



Outdoor Essentials announces new look and expanded product line

May 3, 2016

GRAND RAPIDS, Mich., May 03, 2016 (GLOBE NEWSWIRE) -- Outdoor Essentials, a brand of the Universal Forest Products, Inc. (Nasdaq: UFPI) family of companies, announced a new brand look and expanded product offering focused on helping homeowners realize the potential of their outdoor space. New product categories include pergolas, wood fencing, picnic tables and mailbox posts, along with additions to its lawn and garden line.

The new products bring a wide range of outdoor projects within reach for homeowners and casual DIYers. Products are either ready-to-use or come in easy-to-assemble kits.

Chris Camfferman, director, category marketing, Universal Forest Products, explained: "We're excited to re-introduce Outdoor Essentials with a more comprehensive product line and a new brand look. Our products meet the growing desire to enhance and transform outdoor spaces. From defining a yard with fencing, to gardening with planters or just enjoying an afternoon under a pergola, Outdoor Essentials aims to be the preeminent choice in outdoor living."

Outdoor Essentials is featuring its new products and new look at the National Hardware Show in Las Vegas, Nev., beginning today. The brand's revamped website launched this week, reflecting the expanded product line and new look.

About Outdoor Essentials:

Outdoor Essentials is a brand of Universal Forest Products, Inc. The products from Outdoor Essentials convert ordinary spaces into vibrant, beautiful places. The product lines appeal to homeowners and casual DIY-ers of any skill level who are looking to improve their outdoor space, and include lawn and garden, wood fencing, pergolas and outdoor furniture.

To learn more about Outdoor Essentials, visit www.outdooressentialproducts.com.

Follow Outdoor Essentials on Facebook:

www.facebook.com/OutdoorEssentialProducts

Pinterest: www.pinterest.com/OEproducts

About Universal Forest Products:

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

Press contact:

Chris Camfferman

Director, Category Marketing

ccamfferman@ufpi.com

616-365-1554



Universal Forest Products

Universal Forest Products, Inc.

