

## New England Arbors Upgrades Fairfield Arbor

February 2009- In an effort to continually improve their product line, New England Arbors has upgraded the Fairfield arbor, one of their best selling arbors. The upgraded Fairfield Deluxe model offers more architectural detail and pure PVC side panels. Even with the added features, the price remains the same as the original, offering much more value.

The Fairfield Deluxe is designed with the professional fencer in mind. The 4x4 posts are free of aesthetic trim to provide a clean, consistent look with vinyl fences, also ensuring that fences and gates can easily be attached to the arbor. The arbor side panel uses brackets instead of routes for a more secure installation, also making it easier for pressure treated or aluminium stiffeners to penetrate the posts. The side panels are made from PVC extrusions in lieu of traditional lattice to provide a fresher, cleaner look.

“Market research indicates that consumers prefer arbors without lattice in the side panels,” explains Denise Esser, Sales Manager of New England Arbors. “The Fairfield Deluxe is keeping up with industry trends.

The Fairfield Deluxe will be offered in conjunction with the original Fairfield arbor to ensure a smooth transition. A computer generated animation of the components and assembly of the arbor can be viewed on the company’s website, [www.newenglandarbors.com](http://www.newenglandarbors.com). "It was challenging to upgrade the product without having to raise the price," says Stephen Prins, President of New England Arbors and principle product designer. "However, after a lot of design and modification, we met our objective and couldn't be prouder of the end result."

New England Arbors is celebrating ten years of offering a wide variety of vinyl arbors. With a variety of styles to satisfy even the most discriminating consumer, New England Arbors is passionate about design, quality and functionality. To receive a free copy of their catalog, call 800.282.9346 or visit [www.newenglandarbors.com](http://www.newenglandarbors.com).

