Outdoor Essentials® launches new website to help homeowners transform their outdoors

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GRAND RAPIDS, Mich., May 16, 2017 (GLOBE NEWSWIRE) -- Outdoor Essentials®, a brand of the Universal Forest Products, Inc. (Nasdaq:UFPI) family of companies, launched a new website to provide resources and inspiration to homeowners who want to transform ordinary outdoor spaces into functional, beautiful places. The new website features expanded product pages and an entire section focused on projects and inspiration.

"Outdoor living and gardening continue to grow in popularity. Getting started is the first hurdle for novices when it comes to outdoor projects," said Chris Camfferman, director of category marketing. "The new Outdoor Essentials website has been designed to help visitors quickly find helpful information, inspire DIYers to tackle an outdoor project and provide resources to locate the product to best enhance their outdoor space."

The website features three main sections:

- Products - The products section provides the information a visitor needs to make a smart purchase. In addition to product details, each page offers related resources and a simpler way to purchase products online or in-store.
- Projects/Inspiration – This section is dedicated to project ideas and inspiration. It's designed to help homeowners improve or transform their outdoor space.
- Resources – Our expanded resources section includes a new video gallery to help educate and inspire visitors.

You can visit the new Outdoor Essentials website at OutdoorEssentialProducts.com. It is optimized for mobile viewing and is available in multiple languages through a Google translate plug-in.

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 products appeal to homeowners and casual DIY-ers of any skill level who are looking to improve their outdoor space. Product lines include lawn and garden, wood fencing, pergolas and outdoor furniture.

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

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About Universal Forest Products:

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

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