



Deckorators Launches New “Certified Pro” Advantage Program

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GRAND RAPIDS, Mich.--(BUSINESS WIRE)--May 28, 2015-- Deckorators, a brand of the Universal Forest Products, Inc. (Nasdaq: UFPI) family of companies, has rolled out a new preferred-status program that aligns contractors with the leading brand in decking, railings, balusters, post caps and more. Called Certified Pro, the program is designed to increase contractors' professional business opportunities and drive their deck sales and installation services.

The new program encourages contractors who use Deckorators products to become trained as specialists. Upon completion, Certified Pros earn points simply by tracking the Deckorators products they use for their projects. Points are redeemable for promotional items or cash back.

Furthermore, while the Deckorators website shares hundreds of leads with their list of vetted, licensed and insured installation professionals, Certified Pros receive a preferred contractor listing with a distinctive icon next to their name, highlighting their expertise and certification credentials.

“The program benefits are numerous,” explains Chris Camfferman, director of product management and merchandising, Universal Forest Products. “First, each Certified Pro is job-site trained by an expert Deckorators representative. This is invaluable. In addition, Certified Pros receive a Pro Profile webpage and a preferred contractor listing on Deckorators.com, they gain access to the Deckorators Pro-only site, they're sent a welcome kit and marketing tools, and much, much more. We're excited about the potential these advantages offer our professional Deckorators installers.”

Perhaps most helpful of all, Certified Pros have a direct line of communication to the Deckorators team. They'll be the first to know about new products and promotions prior to official launch, and they're encouraged to provide feedback on ways to improve the Deckorators product line and programs.

To learn more or sign up to be a Certified Pro, visit pro.deckorators.com.

About Deckorators

Deckorators, the first name in deck railing and accessories and the originator of the round aluminum baluster, is a brand of Universal Consumer Products, Inc., a subsidiary of Universal Forest Products, Inc. Deckorators started the low-maintenance aluminum balusters category with the Classic Series and has since led the industry with many new and innovative deck railing accessory products. Its approach to developing exciting and distinct deck products allows both DIYers and builders the opportunity to express personal creativity on their deck, as they do in their homes. Its garden group offers an array of products, such as trellises and arches, to retailers nationwide. Universal Consumer Products offers a large portfolio of outdoor living products, including wood composite decking, decorative balusters, post caps and plastic lattice.

To learn more about Deckorators railing and railing accessories, visit www.deckorators.com or call 800-332-5724.

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UNIVERSAL FOREST PRODUCTS, INC. (NASDAQ: UFPI)

Universal Forest Products, Inc. is a \$2.7 billion holding company with subsidiaries throughout North America and in Australia that supply wood, wood composite and other products to three robust markets: **retail**, **construction** and **industrial**. The Company is headquartered in Grand Rapids, Mich., and is celebrating its 60th year in business. For more information about Universal Forest Products, Inc., or its affiliated operations, go to www.ufpi.com.



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