

THE AZEK<sup>®</sup> COMPANY

# BLUEPRINT<sup>™</sup>

PRO CHANNEL

Q1 2024



MULTIFAMILY  
MAKEOVER  
TIMBERTECH  
FOR THE WIN

NEW  
PRODUCTS  
CATCH UP ON  
THE LATEST

STRUXURE

AZEK<sup>®</sup>  
EXTERIORS

TimberTech<sup>®</sup>



# CONTENTS

## TimberTech Championship 2023

A showplace for both top-tier golf and top-tier outdoor living products come together at TTC23.

## Fire resistance

It's a feature you never want to use, but it's good to know TimberTech products can enhance a building's flame spread resistance.

## TimberTech Awards

See some of the notable decks and other structures showcased at the TimberTech Awards last month.

## Recognitions

Always doing the right thing is part of AZEK's culture. We're proud when we're recognized by organizations for doing something right—and here are a few recent examples.

## Contractor spotlight

Meet Phil, an Ohio builder who has made community, quality craftsmanship, customer service, and customization a family affair.

## Meet the team

Find out a little bit more about the friendly voices you or your customers might hear when they call AZEK with a question or issue.

## Tools & Resources

Where do I...? How do I...? Who should I...? Tools and Resources are in Blueprint every issue to help you with all your questions.

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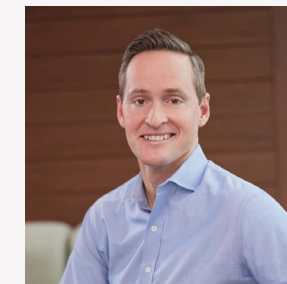
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## Dealer spotlight

One of the oldest lumberyards in the West is still going strong today, under the guidance of the great-grandchildren of the founders.



Dear Valued Customers,

As we approach the halfway mark of our second quarter, I want to thank you for your continued support and your dedication to The AZEK Company. We had a very successful 2023 and are keeping up the momentum in 2024!

The business is performing well, and our strategy hasn't changed and continues to provide strong results. We continue to focus on seamless execution of our key initiatives and remain dedicated to providing you with best-in-class service and the highest quality products.

We're excited to be launching several new products across our TimberTech decking and railing categories as well as with AZEK Exteriors and StruXure. We've received positive feedback on our new Horizontal Cable Rail in the Impression Rail Express series and the recently announced Aluminum Framing product. The AZEK Exteriors team is driving strong results with Premium Siding and Cladding products. And the StruXure CabanaX MOD is drawing a lot of attention from both commercial and residential customers. Additional information on these products can be found on page 16.

We're also keeping our foot on the gas pedal when it comes to our brand awareness advertising efforts. We continue to optimize our spend in both digital and traditional channels. You may have seen us during the Cotton and Orange Bowl Games, during the Cowboys and Lions game on December 30th or in Architectural Digest Magazine. Regardless of channel, our focus is ensuring that the TimberTech brand stays top-of-mind wherever your customers are searching or shopping.

We also recently launched a new TimberTech customer testimonial campaign which you will see on national television, in design-focused print publications, radio commercials and on social media. These testimonials feature real-life project stories from homeowners, architects and contractors who know and love TimberTech. As mentioned in my last letter, all of these investments are designed to not only grow our brand, but to increase homeowner interest and outreach to you.

As you can see, we are dedicated to not only investing in our business, but also doing everything we can to support and grow yours. And we're not going to stop.

Keep up the great work and thank you for your partnership!

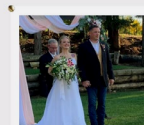
*Jon Skelly*

President, AZEK Residential and Commercial

## FIELD NOTES



The Schreder Construction Family in Fowler Michigan built a TimberTech deck in Coconut Point & Dark Cocoa and made it into a relaxing, attention-getting parade float. Great promotional idea! Let us know where you're headed next.



AZEK ASM Nick Van Zante married his bride Ashley on October 7. Best wishes for many happy years on a TimberTech deck.



AZEK and TimberTech will be participating in over a



Contractor Eric Brown, owner of Outdoor Living

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## Field notes

News and items of interest that you've shared with us recently are now shared with all the Blueprint readers.

