

## Shendow named marketing manager at Derby Building Products

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Quebec City, Quebec — Derby Building Products Inc., manufacturer of the Tando and Novik brands of exterior cladding, has announced Rachelle Shendow as marketing manager. In this role, Shendow will be responsible for all communications, public relations, and advertising of the Tando and Novik brands. These marketing programs will target building product, design, and supply channel professionals, as well as homeowners and DIYers.



**Shendow**

In Shendow's 20-year career in building products she helped launch the AZEK trim and decking brands and helped grow the Trex decking brand, a press release from Derby Building Products announced.

"Rachelle is very well regarded in the building industry," said Ralph Bruno, Derby's CEO. "Her hands-on communication skills, creative enthusiasm, marketing experience, and expertise in creative design have allowed Rachelle to provide strategic advertising and marketing direction to achieve proven success in highly competitive markets."