



Media Source Sheet

Lexie Klunder

Marketing Manager



Lexie Klunder is the marketing manager for Edge, where she supports product launches, dealer programs, and marketing initiatives across the company's portfolio of exterior building products. She works closely with sales teams, distribution partners, agencies, and customers to bring new products to market and create programs that drive awareness, engagement, and growth. Her focus is helping connect product innovation with the needs of dealers, contractors, and builders across North America. Klunder can serve as a valuable source on topics such as:

Brand-Building and Demand Generation in the Building Products Industry

As competition intensifies and customer expectations continue to evolve, building-products manufacturers are placing greater emphasis on brand differentiation and demand generation. Klunder can provide insight into the strategies that help manufacturers build awareness, strengthen customer loyalty, and drive growth across professional and consumer audiences. She can speak to how successful brands balance long-term reputation-building with measurable business outcomes in an increasingly complex marketplace.

How Strong Partnerships Drive Growth Across Manufacturers, Dealers, and Contractors

Collaboration across the building-materials supply chain remains critical to delivering value and sustaining growth. Klunder can discuss how strong partnerships between manufacturers, dealers, and contractors create alignment, improve customer experiences, and support business success. She can also share perspective on the role of trust, communication, and shared goals in helping organizations navigate market changes and uncover new opportunities for growth.

Emerging Trends in Customer Engagement, Digital Marketing, and Channel Partnerships

Digital transformation continues to reshape how building-products brands connect with customers and channel partners. Klunder can speak to emerging trends in customer engagement, including the growing importance of digital content, data-driven marketing, and omnichannel experiences. She can also provide insight into how manufacturers are strengthening relationships with dealers and contractors through modern marketing strategies, technology, and collaborative partnership programs.



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 Lexie Klunder or to request other sources, content, images, and video, please contact:

DAMA EWBANK | MINDGRUVE

Cell: 513.348.8085 | Email: dama.ewbank@mindgruve.com