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## Moka Design+

Low maintenance and lifetime cost make the difference. See how one contractor put decking and railing to use in affordable housing on Chicago's south side.



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## Product spotlight

It's a new year, and time to introduce some of our newest innovative products for you to take to your customers.



For all support requests and inquiries, please reach out to [PROMARKETING@AZEKCO.COM](mailto:PROMARKETING@AZEKCO.COM) or [CONTRACTORMARKETING@AZEKCO.COM](mailto:CONTRACTORMARKETING@AZEKCO.COM)



# NEWS & UPDATES

## Precision meets performance at The TimberTech Championship

2023 marked our fourth year as the title sponsor of the TimberTech Championship PGA TOUR Champions Event. This year the event was held at The Old Course at Broken Sound, and what we accomplished here is something only AZEK could achieve. Hosting more than 400 of our top partners for several days both on and off the course, we also brought the TimberTech experience to life for nearly two million viewers who watched the tournament from home.

The TimberTech Championship (TTC) was the first PGA TOUR Champions event to commit to and achieve zero waste to landfill. We did this in several ways, including:

- Hosting a bag collection drive
- Setting up traditional recycling streams
- Composting to eliminate food waste

Whether at our factories or a PGA event, TimberTech is always advancing sustainability.



Brett Quigley, PGA Champion and friend of AZEK, takes a swing at the TimberTech Championship.



The AZEK Company team members gather for a photo at the event. Once more, The Best Team Wins!





Vintage Collection® in Weathered Teak®,  
Impression Rail Express® with Drink Rail in Black

## TimberTech Advanced PVC Decking Collections meet Cal Fire\* WUI requirements.

## Building in a fire zone? Choose TimberTech

**W**ildfires are a devastating force of nature that can cause widespread damage to property and loss of life. In recent years, the frequency and intensity of wildfires have increased, making it more important than ever to take steps to protect homes from fire. In fact, many western municipalities are now mandating more wildfire safety into their building code and ordinances. But what does this mean?

One of the most effective ways to protect a home from wildfire is to choose fire-resistant building materials. The two main criteria to look for in building products are a Class A FSI (Flame Spread Index) and WUI (Wildland-urban Interface) compliance. Flame-spread, used to describe the surface burning characteristics of building materials, is one of the most tested fire performance properties of a material.

**“Wildfires caused an estimated \$18 billion in property damage in the United States in 2022.”**

Source: [Statista.com/chart/30602/estimated-losses-caused-by-wildfires-heat-and-drought-in-the-us/](https://www.statista.com/chart/30602/estimated-losses-caused-by-wildfires-heat-and-drought-in-the-us/)  
Accessed January 2024.

The best known test for developing this rating is the American Society for Testing and Materials (ASTM) Test Method E-84, which measures how far and how fast flames spread across the surface of the test sample. For WUI, the basic requirement is that the materials be resistant to the spread of flame and be able to resist the entry of flying embers to the structure and the heat generated during a wildfire.

The TimberTech Advanced PVC Vintage and Landmark Collections have earned both WUI and FSI Class A Flame Spread rating—the highest available. That means that today, TimberTech Advanced PVC Decking and Cladding meets most code mandates for fire-resistant material. It's a smarter choice for fire zones and one part of creating a defensible perimeter around a home as well as adding to its beauty, value, and functionality.



Landmark Collection® in American Walnut®,  
Classic Composite Series with Drink Rail in Matte Espresso





Concordia Place Apartments, Chicago, IL  
Photo credit: Paige Banovz, Ardito Design

## Moka Design+ commercial project brings TimberTech porches to 200 families

With degrees in finance and political science, Mo Diallo did not expect a career in construction. When a friend in the deck business was away playing professional soccer, he asked Mo to project manage and watch over his crews. Mo enjoyed the experience so much, he left corporate America to start his own repair and remodel business with his wife, Kailey: Moka Design+. Servicing both the Chicagoland and Phoenix, Arizona, areas, Moka Design+ works in both interior and outdoor spaces. Their experience with TimberTech goes back many years.

