



PRESS RELEASE
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World Panel Products partner with Flexiteek for the Americas, further extending distribution network.

Former Dek-King distributor, World Panel Products, has been announced as the new management team for Flexiteek Americas, further extending the worldwide Flexiteek distribution network.

Flexiteek International have announced former Dek-King distributor World Panel Products as the new management team of Flexiteek Americas with immediate effect.

Flexiteek Americas is the sole distributor for Flexiteek 2G synthetic teak for the Americas. The team from World Panel Products will oversee the promotion, sales and distribution of the entire Flexiteek product range to all areas of Canada, the USA, the Caribbean and South America.

The appointment follows Flexiteek Internationals acquisition of Wilks, the manufacturer and supplier of Dek-King synthetic teak earlier this year.

Headed by President, Jeff Davies, World Panel Products have proven success in the composite decking market having managed the distribution of Dek-King synthetic teak in North America for nine years.

World Panel Products was established in 1993, to provide boat builders, repairers and boat owners with both high-quality wood and composite decking. Davies and his team pride themselves on being the leading marine panel distributors for the USA.

Commenting on their new appointment at Flexiteek Americas, Davies said "Our transition into the synthetic decking market began several years ago with Wilks and Dek-King 2G synthetic teak. We have carefully built the market up here in America through training classes and competitive pricing.

The markets throughout the Americas are massive, and we intend to stock additional amounts to prepare for such growth. It is equally important here to partner with the right people, and it has become clear that the network of distributors currently with Flexiteek have a wealth of knowledge and enthusiasm to grow exponentially".

To make way for extended Flexiteek stock levels, World Panel Products have recently invested in additional warehouse space in their two locations of Florida and North Carolina.

Introduced in 2000, Flexiteek International has seen continual worldwide growth under the guidance of CEO, Tomas Gustafsson.

Gustafsson commented "With the increased demands for support and fast deliveries we are convinced that having Jeff Davies and his team at World Panel Products manage Flexiteek Americas is the right way to move forward. This decision goes hand in hand with our next step to have a fabrication centre in America that is planned to be up and running in early 2020."



Plans for a Flexiteek fabrication centre will be announced later in 2019.

Individuals interested in Flexiteek fabrication within America are encouraged to contact Chad Adams, Product Manager at World Panel Products for details on their upcoming courses and the business opportunities on +1 561 840 0500.