



AZEK® Creates Excitement at IBS Show 2011 With More Than a Dozen New Product Solutions

Interest was up and there were sparks of revitalization despite some weather delays at this year’s International Builders Show in Orlando, FL. Scores of attendees, media and TV crews were drawn to the AZEK New Products Pavilion, a second 20 X 20 booth arranged by AZEK to show off more than a dozen new trim and decking products for 2011!

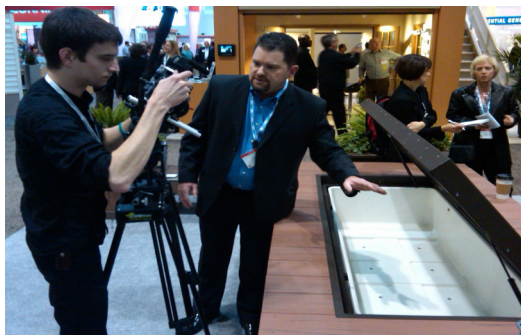
With a “wow” factor created by the AZEK In-Deck Storage Kit, Bench/Planter Kit and Finish Grade Trim, AZEK had video coverage from Danny Lipford, star of Today’s Homeowner and The Weather Channel, along with HGTV Pro and Home Channel News.com. Dozens of magazines toured the pavilion including Coastal Living, Traditional Home (Meredith) and Popular Mechanics; and trades such as Building Products, Remodeling and ProSales. Here are scenes from a very busy and fruitful IBS Show!



*The AZEK Booth
and New
Product Pavilion*



Danny Lipford of TV’s syndicated “Today’s Homeowner” discusses the AZEK In-Deck Storage Kit for a story airing in May 2011.



Mike Gori is interviewed by HGTV Pro about the In-Deck Storage Kit (foreground) while Jean Dimeo (upper right), Editor in Chief of Building Products Magazine tours the pavilion with Maureen Murray.



Tom Silva of This Old House TV was at the AZEK booth to sign autographs and answer questions.