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For Immediate Release

## **FIBERON® INTRODUCES NEW CONCEPT IN OUTDOOR LIVING**

*Fiberon OutdoorFlooring™ featuring Sensibuilt™ Lumenite™ technology meets growing trend of indoor living spaces moving outside.*

**NEW LONDON, N.C. (October 7, 2009)**—Fiberon®, LLC, a leading manufacturer of alternative decking solutions, in preparation for the introduction of new technologies for PVC decking, is elevating its PVC offering to Fiberon OutdoorFlooring™ featuring Sensibuilt™ Lumenite™ technology.

“With the recent proliferation of decking options, homeowners are placing emphasis on style and aesthetics. They are looking for flooring for their outdoor living spaces the same way they selected tile, laminate or hardwood for their indoor spaces,” says Chris Beyer, Vice President of Marketing for Fiberon. “Fiberon OutdoorFlooring provides lasting beauty and decking performance at an all new level compared to other products currently in the marketplace.”

Fiberon’s application of the patent-pending, fusion-bonded Lumenite surface innovation, originally introduced on Sensibuilt PVC decking, raises the benchmark in alternative decking because it ensures fade, stain and mold resistance. This PVC outdoor flooring comes with the industry’s only 10-year stain and fade resistance warranty—providing peace of mind for contractors and homeowners.

PVC is widely recognized in the category as the most advanced alternative decking material. Advantages include its long life cycle when compared with wood and traditional composites. PVC decking is also comparably lighter in weight than wood composites, providing added transportation and installation benefits.

“Our superior Lumenite surface innovation and uncompromising performance allows us to represent the most advanced, alternative decking available,” adds Beyer. “Homeowners expect their indoor flooring to stand up to wear and tear, and Fiberon OutdoorFlooring goes beyond that by providing enduring beauty year after year.”

Fiberon decking solutions are sold to professional contractors and dealers through a national network of distributors. To learn more, visit [www.fiberondecking.com](http://www.fiberondecking.com) or call 800-573-8841.

### **About Fiberon**

Fiberon, LLC is a leading manufacturer of composite and PVC decking, railing and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. The company was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

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