



# Quality Certification Alliance

Quality and Safety. Delivered.

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## QCA ADDS PIERRE MARTICHOUX TO BOARD OF DIRECTORS

*Pierre Martichoux, President of QCA Accredited Supplier Chameleon like, joins QCA's Board of Directors.*

CHICAGO, ILLINOIS (March 12, 2018) – The Quality Certification Alliance (QCA) welcomes Pierre Martichoux to its board of directors. Mr. Martichoux is the president of Chameleon like, a QCA Accredited Company since 2012. He has served as a volunteer on QCA's finance committee and will continue in that role for the foreseeable future.

"It is an honor to welcome Pierre who joins other esteemed members of the board. His passion and a demonstrated commitment to growing QCA have been evident throughout his involvement on the finance committee," said Tim Brown, MAS, executive director – operations. "His appointment will provide the organization with the insight and perspective of smaller suppliers. I cannot stress how important and valuable this is for the long-term growth initiatives of QCA," continued Brown.

Established in 1998 in Northern California, Chameleon-Like, Inc. (formerly known as Chameleon Books & Journals) designs, produces and markets a comprehensive line of Journals, Notebooks, Binders, Folders and other Desk related products. From its humble entrepreneurial beginnings to date, the company has grown its revenue and expanded its operations every year (except for one) and continues to innovate in design and to provide customer service excellence. It produces the majority of its line in its Gilroy, CA factory and counts over 65 employees.

"The process that led Chameleon like to become QCA accredited was instrumental in preparing my company to double its size in less than five years, with minimal growing pains," says Pierre Martichoux. "QCA is so much more than an independent organization that champions product quality and safety. I am honored to become the latest member of the QCA Board and share my experience and vision for the organization!".

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## **About QCA:**

Chicago, Illinois-based Quality Certification Alliance (QCA) is an independent, accreditation organization. QCA's mission is to elevate the standards by which industry firms import and/or manufacture promotional products. By providing safe, high-quality, socially compliant and environmentally conscientious merchandise, QCA sets the guidelines for the industry. QCA Accreditation is granted to companies who complete an independent third-party audit and comply with stringent standards. This is based upon a combination of state and national laws, international standards and industry-accepted best practices recognized for their strength and effectiveness by QCA Accredited companies, the promotional products industry and end-buyer clients.

QCA was founded in July 2008 when a group of industry thought leaders met to address the safety, compliance and social responsibility needs of the promotional products industry. By providing the tools required to help companies within the industry, QCA put the necessary processes in place to deliver consistently safe and safely produced merchandise with an eye on corporate and social responsibility.

Tim Brown, MAS is QCA's executive director – operations. D E (Denise) Fenton serves as executive director – compliance.

For more information about QCA Accreditation and to inquire about the process and benefits received, e-mail [tbrown@qcalliance.org](mailto:tbrown@qcalliance.org).

For more information about the Quality Certification Alliance, visit  
<http://www.qcalliance.org/>.

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