



**FOR IMMEDIATE RELEASE**

**Contact:**

Julie Fornaro  
NewGround PR & Marketing  
562.587.3957  
[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)

**PCBC Announces 2016 Parade of Products Winners for Its Annual Trade Show**  
*Products Illustrate Originality and Inventiveness of Building Industry Manufacturers*

**SAN FRANCISCO (May 4, 2016)** – [PCBC 2016](#), the largest annual homebuilding trade show representing the west coast region, has announced the winning recipients of 2016’s Parade of Products (POP @ PCBC) Awards. The POP @ PCBC Awards are designed to honor outstanding achievements in new product development.

“While some categories seemed to focus on small demographics and very small target customer basis, others were more geared for industry-wide consumption,” said POP @ PCBC judge Melanie Andrews, director of purchasing for The New Home Company. “It does appear that most manufacturers have made that complete shift to green, speed-driven, techy type products while others have tried to hang onto the luxury stylings and sophisticated installs. In a nutshell there was a broad spectrum of new products that look very suitable for the millennial generation all the way to the baby boomers. It is very clear our industry is in a paradigm shift and I am truly excited.”

The entries for this year’s POP @ PCBC Awards consisted of creations boasting originality and ingenuity, with a focus on conservation and technology.

“Participation in POP @ PCBC this year was easily the highest we’ve seen in years, reflecting an exciting trend in new product development and innovation,” said Linda Baysari, senior vice president of PCBC. “We are proud to celebrate these 20 winners who reflect the most inventive new product solutions of the past year.”

Decided by a eight-person panel of homebuilding leaders in purchasing, building, engineering and design, winners were selected based on innovation, practical

application and how well each product accomplishes the solution for which it was designed. The winning companies and products, listed alphabetically, are:

1. Air King, QuFresh by Air King (QFAM)
2. Andersen Windows, VeriLock® Security Sensors
3. BamCore LLC, BamCore Prime Wall System
4. Float, Float
5. Greyter Water System, Greyter HOME
6. Haiku Home by Big Ass Solutions, Haiku H Series Ceiling Fan in Brushed Copper
7. Huber Engineered Woods, ZIP System™ Stretch Tape
8. Hunter Douglas, Hunter Douglas PowerView™ Motorization
9. LiftMaster, 8550W Battery Backup Garage Door Opener
10. MFM Building Products Corp., FutureFlash
11. Panasonic, The SelectCycler™ System
12. Phantom Screens, Retractable Screens
13. S&P USA Ventilation Systems, LLC, IAQ Sense
14. Savant, Savant App
15. Simpson Strong-Tie, The Strong-Wall® Wood Shearwall
16. SnapPower, SnapPower Guidelight
17. Sub-Zero & Wolf by Riggs Distributing, Inc., M Series Professional Double Oven (DO30PM/S/PH)
18. SWD Urethane, Quik-Shield 108 Ultra-Low Density Spray Foam Insulation
19. Tile Redi USA, LLC, WonderFall Trench™... Simply Wonderful!™
20. TOTO USA, Carlyle II 1G Connect+ S350e

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

PCBC 2016's full three-day agenda also includes an extensive exhibition hall, two full days of comprehensive educational sessions, a full day of pre-conference workshops and other marquee events. The event is sponsored by the [California Building Industry Association \(CBIA\)](#) and endorsed by the [Leading Builders of America \(LBA\)](#).

PCBC's sold-out exhibit floor will play host to 350 of the nation's top building product manufacturers and suppliers, all displaying the newest, most innovative products, services, and technologies available in housing today. The exhibition hall also features the VIP Key Buyers Club, a VIP program for purchasing teams from high-volume builders, facilitating private, pre-scheduled meetings between builders and manufacturers.

Attendees of PCBC 2016 will include home builders, developers, architects, investors, capital providers, general contractors, trade contractors, interior designers, remodelers, real estate brokers, consultants, product manufacturers, dealers, distributors and other industry advisors and stakeholders. Attendees represent the Western United States, Canada, Mexico and approximately 25 additional countries.

For additional information and to register for the event visit  
<http://www.pcbc.com/register/register-now>.

###