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**C&L WARD ANNOUNCES NEW GREEN DECKING PRODUCT LINE FOR THE 2013 SEASON**  
***Sustainable Products that Save Natural Resources***

**April 22, 2013 (Davison, MI)** - C&L Ward has announced the arrival Fiberon® Composite Decking to their product line up. C&L Ward listened to their customers' need for more green products. By selecting Fiberon®, they respond to the growing public concern for environmental conservation by offering consumers durable product options that save natural resources, produced in a virtually waste-free manufacturing process. From raw material sourcing to homeowner maintenance, Fiberon® outdoor living products incorporate the following sustainable practices and benefits:

- Made from Locally-Sourced, Recycled Materials - Up to 74% Recycled Content
- Produced in an Energy Efficient, Virtually Waste-free Manufacturing Process
- Contributes to High Performance Green Buildings
- Safe for Your Home and for the Environment
- Sustainable—Durable Performance Year after Year

"Decking materials are available that are not only long lasting and aesthetically appealing, but also make efficient use of recycled materials," stated Patrick Ward, President of C & L Ward. "Many homeowners are choosing composite decking as a way to incorporate environmentally sound products into their homes while ensuring durability which stands the test of times and will look great for many years. We feel the use of Fiberon will make our customers happy now and for years to come."

When replacing or installing a deck, wood-plastic composite decking can provide homeowners with an environmentally friendly option. Fiberon® is made using recycled content, including recovered wood fiber and recycled polyethylene plastics from items such as milk jugs and grocery sacks, keeping what might have been unused waste out of landfills.

Decking material choices have expanded well beyond traditional options. One alternative is wood-plastic composite decking, which is growing in popularity and provides homeowners a decking material that does not need staining or painting – appealing with today's busy lifestyles. An appealing option because of its classic wood appearance, composite decking is also expected to last two to three times longer than traditional decking materials. Decks built with composite materials resist splintering and are slip-resistant. Their durability also makes composites hold up well to heavy foot traffic.

As homeowners increasingly demand quality green home building materials, composite decking provides a durable and contemporary solution for decks and other outdoor projects. Homeowners benefit from composite decking's engineered strength, design flexibility and its efficient use of recycled materials. The end result is an inviting deck that is manufactured with sustainability in mind. Beyond decks, composite decking can be used for dock surfaces, hot-tub surrounds, walkways, and yard structures. As more sophisticated home designs have demanded more visually attractive and resilient surfaces, composite decking is a good way to combine an authentic look while maintaining high quality.

## **ABOUT C & L WARD**

C & L Ward is one of Michigan top providers of exterior home improvement products and services. Founded in 1972, C & L Ward is a family-owned and operated corporation that is strongly committed to complete customer satisfaction. They have four interactive showroom locations displaying windows, siding, roofing & decking products & service the following market areas: Flint, Tri-Cities, Lansing & Metro Detroit. Recognized by both *Qualified Remodeler* and *Remodeling* magazines as one of the nation's top remodeling firms in 2010, 2011, 2012, they have over 25,000 satisfied clients and offer FREE in-home consultations provided with *Integrity* pricing (no pricing games or gimmicks). They are known for quick response repair services for existing roofs, windows, doors and siding with highly trained & certified installation teams. For more information, visit them at [www.cwardbros.com](http://www.cwardbros.com). Find them on facebook at [www.facebook.com/clwardbros](http://www.facebook.com/clwardbros) and twitter @CandLWard, as well.

## **Why Choose Fiberon?**

Fiberon is an innovation leader in the manufacture and development of PVC and composite decking and railing products. Since its inception in 1997, Fiberon has continued to advance the technology of providing homeowners with products that are both beautiful and durable. Fiberon decking and railing systems have achieved an unequalled reputation for quality performance while presenting homeowners with a wide variety of design choices, colors and grain patterns. Fiberon is dedicated to offering the best and widest selection of products in the business. Their website is [www.fiberondecking.com](http://www.fiberondecking.com)

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