### THE PROJECT

When a privately owned, 200-unit, 29-building affordable housing complex on the southeast side of Chicago was undergoing a total rehab in 2023, the front and rear

porches were high on the list of long overdue maintenance. The general contractor expected to just replace some of the wood porch boards, but Mo insisted that they tear out all the wood and replace it with TimberTech Decking. Reports of residents' feet punching through the rotting wood deck helped seal the deal, bolstered by TimberTech's 10-year Commercial Limited Warranty. Over six months, Mo's crews installed over a million dollars of TimberTech Premier Collection in Dark Teak, CONCEALoc® fasteners, and Impression Rail Express® in Black. Mo specifically called out the excellent service and support he received from his local TimberTech dealer, Lee Cohen of Standard Lumber in Glenview, Illinois.

Photo credit:  
Paige Banovz, Ardito Design

### ONE FIRE, TWO PORCHES

For the Concordia project, Chicago building inspection was intense. Both front and back porches, originally wood, are now replaced with TimberTech Decking and Rail.

After the Great Chicago Fire of 1871, building codes made two points of egress mandatory for apartments. This is why the Chicago back porch is seen everywhere. After a deadly porch collapse in 2003, code was tightened further so that porches now are often stronger—support more weight per square foot—than the structure itself.

### THE TIMBERTECH DIFFERENCE

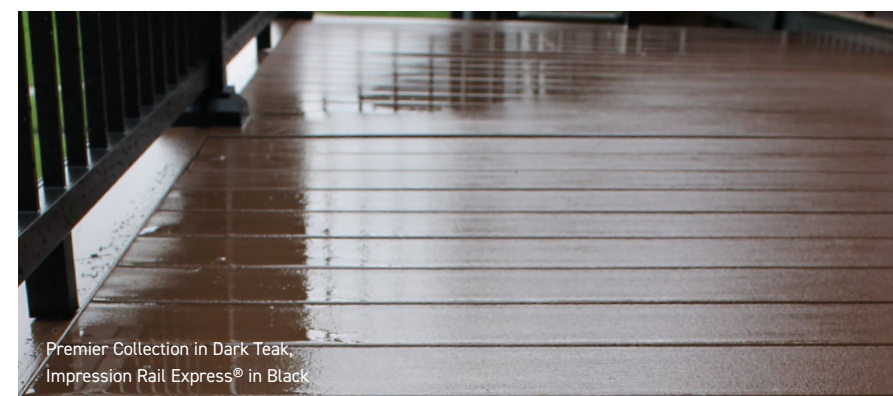
Blueprint asked Mo what he liked about working with TimberTech, expecting to hear about cutting, fastening, and other ease-of-construction issues. His answer surprised us a bit. "What I like about working with TimberTech is you," he explained with a pointed finger. "Here I was, a small mom-and-pop with my first large commercial project and sourcing all the AZEK product I needed was difficult. Executives from your company worked with me to get all the product this project needed, from all over the country. I couldn't believe it—that your company cared so much about me and my project."

Moka Design+ is part of The Board, the AZEK Contractor Loyalty Program. He quickly moved up to Platinum status as a result of this project alone. "The loyalty program is another reason I love TimberTech. The rebates enhance the profitability of the job and the support and information that helps grow my business is invaluable."



