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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **GOSSEN® CORPORATION ANNOUNCES LAUNCH OF REÀL DECKING BY GOSSEN**

MILWAUKEE, WI, March 10, 2014 — Gossen® Corporation announces today the launch of Reàl Decking by Gossen. Reàl Decking unites the authentic look of exotic hardwoods with the performance of Gossen cellular PVC. The new decking innovation launches with Brazilian Ipe—a multi-tonal dark brown with variation that looks nature-made.

“We are excited to introduce another innovative technology by Gossen—Real Decking,” says Frank Butterfield, Director of Sales, Gossen Corporation. “Real offers the true look of exotic hardwood combined with the Gossen technology that architects, contractors, and dealers have grown to know and trust.”

With the growing popularity of exotic hardwoods, such as Ipe, Gossen® Corporation decided to harness its expertise in finishing to create a line of decking that would mimic the desired look of the hardwoods, but with enhanced performance features that can only be achieved through science. Reàl Decking does not require annual oil treatments or sealing to maintain its rich tones, and will not rot or decay over time.

Reàl Decking is offered in either solid planks or grooved for hidden fasteners, giving homeowners and contractors flexibility in design. Reàl is light weight and pre-drilling is unnecessary, making installation simpler than with Ipe.

Homeowners with an eye on sustainability will appreciate Reàl Decking. Manufactured responsibly in Milwaukee, WI, Reàl Decking saves valuable natural resources from further depletion.

Reàl Decking is a standard 5.5" x 1" profile in either solid planks or grooved for hidden fasteners. It will be available in Brazilian Ipe and sold in lengths of 12, 16 and 20 feet.

### **About Gossen® Corporation**

For over 80 years, Gossen® has thrived on innovation. In the 1960s, Gossen® became the first company in North America to make cellular PVC products for the building industry. Today, you will find Gossen's high performance, low maintenance products on six continents; supplying customers with Decking, Railing, Mouldings, Millwork, Trimboards, Sheets and more. Gossen® products are beautiful, sustainable and easy to maintain. For more information on Gossen®, visit [gossencorp.com](http://gossencorp.com) or call 800-558-8984.