



Contact:

Carol Ruiz

NewGround PR & Marketing

310.437.0045

cruiz@newgroundco.com

For Immediate Release:

April 30, 2015

PCBC Announces 2015 Parade of Products Winners for Its Annual Trade Show

New & innovative products reflect the return to R&D following economic recovery

SAN DIEGO, CA – PCBC, the largest homebuilding trade show representing the west coast region, has announced the winning recipients for 2015's Parade of Products (POP @ PCBC) Awards. The POP @ PCBC Awards are designed to honor outstanding achievements in new product development.

Members of the press will have the opportunity to interview award recipients who are debuting innovative and new products and technologies at the show.

The entries for this year's POP @ PCBC Awards consisted of creations boasting originality and ingenuity, with a celebration on the return to post-recession research and development within the industry.

"The last three years prove that manufacturers have shaken off the post-recession doldrums," said Nigel F. Maynard, Product Guru, writer and one of the judges for this year's POP @ PCBC Awards. "From around 2008 until about 2012, building product companies pulled back on research and development spending, and the results showed. New products with innovative features were scarce. But the economy turned a corner, and advances have been flying fast and furious. Home buyers are the clear beneficiaries: they get new houses, and cutting-edge products that are durable, energy and water-efficient, and easy to use."

Decided by a five-person panel, winners were selected based on innovation, practical application and how well each accomplishes the solution for which it was designed. The winners (listed alphabetically by company name) were:

1. ACT, Inc.: D'MAND Kontrols®
2. AxisPointe: InSite Mobile
3. BASF: The HP+™ Wall System
4. Delta Products Corporation: SIG80MLED
5. General Electric Appliances: GeoSpring Pro Hybrid Electric Water Heater (80 Gallon)
6. Kwikset: Kevo Plus
7. Marvin Windows and Doors: Ultimate Multi-Slide Door
8. Marwin Company: The Marwin One-Touch Electric Attic Stairway
9. Nexus eWater: NEXtreater
10. Parmir Water Systems: SSB-3195
11. Reliance Worldwide Corporation: SharkBite PVC Transition Fittings
12. Simpson Strong-Tie: Simpson Strong-Tie® Strong-Rod™ Systems
13. Stuc-O-Flex International, Inc.: WaterWay Rainscreen Mat
14. Tile Redi USA, LLC: Redi Trench® Center
15. TOTO USA: Ultramax II 1G Toilet
16. Uponor: ProPEX Lead-free Brass Ball Valves
17. Viking Range, LLC: Viking Professional TurboChef Oven
18. Whirlpool Corporation: Whirlpool® HybridCare™ Heat Pump Dryer

Winners receive recognition through the convention center's POP @ PCBC kiosk, signage in the Key Buyers Club and marketing materials distributed both online and on the exhibit floor.

[PCBC](#) is the largest homebuilding trade show in the Western United States and is dedicated to advancing the art, science and business of housing. Sponsored by the California Building Industry Association and endorsed by the [Leading Builders of America \(LBA\)](#), whose membership includes 21 of the largest public and private homebuilders in the country, PCBC offers two days of exhibits, education, special events, and networking. This year, the annual event returns to San Diego and will feature keynotes from author, educator and CEO of Good Think, Inc. [Shawn Achor](#) and author, ethnographer and leadership expert [Simon Sinek](#). For more information, please visit www.pcbc.com.

###