

For Immediate Release

FIBERON[®] ONLINE GALLERIES AND DECK DESIGN TOOL INSPIRE, EDUCATE

Tools equip homeowners to envision a new outdoor space and have educated conversations with contractors

NEW LONDON, N.C. (November 11, 2009)—Fiberon[®], LLC, a leading manufacturer of composite decking, railing and fencing and PVC outdoor flooring, offers the Inspiration Gallery and Deck Design Tool for homeowners looking to plan an outdoor decking space, understand the materials required and prepare for a conversation with potential contractors.

“Homeowners that are educated not just about PVC or composite decking products, but about the decking structure itself, will be more confident in their investment in a quality outdoor living space,” says Chris Beyer, Vice President of Marketing for Fiberon. “Our goal with these tools is to help a homeowner visualize their new space, and have an accurate understanding of what it will take to make it a reality.”

The Fiberon Inspiration Gallery, accessible via www.fiberondecking.com and selecting “Inspiration,” is a collection of photographs showcasing beautiful decks and creative uses for Fiberon’s complete portfolio of decking solutions. The “My Inspiration Book” feature allows a homeowner to save images to share with their contractor, friends and family. The Fiberon Contractor Gallery allows homeowners to see online portfolios from a variety of deck builders.

The Deck Design Tool, accessible via www.fiberondecking.com and selecting “Design & Build,” is a program that allows for complete customization of design. After a quick registration that enables a user to return to saved and in-progress plans, the user is guided through the steps of designing a deck. The basic shape is selected, perimeter walls, doors and windows are added, stairs can be added and decking and railing products and colors are chosen.

The process takes anywhere from 15 minutes, for a user that knows exactly what they want, to an hour, for a user that wants to play around with options. A PDF report is generated, providing:

- a 3-D visual deck layout diagram with various elevations,
- a complete installation checklist,
- a list of tools required,
- a Stress Analysis to aid in gaining a building permit,
- and an exhaustive list of materials from generic lumber, bolts and screws to the specific Fiberon products required to make the plan a reality.

In addition to those items, a Deck Part Identification diagram is included, providing a diagram and glossary of deck construction terms. This is useful for homeowners as they dialogue with contractors about details specific to their project.

At the end of the report, building material suppliers and decking contractors located near the zip code entered at registration are provided so it is convenient to quickly take the next step in turning the design into a reality.

“Contractors working with an uncertain homeowner may point them to the Inspiration Gallery or Deck Design Tool to help firm up their vision for their space and offer a picture of all the pieces and parts required – these things can help close a deal,” also notes Beyer.

Fiberon decking solutions are sold to professional contractors and dealers through a national network of distributors. To learn more, visit www.fiberondecking.com or call 800-573-8841.

About Fiberon

Fiberon, LLC is a leading manufacturer of composite and PVC decking, railing and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. The company was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

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