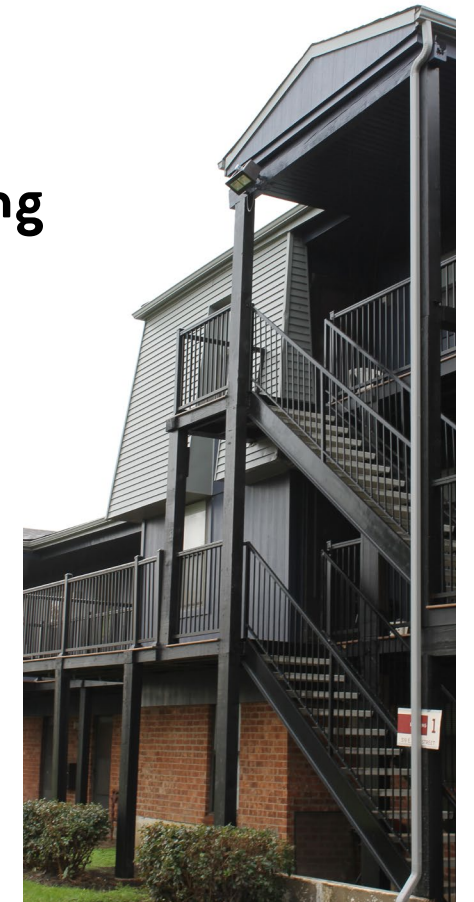
Mo Diallo, Principal  
Moka Design+

"The story of this project is this," Mo explained, "TimberTech is not just for high-end, single-family homes. Its durability and long life make sense for commercial buildings and multifamily homes. These customers understand the value of longer life and lower maintenance better than many homeowners."



Premier Collection in Dark Teak,  
Impression Rail Express® in Black

“  
TimberTech’s  
durability and long  
life make sense  
for commercial  
buildings.”





# Congratulations to our TimberTech Award winners

Every year, we invite our TimberTech contractors to submit their best decks of the year and vote for the winners. And as always, the entries did not disappoint. Here's who won in each category:

**BEST TIMBERTECH DECK OVER \$100K**

Archadeck of Chicagoland, Palatine, IL



**BEST TIMBERTECH CURVED DECK DESIGN**

Deck Remodelers, Sparta Township, NJ



**BEST TIMBERTECH PORCH DESIGN**

Erdmann Exterior Designs, Arlington Heights, IL



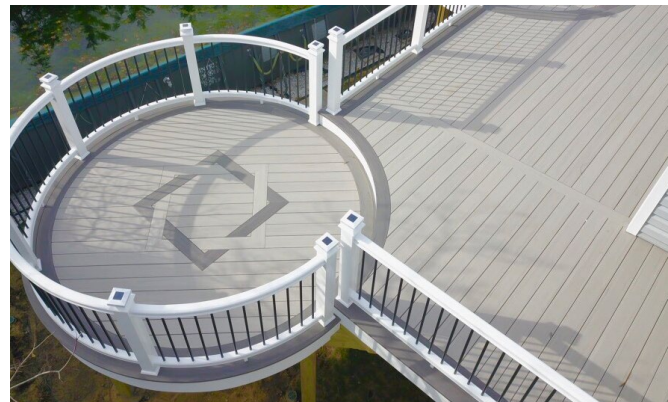
**AZEK ALL-IN AWARD**

The Deck Tech, Moseley, VA



**BEST TIMBERTECH DECK BETWEEN \$50K & \$100K**

Easy Decks, Speonk, NY



**BEST TIMBERTECH DOCK**

JRS Builders LLC, Roseland, NJ



**BEST TIMBERTECH COMMERCIAL PROJECT**

JRS Builders LLC, Roseland, NJ



**BEST TIMBERTECH METAL RAILING PROJECT**

Majestic Outdoors, Raleigh, NC



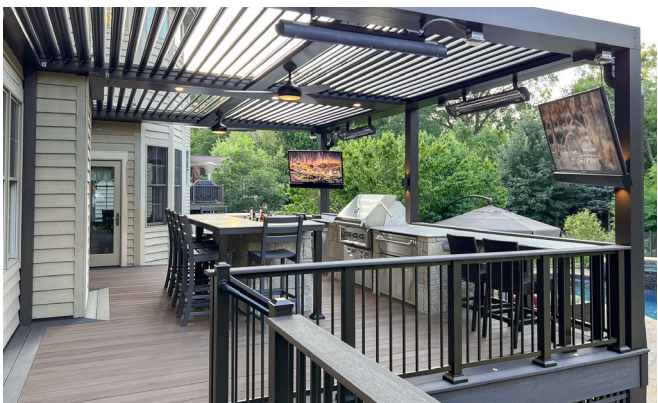
**BEST TIMBERTECH DECK UNDER \$50K**

Proper Built Trade Company, Portland, OR



**BEST TIMBERTECH DECK FEATURING STRUXURE**

Erdmann Outdoor Living, Arlington Heights, IL



**BEST TIMBERTECH COMPOSITE RAILING PROJECT**

Dr. Decks, Tacoma, WA



[JOIN NOW](#)  
[THE BOARD](#)



## OUR FUTURE LOOKS HOTTER THAN EVER

2023 has been a truly amazing year of awards and positive recognition for TimberTech and AZEK Exteriors, and the accolades keep coming. As we kick off 2024, here are the newest awards you can share with your customers.



