



## TimberTech® Recognized as One of *Fast Company's* 2024 Brands That Matter

*Honored in the exclusive Benchmark Brands category for achieving cultural significance and deep customer connections*



CHICAGO, December 10, 2024 /Business Wire/ -- [TimberTech®](#), a brand of The AZEK Company (NYSE: AZEK) and the leader in premium composite decking, has been named one of *Fast Company's* 2024 Brands That Matter in the Benchmark Brands category, which honors the brands that stood out most among applicants for their cultural relevance, business impact, and emotional resonance with consumers. This prestigious recognition celebrates TimberTech's success in marketing its innovative decking and railing products in ways that resonate deeply with consumers, redefining expectations around outdoor living.

The accolade underscores TimberTech's transformation from a traditional building products company into a lifestyle brand that elevates outdoor living spaces. By combining the natural beauty of wood with cutting-edge technology, TimberTech provides a low-maintenance, sustainable alternative to traditional wood decking, delivering unparalleled durability, performance, and aesthetic appeal.

"This recognition by *Fast Company* reflects the heart of what TimberTech is all about: empowering homeowners to bring their outdoor living visions to life with products that combine innovative sustainability with unmatched design," said Samara Toole, Chief Marketing Officer of The AZEK Company. "With materials that look indistinguishable from real wood, we ensure homeowners never have to choose between beauty and responsibility. Our commitment to transforming outdoor living inspires us to push boundaries, delivering solutions that set new standards for both performance and purpose."

TimberTech continues to lead the industry in innovation, delivering high-performance decking solutions made from up to 65% to 85% recycled waste and scrap materials, depending on the collection. With a comprehensive portfolio, TimberTech offers products that cater to every budget and design preference—whether it's richly textured boards that replicate the warmth of natural wood or sleek, contemporary styles—ensuring homeowners can create their ideal outdoor space without compromise.

TimberTech's recent rebranding efforts have driven notable results, including a significant increase in brand awareness among homeowners and professional contractors alike. With its new tagline, "Everything Wood Should Be," TimberTech truly embodies a fusion of timeless design, superior performance, and environmental stewardship.



*Fast Company* judged applications based on emotional resonance, cultural significance, timeliness, clarity, and originality. This recognition further validates TimberTech's leadership in the outdoor living industry and its positive impact on both the environment and consumers' lives.

For more information about TimberTech and its commitment to sustainable innovation, visit [www.TimberTech.com](http://www.TimberTech.com).

To view the complete list of 2024 honorees, visit [fastcompany.com/brands-that-matter/list](https://fastcompany.com/brands-that-matter/list).

### **About The AZEK® Company**

The AZEK Company Inc. (NYSE: AZEK) is the industry-leading designer and manufacturer of beautiful, low maintenance and environmentally sustainable outdoor living products, including TimberTech® Decking and Railing, Versatex® and AZEK® Trim, and StruXure® pergolas. Consistently awarded and recognized as the market leader in innovation, quality, aesthetics and sustainability, our products are made from up to 85% recycled material and primarily replace wood on the outside of homes, providing a long-lasting, ecofriendly, and stylish solution to consumers. Leveraging the talents of its approximately 2,000 employees and the strength of relationships across its value chain, The AZEK Company is committed to accelerating the use of recycled material in the manufacturing of its innovative products, keeping hundreds of millions of pounds of waste and scrap out of landfills each year, and revolutionizing the industry to create a more sustainable future. The AZEK Company has recently been named one of America's Climate Leaders by USA Today, a Top Workplace by the Chicago Tribune and U.S. News and World Report, and a winner of the 2024 Real Leaders® Impact Awards. Headquartered in Chicago, Illinois, the company operates manufacturing and recycling facilities in Ohio, Pennsylvania, Idaho, Georgia, Nevada, New Jersey, Michigan, Minnesota and Texas. For additional information, [azekco.com](http://azekco.com).

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