

Wolf to Stop Distributing AZEK

PA firm bets on CEVN

Source: PROSALES Information Service
Publication date: October 4, 2010

By Craig Webb

the York, Pa.-based distributor of cabinets and building products, announced today it has terminated its distributor relationship with AZEK effective Nov. 5, has become the exclusive supplier of another PVC decking product--CEVN--and will introduce its own proprietary PVC decking and railing products.

"The new product offerings are designed to enable independent dealers in Wolf's 19-state service area to differentiate themselves from competitors and to offer value-oriented products of superior quality," Wolf said in a statement.

Today's announcement comes a week after Wolf announced it will establish a new distribution center in Massachusetts or Connecticut for the New England market, will move its Allentown, Pa., operation to a larger facility in York, Pa., and will create a cross-dock and customer service center in Pennsylvania's Lehigh Valley to serve customers in New Jersey and New York. Earlier this year, Wolf opened distribution facilities in High Point, N.C., and Florence, S.C., and it opened a major distribution center in the Atlanta suburb of Lawrenceville, Ga., in 2009. Next up for expansion will be the Midwest, company officials say.

Wolf began distributing CEVN (pronounced "seven") in New England and New York State starting last year. It calls the product "the market's first dual-sided, dual-colored cellular PVC deck board." CEVN is owned by New Jersey's CEVN Corp. and produced under license by Taiwan's Intoplast Group. "CEVN's cutting-edge technology is a true breakthrough for everyone in the building and remodeling business," Wolf president Craig Danielson said last year in a news release announcing the start of distribution.

Wolf will be CEVN's exclusive supplier, the distributor said today. "In addition," it added in the same paragraph of its news release, "over the next six months, the company will introduce Wolf Decking and Wolf Railing, proprietary new PVC products combining the latest technology with outstanding value."

Wolf already sells its own lines of trimboards and mouldings as well as composite products from Tamko.

The company said it based its decision to sever ties with Azek and go with both CEVN and its own house brands on discussions with dealer customers. "Wolf's ability to increase the reliability of the supply chain will offer dealers improved lead times, faster turns on inventory and the potential for greater profitability," it said.

Founded in 1843, Wolf describes itself as a nearly \$200 million operation that is America's biggest supplier of kitchen cabinets. It owned a large number of lumberyards as well as its distribution arm before selling the yards a few years ago.