Published by Good Housekeeping featuring TimberTech Decking

### From shout-outs to full features, our media coverage is heating up

The second half of last year brought us a bounty of great media coverage — including praise from [VERANDA](#), Good Housekeeping, July issue (featured here), AD IT YOURSELF, Metropolis, Deck Specialist, Better Homes & Gardens, Elle Decor, Deck Specialist, and The Spruce. And with homeowners starting to make plans for the 2024 decking season, the timing couldn't be better.

We also placed a variety of TimberTech ads and advertorials. [LBM Journal](#) featured our TimberTech Cladding, [City Lifestyle](#) highlighted a recent deck build, and [Luxe INTERIORS & DESIGN](#) looked at TimberTech with a designer's eye.



## TimberTech Cladding earned the Good Housekeeping 2023 Home Reno Award

After months of rigorous evaluation — including expert lab tests, in-home consumer reviews, engineer-led analyses of safety and performance data, and on-site installs by professional builders — the GH panel of judges has picked its winners for the Good Housekeeping 2023 Home Reno Awards, and TimberTech Cladding is on the list. Good Housekeeping has always been a trusted resource for millions of homeowners looking to make

their homes more beautiful, functional, safe, efficient, and more. The Home Reno Awards, with its breadth and quality of submissions, is another essential source of information — one that also celebrates all the amazing innovation happening across our industry. Award winners will be featured in both digital and print articles in GH.



## AMERICA'S MOST RESPONSIBLE COMPANIES 2024

Newsweek  
statista

### Newsweek's America's Most Responsible Companies 2024

For the fifth year in a row, Newsweek and data firm Statista have compiled a list of America's Most Responsible Companies. Though a relatively new measurement, corporate social responsibility goes back centuries. Today, it encompasses environmental, social, and corporate governance (ESG). But the core idea is that businesses should support the communities in which they belong.



**We are extremely proud of this recognition and the work that our people do to be a more transparent and socially responsible company, in addition to being a good partner to our employees, customers, and business associates,” said Jesse Singh, AZEK CEO.**

### U.S. News and World Report Best Companies to Work For 2024

U.S. News and World Report magazine uses an exhaustive data analysis, surveys, and a panel of six industry experts to arrive at their list of 2024 Best Companies to Work For. The analysis covers six key areas of worker satisfaction and this year, AZEK is one of only 12 companies in the construction and materials industry to earn this honor.



**We are encouraged by this recognition since we believe when our employees feel engaged, respected and supported, we are in a good position to not only deliver but surpass our customer expectations,” said Sandra Lamartine, CHRO of AZEK.**

### Real Leaders Impact Awards 2024

Real Leaders top impact companies are recognized as purpose-driven organizations that, in addition to being successful in their chosen business, are actively working to solve one of the world's biggest problems (and there are many of those that need to be solved). For the second consecutive year, The AZEK Company has been recognized for its strong business fundamentals and its bold stance in advancing sustainability in outdoor living, partly through its ambitious goal of using a billion pounds of recycled waste and scrap material in its production stream by the end of 2026.

### Chicago Tribune 2023 Top Workplaces

For the third consecutive year, AZEK has been named a Top Workplace by the Chicago Tribune. The anonymous survey of AZEK employees measures 15 culture drivers that are critical to the success of any organization including employee engagement, communication, innovation, efficiency, retention, and more.



