

Edge Unveils a New Chapter at the International Builders' Show 2025

In-Demand Products Join Popular Siding and Pattern Collections at a New Larger-Than-Life Experiential Booth

Grand Rapids, Mich., February 12, 2025— [Edge](#), a leading manufacturer of siding, pattern, and trim, is excited to announce its expanded presence at this year's International Builders' Show in Las Vegas from February 25-27, 2025. The booth will feature innovations in building materials, including a first look at an upcoming exterior trim product from Edge that the show's attendees will not want to miss.

Visitors to the Edge booth (#C5407 in Central Hall) can explore the full lineup of siding, pattern, and trim products with experts on hand to discuss how these products meet specific market needs. The expanded Thermally Modified Wood collection and Timeless collection will be featured prominently, highlighting new products set to launch in early 2025.

In addition to product displays, the Edge booth will offer engaging experiences, including a golf simulator with daily prizes and a happy hour event on Tuesday, February 25, from 3-5pm PST.

For a hands-on look at the future of building materials, enter the Surestone® Lab, where visitors will discover the incomparable benefits of this proprietary mineral-based composite and its applications in residential and commercial exteriors.

Join Edge at IBS 2025 and learn more by [visiting our website](#). To book a press appointment at the show, [schedule time here](#) or contact Serena Bonarski, Digital Marketing Manager, at serena.bonarski@ufpi.com.

About Edge

Edge is a leading provider of wood siding, pattern, and trim. Its product lines include prefinished and natural solutions such as Thermally Modified Wood cladding, pattern board collections Timeless and Native Woods, and primed, exterior-rated trim lines EvoTrim™, Premium Primed, and Primed SPF. Sourced and manufactured domestically, its high quality, convenient, and beautiful products make Edge a valued provider to building materials distributors and retailers nationwide. Edge is a brand of UFP Retail Solutions, a business segment of UFP Industries.

Headquartered in Grand Rapids, Mich., with facilities throughout North America, Australia, Europe, and Asia, UFP Industries, Inc. (Nasdaq: UFPI) is a holding company whose affiliates serve the retail, construction, and industrial markets. Those affiliates are strategically positioned to deliver a wide variety of products to nationwide retailers that cater to both consumers and building professionals.

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