

Edge Expands Product Lineup with Exciting New Offerings

Introducing Thermally Modified Poplar Siding and New Ultra-Smooth Timeless Profiles

Grand Rapids, Mich., February 21, 2025— [Edge](#), a leading manufacturer of siding, pattern, and trim, is expanding its popular product lines with new offerings debuting at the International Builders' Show in Las Vegas from February 25-27, 2025. Edge is proud to share its new siding product, Thermally Modified Wood Poplar, two new Timeless wall and ceiling board profiles, and a first look at an upcoming innovative exterior trim product at its booth #C5407.

Edge's popular Thermally Modified Wood collection features prefinished and natural siding boards that resist rot and decay due to an innovative thermal modification process. This year, the brand is introducing thermally modified Poplar to its lineup, available natural and factory primed and in beveled and tongue & groove profiles.



"Poplar is the softest of the hardwoods and performs exceedingly well after thermal modification," said Dan Milanowski, Senior Product Development Manager at Edge. "Its straight grain looks sophisticated and organic even when painted, making it a smart alternative to less abundant species where you want a painted wood look."

In addition to this brand-new siding offering, the addition of natural Ponderosa Pine 2x trim to the Thermally Modified Wood collection allows for greater design versatility when paired with the existing 1x trim boards or used across the façade for a bolder look. Poplar will be available in March 2025, while 2x Ponderosa Pine trim boards are available for order now.



Textural variety and organic elements such as wood accents continue to enjoy growing popularity in home interiors. Two new profiles, Edge & Center Bead and V-Groove (WP4), join the ultra-smooth Timeless collection from Edge to deliver dimension and style to any room. Like the hybrid shiplap pattern, both new profiles feature interlocking tongues and grooves, which reduces exposed fasteners and makes installation quick and simple. Both Edge & Center Bead and V-Groove will be available in Timeless' four prefinished colors, including Farmhouse White and Midnight Black, as well as Primed for endless customization. The full Timeless offering can be ordered today from any Edge partner.

In addition to these in-demand products, Edge is excited to be offering a first look at an upcoming innovation in exterior trim at the International Builders' Show 2025. The centerpiece of the booth is the Surestone® Lab, a hands-on experience with

the proprietary mineral-based composite material that has properties that make it exciting to installers of exterior trim.

"The boards are inherently resistant to thermal expansion and contraction, they're workable and long-lasting," said Dan Milanowski, Senior Product Development Manager. "Our solution is also low-maintenance, sturdy, and doesn't require any finishing or treatment prior to installation. We think it will be the go-to product for alternative material trims when it launches." While IBS will serve as the market's first look at the product, Edge will have more to share in Q3 2025.

This year promises to be an exciting one for Edge partners and product users. For more information about current and new product offerings in siding, pattern, and trim, [visit ufpEDGE.com](https://ufpEDGE.com).

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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



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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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