

## Homeland Vinyl Products strengthens Mid Atlantic, Northeast presence with new extrusion plant and sales partnership with FLW Wood & Vinyl Products

Homeland Vinyl Products, Inc., a leading manufacturer of vinyl components for fence, railing, decking and specialty items, has opened its third extrusion plant in Millville, N.J., and has named FLW Wood and Vinyl Products, which has a large distribution yard near the new plant, as its sales arm in the Mid Atlantic and Northeast U.S.

“Effective customer service is an integral component of Homeland’s business plan. It made sense that they choose FLW Wood and Vinyl Products

as their sales arm in the Mid Atlantic and Northeastern regions,” said Ryan Donnelly, FLW’s PVC product manager.

“FLW has spent the past 25 years developing strong relationships with the majority of high caliber fence companies in the Northeast, which Homeland knew would appreciate their quality profiles. Neither Homeland nor FLW compete with our large fabricating customers by producing finished goods. Homeland manufactures, FLW distributes and our customers fabri-



cate,” he noted.

FLW has a distribution yard in close proximity to Homeland’s new Millville plant, allowing deliveries to customers of both wood and PVC. In addition, truckload customers have the ability to pick up product at the plant.

“The Homeland plant located in

*Above, executives of Homeland Vinyl Products and FLW Wood & Vinyl Products celebrate the firms’ new business relationship. From left to right: Will Whittaker, FLW vice-president; Randy Heath, owner of Homeland Vinyl Products; Carol Ann Berry, FLW sales manager; and Ryan Donnelly, FLW PVC product manager. Below, FLW has a distribution yard located close to Homeland’s new Millville plant, allowing deliveries to customers of both wood and PVC. In addition, truckload customers have the ability to pick up product at the plant.*

*(FLW Wood & Vinyl Products photos)*



New Jersey is a perfect fit for any PVC fabricator in the Northeast,” said Donnelly. “The Homeland/FLW team offers what I call the big three – quality, service and value.”

Homeland will blend its own vinyl compound at the New Jersey plant to maintain the integrity of the product and keep costs down. “Homeland uses almost exclusively virgin vinyl in their fence and railing profiles, leaving their regrind for other products sold to non-related fence industries,” Donnelly said.

Birmingham, Ala.-headquartered Homeland offers an extensive list of profiles for both fencing and railing industries. From the signature “Gorilla Post” to the competitive Rail Master, Jr., Homeland has addressed the needs for both high quality thick profiles as well as price sensitive products with which to produce an economy line of products. All of these products are warranty-backed.

“Our customers’ salespeople can confidently enter anyone’s home and sell fence and railing products made with Homeland profiles,” said Carol Ann Berry, FLW sales manager. “They can state with certainty that their products are backed by a U.S.-based company that is 40 years old and solid. When other extruders are downsizing or going out of business, Homeland is expanding.

“We have been doing business *continued on page 132*



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**Homeland Vinyl Products, FLW Wood & Vinyl Products form new business relationship**  
*continued from page 18*

with Homeland Vinyl Products for over three years now," she said.

"In our experience, Homeland brings the quality, the fast turnaround time, the warranty and the product mix any successful fabricator would require. FLW feels extremely fortunate to have teamed up with Homeland," Berry said.

Doug House, Homeland's national sales manager, noted that the company has numerous new products coming out in 2009.

The new products include two new pocket rails, two new T&G

boards, a new railing system, two new columns and wood grain products.

For more information on Homeland Vinyl Products, visit the web site [www.homelandvinyl.com](http://www.homelandvinyl.com). For information on FLW Wood & Vinyl Products, visit [www.flwood.com](http://www.flwood.com) or [www.integrityvinylproducts.com](http://www.integrityvinylproducts.com).

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*continued from page 130*

support on any equipment we carry," he added.

For more information on the com-

**Software Design Associates slates annual Computer Fencing System Workshop**

Software Design Associates will be presenting its annual Computer Fencing System Workshop the day after the close of FENCETECH 2009 in New Orleans.

The 18th annual workshop is scheduled for Saturday, January 17, 2009 from 9 a.m. until 3 p.m. in rooms

pany and its products, visit the web site [www.accessautomation.com](http://www.accessautomation.com) or call 800-972-8866 (Southeast); 800-742-6644 (Northeast); 800-253-7395 (Southwest); 800-742-8055 (Midwest); or 800-972-8866 (Mountain).

202/203 at the Morial Convention Center.

The workshop is open to all FENCETECH attendees. Representatives of Software Design Associates will present a demonstration of new CFS features and in-depth discussions of existing features.

"It is a golden opportunity to meet the tech support people with whom you work so closely throughout the year," said company president Ray Pearson.

"It is also an opportunity to learn a lot about CFS. Customers are encouraged to bring their laptops with them. Software Design will be providing as much one-on-one support as time and attendance permit.

Since the CFS staff will all be on hand at FENCETECH, the technical support line will be closed for the week of January 12 - 16, Pearson noted.

Software Design Associates is a long-time provider of estimating and inventory software specifically designed for the fence industry.

For more information, visit [www.fencesoftware.com](http://www.fencesoftware.com).

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**U.S. Fence, Inc. acquires Crane Fencing Solutions**

Crane Fencing Solutions of Mason, Ohio has been purchased by U.S. Fence, Inc., according to a report in Plastics News.

The acquisition, which closed on Oct. 31, eliminated 82 jobs at the Mason plant, which has been put up for sale.

U.S. Fence told Plastics News that it plans to consolidate the equipment from the plant into its vinyl extrusion facility in Bulls Gap, Tenn.

The Mason operation manufactured vinyl fencing. Formerly known as Vinyl Visions, it was acquired by Crane in the late 1990s.

Stu Kemper, president of Columbus, Ohio-based parent company Crane Building Products, told the publication that it was exiting the vinyl fencing sector.

U.S. Fence, Inc., headquartered in Middleburg Heights, Ohio, is reported to be the largest manufacturer and distributor of wood and vinyl fencing in North America.