



Latitudes® Decking and Railing Launches Fully-Redesigned, Ultra-Responsive Website

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Enhanced Features and Capabilities with a Fresh New Look

GRAND RAPIDS, Mich.--(BUSINESS WIRE)--Mar. 19, 2014-- Universal Forest Products, Inc. (NASDAQ: UFPI) is proud to announce that its composite decking and railing brand, Latitudes, has launched a completely redesigned website with impressive new features. The highlight of this sophisticated site, latitudesdeck.com, is its responsive design. Capable of being viewed accurately on any device from a smart phone to a desktop, each page automatically correctly scales for a seamless user experience. Other notable improvements include easier menu navigation; a design gallery with larger, clearer, more appealing photography laid out in an updated Pinterest style; and increased legibility on even the smallest of screens.

"Our new website better represents the look and feel of the Latitudes brand. The re-vamped interface allows users to better navigate through our impressive [product line](#), and we've put a greater emphasis on inspiration through an enhanced photo gallery and [Deck Visualizer](#) tool," said Chris Camfferman, Universal Forest Products senior product manager. "Being optimized for all mobile devices as well as a traditional desktop is more in line with how consumers engage with and research decking products nowadays."

Latitudes offers low-maintenance, natural-looking composite decking and railing products in a variety of finishes, colors, design options and accessories that combine durability and strength at an appealing price point. What makes Latitudes special is Strandex® technology. Because each "strand" of wood fiber is encased in high-density polyethylene, Latitudes with Strandex resists the effects of weather and decay in every climate.

For inquiries regarding photo assets of [Latitudes Decking & Railing](#) products, please contact Mark Deremo, UFPI director of marketing, at 616-365-1557.

UNIVERSAL FOREST PRODUCTS, INC.

Universal Forest Products, Inc. is a holding company that provides capital, management and administrative resources to subsidiaries that supply wood, wood composite and other products to three robust markets: **retail**, **construction** and **industrial**. Founded in 1955, the Company is headquartered in Grand Rapids, Mich., with affiliates throughout North America. For more about Universal Forest Products, go to www.ufpi.com.



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140319005895/en/>

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