



DECKORATORS.COM

COMPANY PROFILE

OUR STORY

WE TAKE OUTDOOR LIVING BEYOND ORDINARY

At Decorators®, we take the enjoyment of personalizing outdoor living spaces to a whole new level. With decking and railing products that excite and inspire, homeowners can accessorize and enhance the world outside their four walls with the newest, on-trend styles from the brand that’s always leading design innovation. Decorators offers the quality and selection to transform a deck into a reflection of a homeowner, their home and their sensibilities. As the first name in outdoor design, we’ve staked our reputation on customer satisfaction. In fact, we’re so confident, we stand firmly behind that reputation with some of the best, first-of-their-kind product warranties in the industry.

OUR MISSION

To provide lifestyle-enhancing products that help homeowners personalize and accessorize a deck as an extension of the home.



FAST FACTS

COMPANY: Decorators is a brand of UFP Industries, Inc., formerly Universal Forest Products (NASDAQ: UFPI).



HEADQUARTERS:
2801 E. Beltline Ave. NE
Grand Rapids, Michigan 49525

WEBSITE: www.decorators.com

PHONE: 800-556-8449

ACQUIRED: UFPI acquired Decorators in 2005.

- LEADERSHIP TEAM:**
- Matt Missad, *CEO*
 - Pat Webster, *President and COO*
 - Landon Tarvin, *Vice President, Decorators, Inc.*
 - Michelle Hendricks, *Category Marketing Manager*

- PRODUCTS:**
- Composite decking
 - Deck railing
 - Porch flooring
 - Deck balusters
 - Deck post caps
 - Deck lattice
 - Decking lights
 - Deck accessories

U.S. & CANADA AVAILABILITY:
Nationwide through independent retailers and home centers

- MARKETS SERVED:**
- DIY home improvement
 - Residential construction
 - Residential remodeling
 - Pool & spa construction
 - Commercial Construction



THE DECKORATORS DIFFERENCE



LIMITLESS DESIGN POSSIBILITIES.

Deckorators is the industry's largest supplier of railing, balusters and accessories options to customize an outdoor living space. Our compatible elements offer homeowners unmatched design flexibility.



TRUE PRODUCT INNOVATION.

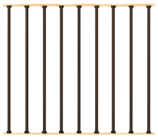
Deckorators originated the round aluminum baluster and continues to introduce unprecedented products. One example is Voyage™ composite decking featuring textured embossing for enhanced traction.



TOTAL PEACE OF MIND.

Deckorators is the only composite decking manufacturer to provide a 25-year removal-and-replacement warranty. This gives the homeowner piece of mind that we stand behind their entire deck project.

TIMELINE



1998

Deckorators starts in St. Louis, Missouri. The brand starts the low-maintenance aluminum balusters category, opening doors to a new realm of possibilities for deck design.



2016

Deckorators unveils Deckorators Vault™ mineral-based composite decking with Eovations™ technology. The patented technology gives Vault an unmatched combination of light weight, strength and stability.



2003

Deckorators generates \$5 million in sales through lumber and building material yards and retailers.



This Old House magazine names Deckorators Vault composite decking one of its Top 100 Best New Home Products of 2016 — a list of “game-changers” and “must-haves” for home enthusiasts.



2004

Universal Forest Products, Inc. (UFPI) introduces Latitudes composite decking and railing.



2019

Deckorators launches premium Mineral-Based Composite decking family, Voyage Decking.



Universal Forest Products

2005

UFPI acquires Deckorators (balusters) and Maine Ornamental (post caps) and continues to grow Latitudes (decking and railing).



Deckorators becomes available at Lowe's®, offering a wide selection of quality composite decking, deck railing, accessories and lattice.



2012

UFPI consolidates brands, bringing balusters, post caps and railing under the Deckorators brand.



2020

Deckorators has 3 consecutive years of 30% average annual growth.



2014

UFPI introduces Deckorators composite decking making the Deckorators brand a complete decking and railing solution for outdoor living, and beginning the transition from the Latitudes brand.



Deckorators introduces Varied-Plank decking; surpasses 500 Certified Pros.

MEDIA CONTACTS:

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