



Media Source Sheet

Dominic Beaulieu

Managing Director



Dominic Beaulieu is the managing director of Edge, overseeing the company's strategic growth, product development, sales, and marketing efforts. With extensive experience in the building materials industry, Beaulieu works closely with customers and channel partners to identify market opportunities and develop innovative solutions that meet the evolving needs of builders, contractors, and homeowners. He can serve as a valuable source on topics such as:

Innovation and Trends in Exterior Trim and Siding

As homeowners and builders seek high-performing materials, elevated curb appeal, and long-term value, exterior trim and siding solutions must continue to evolve. Beaulieu can provide insight into the latest innovations shaping the category, from emerging design preferences and low-maintenance materials to advancements in manufacturing and installation. He can speak to how changing customer expectations are influencing product development and what trends are likely to define the next generation of exterior building projects.

The Role of Composite Materials in the Future of the Industry

Composite materials are playing an increasingly important role in exterior building applications, offering a balance of durability, aesthetics, and reduced maintenance. Beaulieu can discuss how composites are transforming the trim and siding market, the performance advantages they provide, and why adoption continues to grow among builders, contractors, and homeowners. He can also share perspective on how material innovation is helping address evolving demands for longevity, efficiency, and design flexibility.

Strengthening Manufacturer, Dealer, and Contractor Partnerships

Strong relationships across the building materials supply chain are essential to delivering successful project outcomes and long-term business growth. Beaulieu can speak to the importance of collaboration between manufacturers, dealers, and contractors, and how alignment improves product availability, service, and jobsite efficiency. He can also address how trust, communication, and shared expertise help strengthen the industry and create value for customers at every stage of the process.



About Edge

Edge is a leading provider of trim, siding, and interior accents. Its product lines include prefinished and natural solutions such as ForgeWood thermally modified siding; the Timeless interior accent board collection; Arris™, a mineral-based composite trim made with Surestone® technology; and the primed, exterior-rated trim lines EvoTrim™, Premium Primed, and Primed SPF. Sourced and manufactured in North America, 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. Learn more at www.ufpedge.com.



To interview Dominic Beaulieu or to request other sources, content, images, and video, please contact:

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