



DECKORATORS.COM

COMPANY PROFILE

OUR STORY

At Decorators, we take outdoor living to a whole new level through design innovation and personalization. With our patented Surestone® decking technology and the most customizable design options available, homeowners can transform their outdoor spaces into long-lasting reflections of their own style and sensibilities. From decking and railing to privacy screens and fencing, every product is designed to empower homeowners and bring new life to their outdoor spaces.

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:

- Will Schwartz, *CEO*
- Landon Tarvin, *President, UFP Retail*
- Ryan Kemp, *Executive 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
- Aluminum fencing

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

MEDIA CONTACTS:

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Category Marketing Manager
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PB&J Public Relations
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THE DECKORATORS DIFFERENCE



LIMITLESS DESIGN POSSIBILITIES

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



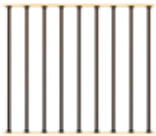
Our proprietary Surestone® technology is setting a new standard. With virtually no thermal expansion or contraction, greater surface traction, and the best warranty in the industry, the decking bar has been raised.



TOTAL PEACE OF MIND

Deckorators is the only composite decking manufacturer to provide a 25-year removal-and-replacement warranty. This gives the homeowner peace 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.



2003

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



2004

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



Universal Forest Products

2005

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



2012

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



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.



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.



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.



2019

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



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

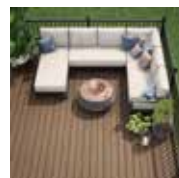


2020

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



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



2023

Deckorators launches Venture Decking and Aluminum Rapid Rail.

Deckorators Voyage Decking recognized in Good Housekeeping's 2023 Home Renovation Awards.



2024

Deckorators launches Surestone® technology as a reintroduction of its mineral-based composite decking.



Deckorators becomes the Official Decking and Railing of the PGA TOUR and PGA TOUR Champions.



2025

Deckorators launches Summit Decking, its latest line featuring Surestone® technology.

Deckorators becomes available at The Home Depot, the largest home improvement retailer in the United States.