**Our people make this possible,” said Sandra Lamartine, Chief Human Resources Officer for The AZEK Company. “Achieving a Top Workplace Award for three consecutive years is especially meaningful as it signifies that our employees consistently feel engaged in our long-term strategic vision and goals.”**

### Zonda's JLC 2023 Brand Use Study awards TimberTech & AZEK Exteriors several #1 rankings

We're proud to be recognized by the Journal of Light Construction. Their survey results really demonstrate the strong momentum of TimberTech and AZEK brands, as well as our commitment to new product innovation and contractor productivity. In JLC's study of major brands across various building products categories, here's where TimberTech and AZEK Exteriors came out on top:

- TimberTech Decking #1 Brands Most Used by Residential Contractors
- TimberTech Railing #1 Brands Most Used by Residential Contractors
- AZEK Exteriors Trim Ranked #1 Brands Most Used by Residential Contractors
- TimberTech Decking Ranked Highest in Brand Quality, Stickiness

TOP  
WORK  
PLACES  
2023

Chicago Tribune

JLC

THE JOURNAL OF LIGHT CONSTRUCTION





# Product spotlight

Grow your business with the latest solutions from AZEK



Impression Rail Express® Horizontal Cable Infill

## HORIZONTAL CABLE INFILL

### A fresh look with fantastic views

One of TimberTech's most versatile mix-and-match railing products, Impression Rail Express, gets a new look with Horizontal Cable Infill. Providing almost unobstructed views to this popular powder-coated aluminum railing

system, this stainless-steel Horizontal Cable Infill is compatible with Classic, Drink Rail, and Modern Top Rail options. It installs fast and easy with no exposed hardware, and is backed by a 25-Year Limited Warranty.



## TIMBERTECH ALUMINUM FRAMING

### Step up your substructure

With TimberTech Aluminum Framing, deck builders and homeowners gain benefits that leave wood in the sawdust. Engineered with exceptional strength, it makes longer spans and fewer posts possible than when using 2x10 wood joists. It's easy to cut and work with, needs

no sanding, and lies straight and flat. Long life is backed up by an industry-leading Limited Product Warranty. Because it's aluminum and won't burn like wood, it may be a better choice as part of a plan for defending a home in fire country. See more on fire preparedness on page 6.

## AZEK BEVEL SIDING

### Better than cedar or vinyl

Now available nationwide, AZEK Premium Bevel Siding delivers the natural appearance of traditional sanded cedar clapboard, but also gives you the any-weather, low-maintenance longevity of PVC. Bevel is a high-end upgrade from the appearance of vinyl siding but delivers the low maintenance and long life that customers demand. Long popular in the Northeast, Bevel is a classic, face-nailed siding with a 4" reveal. Using the technology in AZEK's proprietary PaintPro®, AZEK Bevel is ready to be painted without priming and with a paint coat that goes on smoother, adheres stronger, and lasts longer. Ask your AZEK rep about ordering and availability.



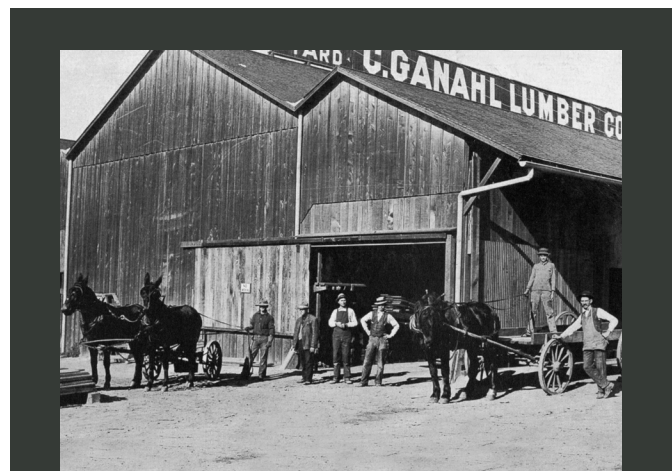




# DEALER SPOTLIGHT



TK foot flagship store in TK, CA



Ganahl Lumber Company is the oldest lumberyard and hardware supply store in California. Since 1884, the family- and employee-owned business has provided building supplies and hardware for pro contractors and DIY enthusiasts alike. With 11 convenient store locations, they serve customers throughout the greater Los Angeles area.

