

Feeney, Inc. Debuts VisualBuilder deck and railing design tool

New online visualizer simplifies the process of designing a deck and specifying railings

OAKLAND, Calif. – January 10, 2020 – Feeney, a leading manufacturer of high quality stainless steel and aluminum railing systems, has launched a new interactive visualization tool that allows homeowners, design-build professionals, and retailers to design a deck complete with Feeney railings.

Available for desktop and mobile applications, the visualizer offers an easy-to-navigate interface that enables users to create their own deck from scratch or use one of seven pre-built templates as a starting point. The deck can then be customized to fit the user's specifications via an array of design options.

"When building a deck, the number of available design choices can seem overwhelming," said Andy Penny, vice president of marketing and advertising for Feeney. "Using our new tool, professionals and consumers can visualize how a deck with Feeney railings will appear when installed at a residence or commercial site, which helps to take the guesswork out of the project. It's also a great way to explore a variety of different looks and then narrow down the options."



Decks can be viewed in either 2D or 3D representations, and intuitive features such as click-and-drag sizing tools and "smart" icons make it easy to change dimensions, add stairs and additional tiers, and modify the shape of the deck. Users can choose from a variety of deck materials and add walls, windows and doors to replicate the facade of a home or commercial building.

In addition, Feeney railings can be customized according to design preference, including options to specify railing and infill type, post mounting, top and bottom rail type, railing height, color and lighting (for DesignRail® aluminum railings). A choice of scenic views and the ability to add an array of outdoor accessories allows users to finish the look for a realistic replication of the deck.

Added Penny, "Our new VisualBuilder showcases the large variety of configurations that can be achieved with Feeney railings, from residential projects to commercial environments, further delivering on the 'Feeney makes it easy' brand promise."

A short video tutorial guides first-time users through the online deck design process. In addition, users can take snapshots of their completed deck project and save, edit and share the designs, as desired.

To build a deck using Feeney's VisualBuilder, visit www.feeneyinc.com/VisualBuilder.

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.

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