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AZEK® Building Products Earns Three Hanley Wood 2017 Brand Builder Platinum Awards
Leading Premium Building Products Company Recognized for Having the Best Print Advertising Campaign, Best Integrated Marketing Campaign, and Best Website Design & Marketing Strategy

SKOKIE, IL – AZEK® Building Products, a leader in low-maintenance, durable, outdoor building materials, has won three 2017 Brand Builder Platinum Awards. Honors include Best Print Advertising Campaign, Best Integrated Marketing Campaign, and Best Website Design & Marketing Strategy. AZEK Building Products is the only company to win three platinum awards across nine categories.

Hanley Wood, a media, event, and strategic marketing services company serving the residential and commercial, design and construction industries, recognizes the most innovative and effective marketing campaigns with the Brand Builder Awards each year. The awards were presented on September 12, 2017 during the Hanley Wood Foundations Conference at The Ritz-Carlton Chicago.

AZEK Building Products was one of the 17 companies selected for recognition for executing campaigns that generate sales, motivate buying behavior and inspire customer loyalty. More than 80 companies submitted entries, ranging from traditional advertising campaigns to social marketing strategies to channel marketing programs.

“We are thrilled to honor AZEK Building Products as Platinum winners for its accomplishments,” said Peter Goldstone, CEO of Hanley Wood. “Their innovative marketing approach distinguished them as a leader in their category and offered great insight into the leadership within their company.”

Kristina Risvold, Creative Director for AZEK Building Products, played an integral role with the winning ads. “I am honored our Best Dressed campaigns have been recognized by Hanley Wood. With the contributions of our agency, Y&R, I really am most proud of how we were able to break out of the box and show our products in a fresh and fashionable take.” Lisa Collins, Senior Director of Digital Marketing at AZEK, had this to add, “We wanted to elevate the online experience and present our entire suite of products in a new light. Our web partner, Real Art, helped us do that and we are delighted the redesign resonated with Hanley Wood.”

About AZEK® Building Products:

AZEK Building Products is a leader in the development of premium, low maintenance exterior building products. Available to a worldwide audience, its product lines span AZEK Trim, Deck, Rail, Moulding, Porch and Pavers as well as capped wood composite Decking and Railing under the TimberTech brand. Both brands, synonymous with quality, style and innovation, are made in America and lead their market areas by continually reinventing product lines and redefining product categories. For more information about AZEK, visit www.azek.com. For more information on TimberTech, visit www.timbertech.com or call 1-877-ASK AZEK.