



## Press Release

### **Australian Craft Network bought by Dekoda Marketing**

9 October 2009  
Sydney, Australia.

AUSTRALIAN Craft Network - Australia's largest online business directory dedicated solely to the Australian crafts industry - has been purchased by Dekoda Marketing.

The Australian Craft Network was established in August 2000 and has been successfully enabling craft consumers to get in touch with craft businesses for almost ten years.

The Australian Craft Network recently changed hands in ownership and is now a subsidiary business of Dekoda Marketing – an eleven year old business established and managed by Peter Roznicki, a proactive member of the Australian crafts community, who has 32 years of work experience in the industry as well.

Dekoda Marketing also purchased the Papercrafts Festival recently and now manages the shows. The Papercrafts Festival is a ten year old craft expo dedicated specifically to the paper crafts market and runs shows yearly in Brisbane and Sydney.

With both of these successful craft business enterprises – i.e. Australian Craft Network and The Papercrafts Festival - now owned and managed by Peter Roznicki, Dekoda Marketing is well positioned to be a key player with a prolific output and beneficial influence in the Australian craft market and industry. The marriage of Australian Craft Network and The Papercrafts Festival to Dekoda Marketing will undoubtedly be advantageous to the craft industry and craft market Australia wide. Plans to develop, improve and expand both businesses are already underway and will continue to be implemented.

Dekoda Marketing would like to thank Angie King for all her hard work and tireless support in handing over the Australian Craft Network and wish her success in all of her endeavours.