



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

Contact: Erin Kane or Heather Sexton  
L.C. Williams & Associates  
800/837-7123 or 312/565-3900  
ekane@lcwa.com or hsexton@lcwa.com

### **Trex® Unveils New TrexPro® Platform for Contractors**

*New Sales and Lead Generation Tools Create Meaningful Value for Participants*

LAS VEGAS, Jan. 19, 2010 – With its network of approximately 2,000 independent contractors, the TrexPro® platform serves as a resource for both homeowners and building professionals. In time for the 2010 International Builders' Show (IBS), the program is being completely restructured both to provide greater inherent value to its members and to ensure that participating contractors are fully committed and qualified to serve as Trex brand representatives.

“The criteria of our previous TrexPro program was very loosely defined and enforced, and we realized that we needed to better leverage its potential to build strong relationships with our industry partners and to spread greater awareness of and preference for the Trex brand,” said Mel Karlson, senior marketing manager of contractor development for Trex, the leading manufacturer of alternative decking, railing, fencing and trim products. “Our new strategy is to provide an outstanding value where it’s most important to the contractor – through increased lead generation, assistance in closing sales and strong marketing support – in return for brand loyalty.”

Established in 2000, the TrexPro program provides installation and sales training to professionals committed to building quality outdoor living spaces using the Trex family of products. Ideally, a TrexPro adheres to the brand’s installation requirements and program guidelines, and represents Trex as the customer’s best option in every sales call. Trex reciprocates with valuable benefits to members – such as lead generation and image-building tools.

Under the new TrexPro application process, professionals will be required to build three decks and register their customers’ warranties – which effectively submits the decks for inspection by Trex. This inspection process ensures that only the most highly-skilled professionals are endorsed by Trex.

As of January 2010, contractors who are admitted into the revamped TrexPro program will receive access to the following resources:

- **Trex.com Profile** – Each member will have the opportunity to create a customized profile page on the Trex Web site, including a logo, contact information, photography and a company description. Contractors who exclusively promote Trex products online are allowed to directly link to their Web sites from their profile pages. TrexPros who have obtained Gold or Platinum status by meeting specific volume or installation thresholds receive a special distinction displayed on their Trex.com profile pages.

- **Post-sale Follow-up** – After a TrexPro completes a deck and registers the warranty, Trex will directly send the customer a comprehensive welcome kit on behalf of the TrexPro. This welcome kit includes warranty information, care and cleaning instructions, additional product collateral and a customer satisfaction survey. When the customer completes and returns the survey, the information is analyzed and incorporated into the TrexPro's online profile, which eventually will include both a star rating and reviews from past customers.

This new format – which resembles the popular Angie's List Web site – provides valuable peer-based information for future customers and can drive additional referrals to TrexPros.

“There has been an undeniable shift in the way consumers shop,” said Butch Palaza, national sales manager of contractors and builders for Trex. “They're more informed than ever due to the abundance of information available on the Internet, and they've also demonstrated that they value other consumers' feedback when making purchasing decisions – especially on 'big ticket' items like outdoor living products. This is one reason we're excited to be the first manufacturer in our category to offer this review and rating service.”

- **Co-branded Marketing Tools** – TrexPros will have access to a variety of customizable marketing tools designed to generate leads – including postcards, yard signs, door hangers, business cards and vehicle wraps. Trex will handle the design and printing of all marketing materials, and also will produce and distribute branded mailings to targeted customer lists on behalf of TrexPros. Program members may accrue funds that can be redeemed for or credited toward marketing tools.

“By making the TrexPro network more selective and offering value-adds that generate sales leads and referrals, we're creating a mutually beneficial situation for us and our industry partners,” said Karlson. “We're confident that we now possess the strongest, most comprehensive contractor program in the industry.”

For more information, visit the Trex IBS booth at #N1525 or go to [www.trex.com](http://www.trex.com)

### **About Trex Company**

Trex Company is the nation's largest manufacturer of wood-alternative decking, railing and fencing, with nearly 20 years of product experience. Built on “green” principles and values, Trex outdoor living products offer significant design flexibility with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. In addition, Trex distributes ultra-low maintenance PVC decking under the trademark Trex Escapes® and PVC trim under the trademark TrexTrim™. For more information, visit the company's Web site [www.trex.com](http://www.trex.com). Trex®, TrexPro®, Trex Escapes® and TrexTrim™ are trademarks of Trex Company, Inc., Winchester, Va.

###