

Business Services Industry

Deceuninck Re-Launches Kodiak Decking and Railing Product Line

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MONROE, Ohio -- Deceuninck([R]) North America, a leading manufacturer of building products, announced today it is re-launching its Kodiak([R]) Building Products brand to market WPC (composite)- and PVC (vinyl)-based decking and railing. This re-launch follows both a strategic initiative to broaden the marketing scope of Deceuninck products, and a recent announcement by Alcoa Home Exterior that it is discontinuing the marketing of its Oasis([R]) WPC and PVC deck and rail products. Deceuninck, the manufacturer of the Oasis decking and railing product, is in the process of re-branding Oasis from Alcoa Home Exterior to Kodiak from Deceuninck North America. Deceuninck is working to retain the Oasis distribution partners as well as to expand its own distribution network. The physical product line will stay intact to keep current distributors from obsolescing any of their current inventories while Deceuninck starts a sales and marketing program for the Kodiak decking and railing systems. The product line will also include PVC fencing, porch posts and a PVC-based WPC (Twinson) cladding product.

Related Results

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About Deceuninck North America

Deceuninck([R]) North America is part of the Deceuninck([R]) Group, an integrated global organization with extrusion plants and logistics centers in the United States, Europe, Turkey, and Asia. The company is active in more than 76 countries worldwide. Deceuninck North America operates fully-integrated design, compounding, tooling, extrusion and quality assurance facilities for the production of vinyl window and door systems as well as deck and railing products in Monroe, Ohio and Little Rock, Arkansas.

For more information on the line of products available from Deceuninck under the Kodiak brand you can visit www.kodiakbuildingproducts.com or you can contact:

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