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AZEK Building Products Kicks off Spring Decking Season with New Omnichannel Campaign

AZEK Decking's 35 Stunning Deck Colors Are Perfect for Extending Outdoor Living Spaces

Skokie, IL March 19, 2018 – AZEK® Building Products has launched its new campaign just in time to help kick off the winter blues, inspire new visions of glorious decks and encourage consumers to seek out the brand that is #1 in premium decking.

The campaign builds on consumer insights related to common frustrations about exteriors and the rewards many of us seek when getting out on our deck to enjoy every minute of excellent weather. Like going barefoot, not worrying about splinters and relaxing on the deck instead of sanding and staining every year. AZEK® & TimberTech® decking doesn't splinter, requires little to no upkeep and comes with a robust 30-year Limited Fade & Stain warranty.

The efforts also highlight AZEK Building Products' industry-leading collection of 35 beautiful colors. New this year are Coastline™, Weathered Teak™ and English Walnut, in AZEK's Vintage Collection® and Espresso, Sapele™ and Whitewash Cedar™ in TimberTech's Legacy Collection.

"We're excited about celebrating Spring and sharing the amazing stories around AZEK Building Products decking," said Jeanine Gaffke, CMO of AZEK Building Products. "Our team has worked hard to listen to what delights our consumers and contractors and are poised to build an entire company that is making homes more beautiful and functional."

The campaign launches nationwide today across TV, print, radio, and a broad range of social media channels.

Get inspired at AZEK.com
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About AZEK® Building Products:

AZEK Building Products, a division of The AZEK® Company, is a leader in the development of premium, low-maintenance exterior building products. Available to a worldwide audience, our product lines span AZEK® Deck, Rail, Trim, Moulding, Porch, Pavers, and Adhesives, as well as capped wood composite decking and railing under the TimberTech® name. Both brands, synonymous with quality and innovation and made in America, lead their market areas by continually reinventing product lines and redefining entire product categories. For more information about AZEK, visit www.azek.com. For more information on TimberTech, visit www.timbertech.com.