

Trex Company Wins Gold Distinction For Trex® iPad Visualizer App

Written by Australian Business

WINCHESTER, Va., Sept. 26, 2013 /PRNewswire/ -- Trex Company, the world's largest manufacturer of wood-alternative decking and railing, was honored with a Gold distinction for its Trex iPad Visualizer App during the first-ever Hanley Wood Brand Builder Awards, hosted in Chicago last evening. The user-friendly mobile application, which assists homeowners in exploring and sharing deck and railing design and color options, was recognized for its ability to motivate customers and inspire brand loyalty.

The Brand Builder Awards recognize the most innovative and effective marketing campaigns and tools throughout the residential and commercial design and construction industries. Award categories range from digital and social media creations to mobile and print campaigns.

"Being recognized as an industry leader by Hanley Wood is an honor and underscores our commitment to elevating the outdoor living category," said Ronald W. Kaplan, chairman, president and CEO of Trex. "We understand that designing an outdoor living space can be exciting but also overwhelming. Our award-winning iPad app raises the bar on design and innovation while making the planning process easy and fun."

Developed to provide homeowners with a convenient way to preview decking, railing and trim options in different styles and colors, the Trex iPad Visualizer App features photo-realistic representations of beautiful Trex outdoor living spaces, and allows users to experiment virtually with a wide array of high-performance Trex decking, railing and trim elements. Users can mix-and-match colors, styles and components in order to design a completely customized outdoor living space.

Earlier this year, the app was enhanced with the addition of a Railing Configurator tool, which provides even more style and color options for railing and accessories by allowing users to insert components from Trex's three railing collections – Trex Transcend®, Trex Select® and

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. In total, the app can produce more than 1,200 potential design combinations to suit any personal taste or architectural style.

All Brand Builder Award winners were honored at Hanley Wood's 2013 Foundations Conference on Sept. 25 in Chicago, and are featured on <http://www.brandbuilderawards.com/> .

For more information about Trex products, visit trex.com .

About Trex Company Trex Company is the world's largest manufacturer of high performance wood-alternative decking and railing, with more than 20 years of product experience. Stocked in more than 6,000 retail locations worldwide, Trex outdoor living products offer a wide range of style options with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. For more information, visit trex.com . You also can follow Trex on Twitter (@Trex_Company) or Pinterest (trexcompany), "like" Trex on Facebook, or view product and demonstration videos on the brand's YouTube channel (TheTrexCo.).

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