

AZEK® Trim and AZEK® Deck Take Top Honors in *Remodeling Magazine's* 2015 Brand Use Study

Skokie, IL – AZEK Building Products has earned the number one spots in both the trim and decking product categories in the 2015 *Remodeling Magazine* Brand Use Study, published by Hanley-Wood Publishing. AZEK Trim, the leading brand of low-maintenance trim, swept all four survey questions in the “Decorative Moulding/Trim/Columns” category for the third consecutive time, while AZEK Deck was first for Brand Familiarity and the number two choice for the remaining questions in the “Decking: Composite and Vinyl” category.

The brand use survey, conducted by the Farnsworth Group, an independent research firm, covered 58 different product categories with dozens of brands within each segment. There were 995 surveys submitted by remodelers, general contractors, and replacement contractors whose work consists of at least 50% repair/remodel.

“Having our two core product lines receive top rankings by *Remodeling Magazine's* readers is very exciting for us,” said Jason Grommon, President, CPG Building Products. “We know the value the AZEK brand represents and it is gratifying to have *Remodeling's* audience consistently confirm our brand leadership in both trim and decking.”

AZEK Trim and AZEK Deck were judged based on readers' answers to four survey questions:

- Which brands have you heard of?
- Which brands have your firm used in the past 2 years?
- Which brand does your firm use the most?
- Regardless of price, which brand do you feel has the highest overall quality?



PRESS RELEASE

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In the results, AZEK Trim led all number two brands by an average of 29 percentage points, while AZEK Deck was first in the Brand Familiarity question and had strong showings in the other three survey questions. AZEK Rail, though not a first place winner, was a strong second brand throughout the “Deck Railings” category along with sister brand, TimberTech. TimberTech also earned 3rd place for all decking questions.

The results of the 2015 Brand Use Study will appear in the September 2015 issue of *Remodeling Magazine*. For more information about AZEK Trim, AZEK Deck, AZEK Rail and other outdoor solutions, visit www.azek.com.

About AZEK Building Products:

Part of CPG Building Products, the AZEK brand capitalizes on more than 25 years of manufacturing and R&D experience to make and market premium, low maintenance exterior building products, including AZEK Deck, the leading brand of low-maintenance decking, and AZEK Trim, the leading brand of low-maintenance trim. Other products include AZEK Mouldings, AZEK Porch, AZEK Rail, and AZEK Pavers. All AZEK products offer tangible benefits as ideal replacements for traditional building materials. Call 1-877-ASK-AZEK (877-275-2935) or visit the AZEK website at www.azek.com. Follow AZEK on Facebook (/ [azekbuildingproducts](https://www.facebook.com/azekbuildingproducts)) and Twitter (@AZEKProducts).

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