

Media Contact:
Maureen Murray, 973-993-1570
precise2@optonline.net

Building Products Dealers Showcase Novik Shake™ and NovikStone™ Products in a Big Way... on their own Buildings

QUEBEC CITY, QC (Nov. 2015) -- As an incentive and loyalty builder for new stocking dealers, Novik has launched a Dealer Beautification Program that revitalizes dealers' facilities and storefronts, while creating a living testament to the natural beauty and versatility of Novik's low-maintenance shake and stone products. These products replicate the luxury of wood and stone materials at a fraction of the cost, providing attainable luxury for customers.

"Our facility was in need of a facelift and Novik has the beautiful products that transformed our exterior," said Doug Fields, co-owner Matthews & Fields Lumber Supply, a Rochester, NY, family business since 1896. "Now we can actually show our customers exactly how the products will look installed....right on our own building!" Check out the transformation:
<http://matthewsandfields.com/company-blog/>

To participate, Novik stocking dealers simply order 20 squares of shake or stone (a square is a 10 X 10 sq. ft. section) and the shake/stone products can be mixed and matched. For every 20 squares, the dealer has access to 10 squares of material to be installed on their own building.

"Many of these buildings have been in families for 75 or even 100 years and could use some exterior upgrades," said Ralph Bruno, President, Novik Sales Corp. "This is a great way to show off the natural, rich looks of NovikShake and NovikStone, while revitalizing the dealer's facility and giving them a realistic, life-size display."

Bruno says the unique Dealer Beautification Program demonstrate's Novik's long-term commitment to dealers and based on positive feedback, the program will extend into 2016. To learn more about Novik's products, including dealer locations, visit www.novik.com.

ABOUT NOVIK

Novik® is a premier manufacturer of NovikShake™, NovikStone™ and accents that replicate the natural beauty and texture of wood and stone materials. At the forefront of technology, Novik offers attainable luxury that is attractive and easy to install. Novik products are a perfect fit for builders, contractors, facility managers and consumers who take pride in the aesthetic appearance of their home or building. For more information, visit www.novik.com.

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