

**For immediate release**

**Feeney, Inc. Recognized as a Brand Leader in the Cable Railing Industry**

*2016 Builder Brand Use Study, Sponsored by Hanley Wood's BUILDER Magazine,  
Named Feeney, Inc. as the Number One Brand in Three Categories*

**OAKLAND, Calif. – March \_\_, 2016 – [Feeney, Inc.](http://www.feeneyinc.com)**, a leading manufacturer of high quality stainless steel and aluminum railing systems, was recently recognized as the brand frontrunner of the cable railing industry in Hanley Wood's 2016 Builder Brand Use study. The company was acknowledged as the number one brand in the "Brand Familiarity," "Brands Specified / Used in the Past Two Years" and "Brands Specified / Used Most" categories of the Cable Railing / Cable Railing Systems product group.

The survey was administered by The Farnsworth Group, the nation's foremost market research firm and insights provider for the building material, hardware, home improvement, and lawn and garden industries.

The primary focus of the study was to profile quality brands most used within the home and building community. The survey was conducted online and included subscribers of Hanley Wood's *BUILDER* magazine, one of the industry's most influential trade publications. Additionally, qualified subscribers of *BUILDER's* Business Update and *BUILDER* Pulse e-newsletters were also polled. Data was collected from November 2016 through January 2016 with more than 1,300 responses received.

"We are honored to have been recognized by Hanley Wood's *BUILDER* magazine as an industry spearhead," said Andy Penny, vice president of sales and marketing for Feeney. "Our sales and marketing teams collectively strive to ensure the Feeney brand is top-of-mind when it comes to selecting cable rail for both residential and commercial installations."

**About Feeney**

Feeney, Inc. is a leading manufacturer of high quality architectural products that enhance the spaces where people live, work and play. Feeney residential and commercial construction products for exterior or interior applications include CableRail stainless steel cable assemblies, Quick-Connect<sup>®</sup> auto-locking cable fittings, DesignRail<sup>®</sup> aluminum railing systems with optional LED lighting, Sta-Lok<sup>®</sup> stainless steel rods, Lightline<sup>®</sup> door canopies, and the Trellis Collection of garden trellises. Since 1948, Oakland, California-based Feeney has been committed to providing construction professionals and DIY homeowners with innovative, easy-to-use products and unsurpassed service. For more information or the location of a dealer near you, please visit [www.feeneyinc.com](http://www.feeneyinc.com).

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