



press release

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FOR IMMEDIATE RELEASE

TimberTech Launches Web Tools to Help Homeowners Get Information, Imagine Decking Options *User-Friendly Site Features New Live Chat Feature and Updated Color Visualizer*

Wilmington, OH – June 15, 2010 – Researching all of the options available when planning a new deck can be a bit overwhelming but, it doesn't have to be. Now, homeowners can get real-time answers to their composite decking questions using Live Chat on www.timbertech.com. TimberTech is the first composite decking, railing and fencing company in the industry to offer the interactive technology and provide an additional level of customer support.

Launched in April, Live Chat is a real-time pop-up instant messaging window on TimberTech's website. Available during the hours of 8 a.m. until 8 p.m, Monday through Friday, the new feature allows the consumer to "ask the expert" and receive a quick response to questions when deciding which decking product they should purchase for their home.

"As a company, we take great pride in having all the details covered for the homeowner," Carey Walley, Director of Marketing at TimberTech, said. "Busy people who are searching for information need to have resources available to get their questions answered when they need it. Live Chat is a great way for consumers to get immediate information from experts who they can trust."

Another updated tool on timbertech.com is designed to help homeowners make color decisions and turn their imagined deck into a reality. Launched in March, the [Color Visualizer](#) is designed to help homeowners create the perfect color combination for their one-of-a-kind deck with a simple click of the mouse.

"The digital world is evolving and we recognized that homeowners needed a more sophisticated way to make decisions about the deck that is right for them," Walley said. "The result is a robust interactive tool that is easy to use and helps people to make a more educated decision about the look of their new deck."

The Color Visualizer presents multiple deck styles with a full range of colors and product options for homeowners to choose which deck is right for their lifestyle and their home. After choosing from a sample deck style, homeowners pick a home color and can mix and match colors of primary and accent decking, rails, balusters and posts. As each choice is made, suggested popular color combinations are available to guide the user through the selection process.

About TimberTech

TimberTech is a leading manufacturer offering composite decking, railing, fencing and lighting products for residential and commercial applications. The company offers a wide range of durable, low-maintenance outdoor solutions in an unmatched selection of colors and styles. A leader in quality, innovation and brand, TimberTech products are available through a nationwide network of contractors, lumberyards and building products dealers. TimberTech is a Crane Building Products business. For more information, visit www.timbertech.com.

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