In 1884, people were moving west to California in huge numbers. A ticket on the new transcontinental railroad cost \$1, and Los Angeles was a boom town with almost 22,000 people (less than a third of the capacity of the Los Angeles Coliseum today). Among them were the Ganahl brothers, shopkeepers from St. Louis, who started a lumberyard.

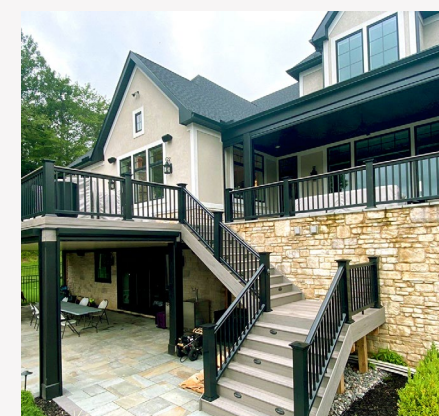
Fast forward 140 years, and the Ganahl family is still running the lumber and hardware business that their great-grandfathers started. They now have eleven SoCal locations, and as California has built and grown, so has their business. Serving both pro contractors and DIYers, Ganahl offers its customers a full range of lumber, tools, paint, building materials, millwork, and of course TimberTech Decking.

# CONTRACTOR SPOTLIGHT



“We love working with TimberTech materials and the people that stand behind them.”

—Phil Klonowski



## KLASSIC CUSTOM DECKS – PHIL & JACKIE KLONOWSKI

Drive through the neighborhoods of Northeast Ohio and there's a good chance you'll find an outdoor living space crafted by Klassic Custom Decks. Founded more than 27 years ago by Phil Klonowski, this family business has grown to include Phil's wife, Jackie, and his son Nate, as well as six dedicated crews. Well known for their commitment to community and smart, fully custom deck designs, Klassic built their strong reputation by focusing on quality craftsmanship and outstanding service.

Phil's ability to consistently deliver quality decks starts with the quality of the products he builds with. "When our clients want beautiful, functional and long-lasting spaces, TimberTech is our first and only recommendation," says Phil. "The decks we build have to stand up to all four seasons, client preferences, and our extremely high standards. TimberTech is the only manufacturer we trust to live up to all those expectations."



# MEET THE TEAM

## Customer Experience Team

The CX team provides white-glove service to our entire customer base from homeowners, to dealers, to pros who chat, call, or email us with questions about anything. The team covers AZEK Exteriors and all the TimberTech outdoor living products. Whatever the customer needs, these folks are there to get them to the next step on their journey.



**PETE KERRICK**

Pete joined AZEK in 2018 and leads the Customer Experience Team, focusing on our "begins and ends with the customer" core value and delivering "radical customer service." Pete's a married, three-kid empty nester, and knows all the lyrics to Truckin' and most other Grateful Dead tunes.

[PETE.KERRICK@AZEKCO.COM](mailto:PETE.KERRICK@AZEKCO.COM)



**PATRICK HENRY**

Patrick has been around AZEK for all his career: as a sales pro with a distributor, a manager for Lowes, and now as our own Customer Journey Supervisor for his team of four (Elizabeth, Erika, Christopher & Nolan). He loves family time, outdoor activities, and sadly this year, the Chicago Bears.

[PATRICK.HENRY@AZEKCO.COM](mailto:PATRICK.HENRY@AZEKCO.COM)



**TYLER TELESK**

Tyler has been in the building industry since he was a teenager, eventually becoming a Civil/Mechanical millwright. A 7-year AZEK employee, he works as a trainer for the CX team. A dad of three boys, Tyler enjoys fishing for bass in Lake Ontario and playing the bass guitar.

[TYLER.TELESK@AZEKCO.COM](mailto:TYLER.TELESK@AZEKCO.COM)



**ROGER SONIUS**

Roger worked in multiple industries and came to Santana Products, now part of AZEK, 21 years ago. His work as Customer Experience Supervisor uses all he's learned, and he passionately leads a team of seven (Valorie, Doris, Sharon, Frank, Nancy, Nicole & Dominique). He's a fan of sports as well as metal and alternative music.

