



**FOR IMMEDIATE RELEASE**

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

### **Williams Outdoors Expands Architectural Landscaping Business with New Decking & CAMO® Edge Fastening System from National Nail**

**Grand Rapids, MI** – Luke Williams launched his own landscape design-build business in Blue Mountains, Ontario with the goal of creating custom outdoor spaces for the area’s high-end residential customers. Within months of opening its doors in 2016, Williams Outdoors, Inc. rapidly expanded these services with the construction of luxury decks designed with the CAMO® Edge Fastening System from National Nail.

For the deck boards, Williams works mainly with Eastern White Cedar, Western Red Cedar, Mahogany and Kebony® to combat the region’s harsh weather. He was also immediately attracted to the simplicity of the CAMO Edge Fastening System using the Marksman Pro® and MarksmanPro –NB (for narrow boards). The guides, proprietary screws and drill bits work equally well with virtually any decking material—composite, PVC, and most soft and hard wood species—with variations to accommodate nominal 6-inch boards as well as narrow boards.

“When we started, our focus was on all aspects of landscape construction but we did not intend to be building many decks,” says Williams. “Our passion is creative stonework, unique outdoor spaces and structures including pergolas, gazebos and other outdoor features that really test our creative impulses. But, the market evolved right in front of our eyes. Nearly every customer request combined decking and patios with landscaping work. So, we filled the need with creativity and the products best suited for sustaining long-term durability and beauty in a climate that can be quite harsh, summer through winter.”

Given the amount of available work and the ongoing potential for business growth, Williams hired a dedicated deck building crew to work in tandem with his landscape team. Located in Southwestern Ontario where the Beaver River flows into Nottawasaga Bay, the Blue Mountains are renowned for their spectacular skiing, hiking, and downhill/cross-country biking activities. Unfortunately, the very conditions that attract tourists also wreak havoc on exterior materials with temperatures ranging from -22°F in the winter to the upper 80s in the summer plus extreme buildups of snow, frost, and ice.

“When it comes to decks, I prefer simple clean lines and a minimalist style,” explains Williams. “The ultimate goal is to build beautiful, stylish decks that last in our climate. As a result, we engineer every structure to stand

**-more-**

## Page 2/Williams Outdoors Selects CAMO

up to those demands - “built for life outdoors” is our tagline and it’s as much about creating enjoyable space as it is about being durable and practical.”

Over the past two years, Williams Outdoors has built a dozen decks using the CAMO Edge Fastening System, ranging from 1,200 sq. ft. waterfront structures to multi-tier, overlapping outdoor extensions to million-dollar homes. Many of these were designed to extend the living areas of everything from country cottages and second homes to luxury ski chalets.

CAMO Edge-Fastening provides a fastener-free surface, while reducing cracking and moisture absorption. Relatively new but extensively field tested, the system is comprised of a proprietary guide, deck screws and driver bits, driven with a power drill into the side of each board and into the joist. This approach prevents racking and adds stability. Other benefits include guides designed to fit standard and narrow boards, and a variety of spacing choices such as a no-gap option for treated wood decks that can also be used with secondary spacers when wider gaps are desired.

Since he started using CAMO, Williams has used no other fastening system. ‘I was immediately struck by the branding and later by the quality of the system itself,’ said Williams. “We now have a three-man crew and that’s all they use. Once they got it, installation became a breeze with the Marksman Pro.”

Part of Williams’ new-found expertise also involves matching decking projects with the landscape. In some cases, this included building decks on hilltop slopes to maximize the available space. Even in such tough locations, Williams remains loyal to the staying power of the CAMO Edge Fastening System.

“We’ve used CAMO exclusively on every deck to date, achieving secure, stable structures. Our customers love the smooth surfaces without fasteners--it’s a huge selling point,” added Williams..

. Our decks not only look great, but shovel easily in the winter. No scrapes or catches. The snow comes right up without any problem – another CAMO benefit.”

To learn more about CAMO Edge Fastening, visit [www.camofasteners.com](http://www.camofasteners.com)

### **About CAMO Edge Fastening**

CAMO Edge Fastening from National Nail delivers beautiful, fastener-free, Barefoot Approved™ results with virtually any wood, composite or PVC decking. CAMO offers a variety of guides, fasteners, and accessories, as well as a collated system to suit project requirements. For more information or to locate a dealer, visit [CAMO Fasteners](http://CAMOFasteners.com) or call 1-800-968-6245. Be sure to “Like” @camofasteners on Facebook and @camodeckfasteners on Instagram.

###