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New Trex® Transcend™ Innovates and Elevates Outdoor Living Category
New Decking and Railing Couples Enduring Beauty and Unmatched Performance

LAS VEGAS, Jan. 19, 2010 – The best has just gotten better. Already the established industry leader, Trex is expanding its portfolio of durable and beautiful outdoor living products with the new Trex Transcend™ decking and railing system. This revolutionary collection boasts an unprecedented combination of performance and aesthetics guaranteed to outperform wood, composite and PVC for decades. Trex Transcend began shipping to distributor partners on Jan. 4, 2010 – with the product scheduled to roll-out at retailers nationwide in February.

“Trex Transcend is a game-changing product that simply exceeds all other materials currently in the marketplace,” said Ron Kaplan, president and CEO of Trex, the nation’s largest manufacturer of wood-alternative decking, railing, fencing and trim products. “Since inventing the concept of durable and low-maintenance outdoor living products nearly 20 years ago, we’ve consistently introduced design and manufacturing innovations that have secured Trex’s position as the preferred brand among both consumers and professionals. With Transcend, we’re combining all of the benefits of our existing collections with proprietary new technologies that offer unparalleled durability, wear-resistance and long-lasting good looks.”

Engineered with an exclusive low-sheen, high-traffic formulation, Trex Transcend decking combines a finish that resists stains, scratches and mold with a distinctive and natural-looking, high-definition wood grain pattern in rich, deep colors. As a result, homeowners can enjoy comfort and beauty without the maintenance issues of wood or the plastic-like appearance of PVC. Like all Trex products, Transcend won’t rot, warp, crack or splinter – and upkeep is hassle-free. The product requires no sanding, staining or painting, and its protective shell defends against fading while being extremely low maintenance. In fact, spills wash off easily with just soap and water. The entire Transcend decking collection is also backed by a 25-year Limited Fade and Stain Warranty that is unprecedented in the industry.

“When consumers are presented with a choice between composite or PVC decking, they’re really being asked to choose between aesthetics and performance,” said Adam Zambanini, senior product manager of decking at Trex. “No alternative outdoor living product truly has delivered the benefits of both products until now. That’s why we’re confident Trex Transcend is in a class of its own.”

Even before its official launch, Trex Transcend won rave reviews from homeowners and industry professionals alike. After researching color trends, wood grain patterns and performance characteristics for its new product, Trex extensively tested it among 1,500 consumers and 500 contractors to ensure that it would deliver on its promise to be the best product on the marketplace.

One-of-a-Kind Composition

The key to Trex Transcend's extreme durability is its integrated shell, which is two to three times thicker than that of other manufacturers' products. Each board is protected on three sides for superior defense against severe weather, heavy foot traffic and everyday occurrences like wet planter pots, spilled food and dropped grilling tools. This technologically-advanced design allows the underside of each board to breathe – making it possible for moisture to escape. The three-sided shell consequently offers better adhesion than a fully-encapsulated board and ensures lifelong endurance.

Trex Transcend features a proprietary nine-element surface formulation that produces a natural, wood-like grain pattern with a lustrous satin finish. The collection is available in four distinctive colors inspired by the great outdoors – Vintage Lantern (a deep-burnished bronze with Old World elegance), Tree House (a warm brown earth tone that complements the exterior of any home), Gravel Path (a pristine grey that creates a Cape Cod feel) and Fire Pit (a spicy red look that goes well with rustic architecture). All colors are rich and saturated because they're engineered right into the board – allowing for a deeper, more natural appearance and ensuring that the vibrancy and hue of the product will remain unchanged for decades to come.

Each Trex Transcend deck board is available in two profile options – square and grooved. The grooved boards accommodate the Trex Hideaway® Hidden Fastening System, which allows for a smooth, unfettered finish, free of nails and other visible fasteners. The system's clips create a seamless look with no screws or screw holes to interrupt the smooth texture and comfortable feel of the decking. Matching fascia boards serve as a finishing touch.

Versatile Railing Components

The Trex Transcend collection also includes a completely modular railing system that allows consumers and contractors incredible design flexibility while increasing the overall value of a home. With the same beauty and low maintenance as Transcend decking, the railing system offers mix-and-match capabilities to suit the style of any home and homeowner. Installation of Transcend railing is cost- and time-efficient with modular components that go together easily with the use of the TrexExpress™ Assembly System and baluster spacers.

Available in a wide variety of color and style choices, Transcend railing components are offered in each of the four Trex Transcend decking colors – as well as Charcoal Black and Classic White. Architectural curved or round aluminum balusters are available in Charcoal Black, and traditional painted-look spindles come in Classic White. Glass panel kits may be added to emphasize the beautiful view of an outdoor living space.

“While many consumers seek to complement the color of their decks with contrasting railing, the most popular choice is to match the railing to the deck color,” said Paul Recko, senior product manager of railing at Trex. “With Trex Transcend, consumers can mix or match decking and railing components to easily create a customized look specifically tailored to their outdoor living areas.”

Environmental Commitment

Trex Transcend decking and railing remain true to Trex's environmentally-friendly legacy – the decking contains 95 percent recycled content, and the railing uses entirely reclaimed wood, contributing to the LEED points of any residential or commercial structure. As a company built on green principles and values, Trex saves approximately 600 million pounds of plastic and wood scrap from landfills each year and recycles approximately 1.5 billion plastic grocery bags – or seven out of every 10 in the United States.

“Through Trex Transcend, we’re elevating the entire decking category and creating new standards for performance and aesthetics,” said Kaplan. “Point-by-point, Trex Transcend decking and railing clearly outlast and outperform competitive products and set the bar high for wood, composite and PVC offerings.”

Consumers and professionals may find more information about the features and benefits of Trex Transcend at www.trex.com. The revamped site includes several interactive elements – such as a color visualizer that allows for experimentation with different decking/railing colors and configurations and a 3D deck design tool. In addition, the site offers demonstration videos that showcase the durability and low-maintenance attributes of Trex Transcend – as well as contractor testimonials and animated illustrations of the product's performance and construction.

For more information, visit the Trex IBS booth at #N1525 or go to 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. Trex®, Trex Transcend™, Trex Hideaway®, Trex Escapes® and TrexTrim™ are trademarks of Trex Company, Inc., Winchester, Va.

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