

## Bill Warfield Named New England Territory Sales Manager For Boral TruExterior Trim

Written by Australian Business

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ROSWELL, GA, October 09, 2013 **/24-7PressRelease/** -- Bill Warfield has been named Territory Sales Manager for the Boral TruExterior Trim product line. Based in Connecticut, Warfield will lead all Boral TruExterior Trim sales across the southern New England and Hudson Valley markets in an effort to grow sales of the break out building product line through dealer and distributor channels.

"Bill Warfield brings a wealth of building sales experience to the Boral TruExterior Trim sales team," said Tom Zimmerman, Director of Sales and Marketing for Boral TruExterior Trim. "He understands the sales process and the geography in this important region, where we anticipate his impacts will be felt quickly."

Bill Warfield leads all sales of Boral TruExterior Trim through dealer and distributor networks to maximize the use of the ground-breaking building trim line among builders, remodelers and architects. Boral TruExterior Trim is recognized for establishing the poly-ash category of exterior trim, as well as for its superior workability, durability, sustainability and high-performance characteristics. Designed to withstand extreme temperature and moisture cycles, the product line is a manmade alternative to traditional wood trim products which typically suffer from rotting, buckling, termites, and other issues. Warfield will assist in growing awareness for the products' many benefits among customers.

Prior to joining the Boral TruExterior Trim sales team, Bill Warfield served as Territory Sales Representative for Larson Juhl, a Berkshire Hathaway subsidiary and leader in fine custom picture frame molding products, manufacturing and distribution. He also held sales positions with Pella Corporation, a window and door manufacturer, and GAF Materials Corporation, a North American roofing manufacturer. Warfield obtained his Bachelor of Arts in Economics from the University of Connecticut.

About Boral TruExterior Trim: Named one of the "101 Best New Products" by Professional Builder and Professional Remodeler magazines, Boral TruExterior Trim is manufactured by Boral Composites Inc., which is headquartered in Roswell, GA and is a wholly owned subsidiary of Boral USA. Boral Composites Inc. is a manufacturer of sustainable exterior building products, which reside in the poly-ash category. The Boral TruExterior Trim family of products are manufactured in a facility which has been certified LEED Silver by the U.S. Green Building Council.

About Boral USA: Headquartered in Roswell, Georgia, Boral USA, through its subsidiaries, is a leading manufacturer in the building material industry. Boral USA's subsidiaries include Boral Bricks: #1 manufacturer of brick in the United States, Boral Roofing: the nation's leading

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manufacturer of clay and concrete roof tiles, manufacturer of Cultured Stone by Boral: #1 Brand of manufactured stone veneer, and Boral Material Technologies LLC: a leading marketer of coal combustion byproducts.