

BUILDING A TREX FENCING WEBPAGE



The following guidelines provide ideas for adding Trex Fencing information to contractor 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.

WRITE CONTENT THAT REPRESENTS YOU AND YOUR AREA

Tailor the information to ensure it is specific to your organization and community. Avoid general statements about Trex Fencing that are already on the national website. This is important because search engines don't index redundant content.

Using the benefits of Trex Fencing to write your own content. You are welcome to get help from our content writers as well.

EXAMPLES OF LOCALIZED CONTENT (CHOOSE YOUR OWN AND CUSTOMIZE)

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 costs more than our wood fences initially, over the life of the fence the costs are about the same because you'll never need to paint or stain it."
- **Won't warp, rot, or splinter**
 - *Example:* "The hot, humid climate in **Houston** is hard on wooden fences. That's why we offer Trex Fencing. It won't warp, rot, or splinter. If you're looking for a fence that lasts, Trex Fencing is for you!"
- **Interlocking picket system**
 - *Example:* "Are you looking for a fence that isn't just a functional privacy barrier but that is beautiful as well? Take a look at Trex Fencing. The friendly design creates a distinct board-on-board look that doesn't require many screws. This interlocking picket system doesn't just make the fence stronger. With it, both sides look the same and you won't see unsightly screws. With Trex, the beautiful neighborhoods of **Charlotte** just became more elegant."
- **Wind rating of 130 mph sustained and 147 mph gusts**
 - *Example:* "Living in **Southeast Florida** has its benefits, but our high winds can seriously damage fences. That's where Trex can give you peace of mind. It's been tested for 130 mph sustained winds at 6' tall."
- **Customizable for heights up to 12 ft tall**
 - *Example:* "Eight foot tall fences are popular in the **Dallas-Fort Worth** area. Trex can easily be built to that height with no mid-rail required. Need a fence taller than that? If your city approves it, no problem! Trex can be built up to 12 ft in height."

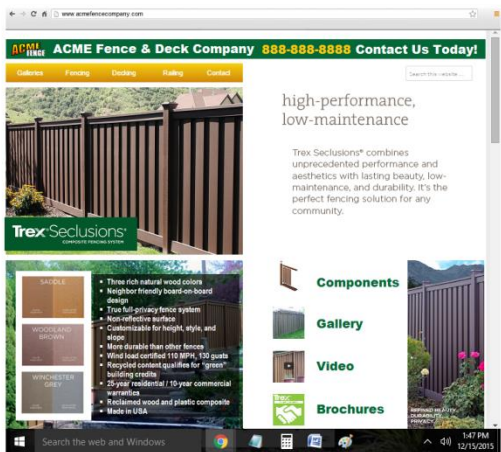
- Stick-built fence rather than fixed panel system allows flexibility in design and easy adjustment to slope with terrain
 - *Example:* “The rolling hills of **Virginia** are no challenge for us. Trex doesn’t come in pre-built panels, so it’s easy to adjust if your terrain changes.”
- Thick hollow posts do not need reinforcement for fence lines
 - *Example:* “Unlike other composite fences that need reinforcement, Trex posts are sturdy and do not require reinforcement for fence lines. Here in **Minneapolis**, Trex Fencing gives our customers a sturdy fence without the risk of degrading wood or metal post infills.”
- 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 complement any home (Saddle, Winchester Grey, Woodland Brown)
 - *Example:* “Trex Fencing has three beautiful colors to choose from. Do you live in downtown **Nashville** and have a brick home? Winchester Grey may be the right color for you. Are you in one of the suburban areas outside Nashville? Woodland Brown is a beautiful complement to the natural wooded surroundings. Saddle is a nice contrast for the new homes in the northern neighborhoods that use earth tones.”
- Pre-built gates available; gates match fence design
 - *Example:* “Every property in the alleys of **Washington, DC** require gates. Why not upgrade to Trex? With beautiful, private composite gates, you come home to a welcoming entrance to your backyard patio.”
- 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
 - *Example:* “Vinyl fencing is becoming increasingly popular on **Long Island**, but it’s not for everyone. Looking for a more natural fence without the maintenance? Trex is Long Island’s best alternative to wood and vinyl.”
- 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 an exceptionally long time which reduces the continuing impact that construction has on our environment.”
- Contributes five U.S. Green Building LEED points
 - *Example:* “Trex Fencing is the leading commercial privacy fence in the **Columbus** area. With new construction requiring green building materials, it’s good to know that Trex contributes 5 LEED points.”
- Backed by Trex’s 25-year Limited Residential Warranty / 10-year Limited Commercial Warranty
 - *Example:* “We only install high quality cedar fences in **Denver**, but with the cost rising, Trex Fencing becomes a viable option for many of our residents. It doesn’t have the maintenance requirements of wood plus it has an industry-leading warranty providing protection against manufacturing defects for 25 years on residential properties and 10 years on commercial properties.”

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 on the website. We encourage you to add your own as well. If there is an 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 Fencing logos
- Trex color swatch
- Trex components – exploded view
- Trex promotional video (if you are unable to host it on your website, linking to the [Youtube](https://www.youtube.com) version is a good idea)

Other content that might be useful includes: a summary 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.

Here are some examples of pages created by other contractors that might be a helpful starting point.

- <https://www.frumentiansons.com/trex-fencing>
- <http://www.browncandbrownfence.com/composite-fence-contractor-trex-fencing/>
- <http://www.bulldogfencecompany.com/residential/trex.aspx>
- <http://carter-fence.com/trex-fencing/>
- <https://www.fenceanddeckutah.com/fences/trex/>

Again, we encourage you to go further and “*personalize*” or “*localize*” your pages. It will help you get more prominence in local search results.

Contact us for additional assistance: FDS Fence Distributors | 877.700.8739 | <mailto:mtrex@yournextfence.com>.