[ROGER.SONIUS@AZEKCO.COM](mailto:ROGER.SONIUS@AZEKCO.COM)



**HEIDI SCOTTO**

Heidi started her career in a call center and advanced into management, where she discovered her passion for leading a team. A Customer Experience Supervisor, she leads Gregg, Ray, Jehda, Karly, Katy, Jalanna, Mark, and Amanda as they problem solve as a team. A mom of three, Heidi loves inspirational music and the Caribbean.

[HEIDI.SCOTTO@AZEKCO.COM](mailto:HEIDI.SCOTTO@AZEKCO.COM)

# FIELD NOTES



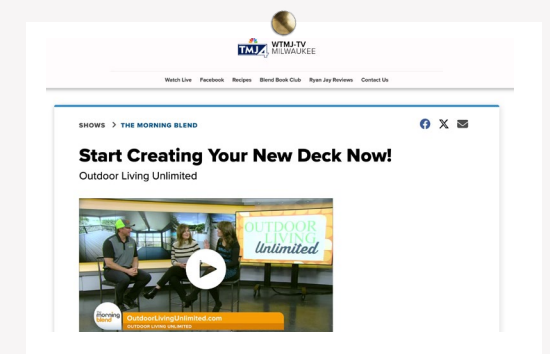
The Schrader Construction Family in Fowler Michigan built a TimberTech deck in Coconut Husk and Dark Cocoa and made it into a relaxing, attention-getting parade float. Great promotional idea! Let us know where you're headed next.



AZEK ASM Nick Van Zante married his bride, Ashley, on October 7. Best wishes for many happy years on a TimberTech deck.



AZEK and TimberTech will be participating in over a dozen regional trade shows this spring, plus The International Builders Show (IBS), Feb 27-29 in Las Vegas. Get a free three-day exhibit pass [HERE](#) and visit us at South Hall booth SU1307.



Contractor Eric Brown, owner of Outdoor Living Unlimited, discussed dangers of unmaintained wood decks and the obvious solution: TimberTech. The segment appeared on the news show The Morning Blend on Milwaukee's NBC affiliate. Thanks for the shoutout, Eric!



Welcome to Wynn Ackman, daughter of Tom Ackman at Platinum Decking. Wouldn't those leopard-print pants look great on a tigerwood deck? Ask our contractor support team for a TimberTech onesie for your little bundle of joy.



# TOOLS & RESOURCES

## Website Links

### DECK DESIGNER TOOL

Bring your deck designs to life. Whether you lean toward standard patterns, more complex decking designs, or styles that are completely unique, our deck design software can help you envision your ideal outdoor space.

[DECK DESIGN TOOL](#)

### JOIN THE BOARD

As a member of The Board, our Contractor Loyalty Program, you'll not only join a select group of top-tier pros, but earn rewards and other valuable benefits that can grow your business — by reaching more customers and closing more deals.

### AZEKNOW

Our AZEKNow portal will keep you up to date on the latest resources to support your business! Mobile versions of AZEKNow are available on Google Play and the App Store.

[AZEKNOW.COM](#)

### NEW THINGS ON DECK

New beginnings bring new products. Explore our new decking and railing portfolio, as well as our new branding.

[WWW.NEWTHINGSONDECK.COM/](#)

### INSTALLATION VIDEOS

Additional installation videos have been added to the TimberTech YouTube channel. Four new ones include horizontal and vertical cable infill, both for level and stair applications. Scroll down the page to the installation videos.

[YOUTUBE.COM/TIMBERTECHDECKING](#)

## Social Media

### TIMBERTECH



### AZEK EXTERIORS



### STRUXURE



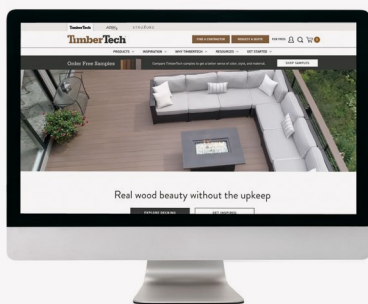


# Investing in awareness, growing your business

2023

**5M**

Website visits



**500k**

Brand searches  
for TimberTech



**4M**

Media impressions  
at TimberTech  
Championship 2023



**100k**

TimberTech sample orders  
for both decking  
and railing