

THE MACX LLC, a Building Products Distributor in Fort Myers, Introduces ProCell Dock and Deck Systems to South and Central Florida

FORT MYERS, Fla. – June 15 (SEND2PRESS NEWSWIRE) – THE MACX LLC (www.themacx.com) has formed an alliance with ProCell LLC of Foley AL. for the exclusive distribution of their “new generation” composite dock and deck products in South and Central Florida.

Many first generation composite deck boards are made of waste stream plastics and wood filler. The early designs seemed to be driven more by the availability of these materials than the actual performance of the product. ProCell has taken a very different approach. They have introduced a “new generation” of products which are specifically designed for superior outdoor weathering performance.

The ProCell products are made with a solid core, cellular PVC technology that contains no wood fillers that might compromise performance. Boards produced with this exclusive Fibertech(tm) technology are extremely tough and durable, have superior stain and mold resistance, and are insect and termite resistant.

ProCell employs a proprietary embossing system to achieve a realistic wood grain that is slip resistant and has tremendous grain retention even in high traffic areas. They also employ Colorfast Solutions(tm) by Americhem Inc., one of the industries leading color experts, to provide vibrant, longer lasting colors. All ProCell products are backed by a Lifetime Limited Warranty.

Caloosa Yacht and Racket Club in Fort Myers, an upscale yachting community, recently selected ProCell for a complete renovation of their marina. Mr. Fred Zebly of the Marina Committee said: “We are boaters and homeowners here and have more experience with marinas and docks than the average homeowner. We also had the time to do the necessary product research. When we got right down to it, the quality of the product, its low maintenance, and appearance, ProCell was our choice”.

Ben McGarry, Vice President of THE MACX LLC said: “The level of acceptance of the ProCell products has been terrific. Homeowners and contractors alike are looking for the best alternative to wood. They understand the shortcomings of wood and are surprised to find that many composites contain 40% to 50% wood filler. As these homeowners and contractors learn more about wood composites, they seem to gravitate toward ProCell. They want a great looking; long lasting product that will outperform wood without all the maintenance.”

He added, “The ProCell warranty also offers a major advantage. When a

homeowner is shopping for a composite product, they should take the time to do a good competitive analysis. Ask questions about product content, durability, color retention and the warranty, then make the intelligent choice. An educated consumer is our best customer.”

Contractors enjoy selling the product and love the ease of installation. It is reasonably light weight, can be carried by one man without breaking, and installs quickly since no pre-drilling or special fasteners are required. The product installs just like wood without the knots and warpage.

THE MACX LLC is a distributor of premium products to the dock and deck industry in Southwest Florida. They are developing dealer relationships throughout South and Central Florida for the distribution of ProCell products.

For more information please visit www.themacx.com or call 239-332-0400.

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