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Gossen Corp. unveils exterior trim board

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Banking on consumers' growing appetite for low-maintenance products, Milwaukee-based cellular PVC extruder Gossen Corp. has launched a new exterior trim board.

The line, called Select Trimboard, can be made to various widths and thicknesses previously unavailable from Gossen, said Bob Simon, executive vice president.

Gossen's products compete with the likes of Azek Trimboards in Moosic, Pa., which also makes cellular PVC trim products, and Archbold, Ohio-based urethane millwork maker Pypon Ltd.

But Gossen's new line has a competitive advantage, Simon said.

"Most PVC boards on the market today are ripped from extru-

ed PVC sheets," he said. "Our boards are extruded to size, so the sides of the board are sealed, not open from saw cuts."

Gossen operates extrusion facilities in Milwaukee and Cartersville, Ga. The new trim line is being produced in Milwaukee, but new lines will be added eventually in Cartersville, Simon said.

"This is a new process which required all-new downstream technology," he said. "We have dedicated three extrusion lines to this process and will add more lines in Georgia as the need for this product increases."

The new exterior trim line, according to a news release, is designed to maximize contact with masonry or galvanized metal.

Gossen employs about 320, the company said, and reported \$47.6 million in extrusion sales last year.