

FEENEY ENHANCES USER EXPERIENCE FOR A&D PROFESSIONALS

Design-focused resources will facilitate specification of interior and exterior railings and related architectural products

OAKLAND, Calif. (October 2022) – Based on the growing demands of architecture, design, and specifier professionals, [Feeney Inc.](#), a manufacturer of powder coated aluminum railing, cable rail and associated architectural products, is responding with special tools and services to streamline the design experience.

The dedicated initiatives were developed to make it easier for A&D specifiers to learn more about available railing/infill, awning, and trellis opportunities and to simplify the specification of Feeney railings and architectural products for both residential and commercial spaces.

The resources available for designers were determined based on feedback from Feeney customers, and feature a range of tools and services, including:

- **Sampling.** Designers can request samples of Feeney’s offerings on both [MaterialBank](#) and [SwatchBox](#), enabling them to quickly get a wide array of Feeney products in their hands for a more timely and efficient specification process. Samples are also available via the Feeney [website](#), including ColorEasy™ color chips with textures and a fan deck that allows architects and designers to experience how specific railing and awning colors will look in a range of settings.
- **Design Tools.** To support inclusion of Feeney’s products within projects, Feeney has launched selected Revit families for its product catalog on [Revit/BIMsmith](#). Architects and designers can the brand’s design-focused literature like the ColorEasy™ fan deck and brochure, the Interior Stair Brochure showcasing a wealth of example projects. A new large format Design Book can be found on the [feeneyinc.com/Designer](#) landing page, with a print version available. Additionally, Feeney has launched seven 3D interior scenes to visualize railing products in both residential and commercial settings.
- **Commercial Support Team.** Many commercial projects have unique design and structural requirements. Feeney has established a dedicated commercial support team to help architects and designers determine the best technical solutions when installing Feeney products, including custom engineering for tricky attachment conditions. In addition, design professionals working on commercial projects can find design inspiration and view a variety of projects utilizing Feeney railings via the [MORTARR](#) platform.
- **Industry Partnerships / Education.** As a bridge to the design community, Feeney has appointed interior designers Carolyn Ames Noble and Kerrie Kelly as inaugural brand ambassadors, both of whom have recently served as chair of the American Society of Interior Designers (ASID) National Board of Directors. In addition, Feeney partners with American Institute of Architects (AIA) chapters throughout the U.S. and offers CEU courses on cable railing assemblies and aluminum railing systems through AIA and AEC Daily. Feeney’s director of digital marketing and creative services, Jennifer Wilde is also a student member of ASID.

“Feeney critically understands the unique challenges of architects and designers and remains committed to providing products and solutions to make their job easier and more productive,” said Katrina Ralston, president of Feeney Inc. “Supporting our design partners is a key focus and our team is always looking for new ways to streamlining the specification process around our products, and for new, stylish options to offer.”



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For more information, visit www.feeneyinc.com/Designer.

About Feeney

Feeney, Inc. has been a leading manufacturer of quality, awe-inspiring architectural products since 1948. As the originator of cable railing infill in the US, Feeney is a leader in creating products that enhance where people live, work and play. Based in Oakland, California, family- owned Feeney produces CableRail stainless steel cable kits, Quick-Connect® auto-locking cable fittings, DesignRail® aluminum railing systems, stainless steel Architectural Rods, awning kits and the Trellis Collection of cable garden trellises.