copper fixtures and furnishings for the home, has named White Good, a full service communications agency, as Agency of Record. In this capacity, White Good will work with the Thompson Traders management team to establish a differentiated brand strategy, develop a go-to-market communications plan, and manage media relations, public relations and social media programs.

Based in Greensboro, NC, Thompson Traders was begun as a family enterprise in xxxx. Founded by Alejandra Thompson, designer and inspiration behind the brand, Thompson Traders brings Alejandra’s love of her homeland, Barranca del Cobre, Mexico, to life. Her understanding of the artisans of the region, as well as their techniques for hand crafting copper, has made her firm one of the few able to translate the truly unique qualities of copper into beautiful, durable, and affordable finished pieces.

“To work with Alejandra and her family, helping them to realize their vision of bringing amazing handmade copper fixtures and furnishings to market, is a great honor,” said Sherry Qualls, president and owner of White Good. “Thompson Traders has done us all a great service – democratizing quality, handmade copper items. We look forward to telling their story.”

For more information about Thompson Traders, visit www.thompsontraders.com.

About White Good

White Good, a member of the 4A’s, is a fully integrated marketing communications agency specializing in strategic ideation and tactical integration. We’re dedicated solely to building the brands of manufacturers and marketers of furnishings, decorative finishes and building products for the residential and commercial market segments. For more information, call 717-396-0200 or visit www.whitegood.com.

About Thompson Traders

Thompson Traders is the largest decorative metals product provider in the United States, with a focus on Copper. Located in Greensboro, North Carolina, the company is family-owned and operated. Working with artisans in Mexico and India, Thompson Traders transforms the highest quality materials into one-of-a-kind designs for the home. Each piece is handcrafted, unique and possesses a story that is all its own. For more information, visit www.thompsontraders.com.

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