

Builder Magazine Awards HB&G's PermaCast® Brand Highest Quality Ratings

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Troy, AL – HB&G Building Products, the leading manufacturer of architectural columns, has received Builder Magazine's highest rating in four major categories for their PermaCast® columns. This esteemed recognition was reported in Builder Magazine's 2009 Brand Use Study, sponsored by Hanley Wood.

Based on a survey sample of 10,800 of Builder Magazine's qualified domestic builders, builder-developers, and general contractors, PermaCast® columns lead the pack in the *Decorative Mouldings & Columns* category, finishing in first place for *Brand Familiarity*, *Brand Used*, and *Brand Used Most*. PermaCast® also topped all other column manufacturers with the highest *Quality Rating* in the survey conducted by Readex, an independent research company based in Stillwater, Minnesota.

"These top ratings mean a lot to us because they are based on the opinions of builders, developers, and contractors – the people who are out there working with our PermaCast® products every day," said Mike Gibbons, Vice President of Sales and Marketing for HB&G. "We're honored to receive this kind recognition because it really speaks to the quality of our products."

PermaCast® columns are cast from a proprietary fiber-reinforced polymer composite with exceptional strength-to-weight characteristics. They are weatherproof, insect proof, and come with a limited lifetime warranty.

As the original manufacturer of PermaCast® columns, HB&G has been offering the finest in porch products since 1880, and continues to lead the industry in offering the most technologically advanced and highest quality synthetic porch products on the market.

Builder Magazine's 2009 Brand Use Study can be viewed at: <http://www.builderonline.com/products/brandstudy/2009/a-d.aspx>