Building a Trex Fencing Webpage

The following guidelines provide ideas for adding Trex Fencing information to websites. In addition to resources we may provide or that you may create, you are welcome to take content (such as images, articles, drawings, etc.) directly from www.YourNextFence.com. We only ask that you represent the product accurately and that you do not modify branded content.

We encourage you to tailor the information to ensure it is specific to your organization. For example:

Generic statement regarding Trex Fencing:

"Trex Seclusions® has a natural appearance similar to stained wood, but won't rot, splinter, or warp. Trex resists insect damage and has been tested to withstand winds in excess of 110 mph. The fence is fully private and can be built up to 12 ft. tall."

Do this instead: *Contractor-specific sample statement (tailor it to your community, your specific services, etc.):*

"[Contractor Company Name] offers Trex Seclusions® to our customers in addition to other fences we recommend. Trex has a natural appearance like stained wood, but it won't rot, splinter, warp, and it resists insect damage. *[Localize it. For example: maybe you don't have high winds but your climate is very wet. The following might show how Trex would work in your area:]* "In our rainy environment, that's a big plus! Trex is fully private and it's durable enough for our residential and commercial customers throughout [contractor's service area.] Give us a call to learn more about Trex fencing."

Here are several attributes that you can draw from to create your own text. Feel free to add other benefits that may set you apart or call attention to your local community. We've provided some examples of what that might look like:

- Never needs painting or staining
    - *Example*: "The high temperatures and constant sunshine in Phoenix take a serious toll on fences in our area. If you are looking for a low-maintenance alternative that can take the heat, consider Trex fencing. While it is pricier than our wood fences, over the life of the fence the costs are about the same."
- Won't warp, rot, or splinter
- Interlocking picket system – no exposed screws
- Wind rating of 110 mph steady and 130 mph gusts
- Customizable for heights up to 12 ft tall
    - *Example*: "8 ft tall fences are popular in the Dallas-Fort Worth Metroplex. Trex can easily be built to that height with no mid-rail required. Need a fence taller than that? If your city approves, no problem! Trex can be built up to 12 ft in height."
- Stick-built fence rather than fixed panel system allows flexibility in design and easy adjustment to slope with terrain
    - *Example*: "The rolling hills of North Carolina are no challenge for us. Trex doesn't come in pre-built panels, so it's easy to adjust if your terrain changes."
- Thick hollow posts only require reinforcement for gates; no wood or steel needed for fence line
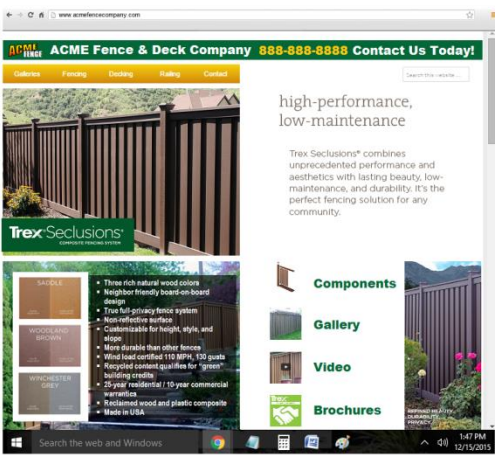- Easy to mount on concrete wall

- - *Example*: "Because we specialize in concrete retaining wall construction, adding Trex on top of the wall is an attractive option we offer where privacy fencing is needed. This is a common practice in Southern California and we call these short fences 'wall toppers.'"
- Three rich, natural colors that compliment any home (Saddle, Winchester Grey, Woodland Brown)
- Pre-built gates available; gates match fence design
- Board-on-board look; same on both sides
  - *Example*: "We know that aesthetics in Atlanta are important when neighbors are involved in a fencing project. With Trex, we can help ensure everyone's happy. The fence looks the same on both sides."
- Non-reflective
- Contains 95% recycled materials
  - *Example*: "Many of our customers in the Bay Area demand green building materials. Trex is made of sustainable material. It not only contains the highest recycled content in the fencing industry (95%+), it is also resilient. Its durability ensures Trex will not need to be replaced for a very long time which reduces the continuing impact that construction has on our environment."
- Contributes five U.S. Green Building LEED points
- Backed by Trex's 25-year Limited Residential Warranty / 10-year Limited Commercial Warranty
- Manufactured by the industry-leading alternative outdoor building products company

Images

There are hundreds of pictures of Trex fences available on www.YourNextFence.com and in the FDS Fence Distributors archive. You are welcome to use any of them. We encourage you to add your own as well. If there is a particular example of a type of picture you might need, contact FDS Fence Distributors. It's likely there are some useful images in our archive.

Layout

We suggest the following graphical elements at a minimum:

- Trex color swatch
- Trex Seclusions logo
- Trex components – exploded view
- Trex promotional video (if you are unable to host it on your website, linking to the Youtube version is a good idea)

Other content that might be useful includes: a basic description of the fence and its benefits, a general guideline on pricing, comparison with other fences, and links to resource pages like drawings, marketing material, etc.

Depending on how your existing website is structured, we suggest being comprehensive, but brief. Here are some examples of pages created by other contractors that might be a helpful starting point.

- http://www.brownandbrownfence.com/composite-fence-contractor-trex-fencing/
- http://www.bulldogfencecompany.com/residential/trex.aspx
- http://carter-fence.com/trex-fencing/
- http://www.fenceutah.com/trex-composite-fencing/

Again, we encourage you to go further and "*personalize*" or "*localize*" your pages. It will not only help you get more prominence in local search results, it will lend credibility to your company.

Contact us for additional assistance: FDS Fence Distributors | 877.700.8739 | sales@trexfencing.com