



## PrimeSource Expands Outdoor Living Portfolio with Launch of Keylink Railing in Florida and Pacific Northwest

*Nationwide growth continues with modern, durable railing systems designed for today's outdoor lifestyles and tomorrow's building demands*

IRVING, Texas (Aug. 4, 2025) — PrimeSource Building Products, a North American leader in specialty branded building materials, is growing its Outdoor Living portfolio by introducing Keylink aluminum railing systems to two key markets: Florida and the Pacific Northwest. Each product offering has been purposefully designed for the demands of its region—balancing coastal durability, climate resilience, and architectural preferences. These systems are ideal for coastal homes, hospitality spaces, and multifamily projects seeking style, strength, and ease of installation.

As homeowners and developers increasingly invest in functional, connected outdoor spaces, the move aligns with strong industry momentum—**98% of experts say updated outdoor spaces boost home value, and indoor-outdoor continuity tops 2025's outdoor design trends**, according to *Fixr's 2025 Outdoor Living Trends Report*.<sup>[i]</sup> PrimeSource continues its nationwide strategy to meet this surging demand for high-performance, design-forward products in one of the fastest-growing segments of residential and commercial construction.

"This expansion is about more than entering new markets—it's about helping professionals respond to a wave of demand for smarter, more durable outdoor design," said Bill Wolter, PrimeSource's Executive Vice President and General Manager — Outdoor Living. "Keylink railing not only complements our existing decking products, it helps create complete outdoor living environments that meet the needs of today's homeowners and tomorrow's code requirements."

### Serving Two High-Growth Markets with Tailored Product Solutions

In Florida, where coastal durability and year-round outdoor living are important, Keylink will offer products that include its AAMA 2605 standard coastal finish—a premium corrosion-resistant coating typically available only by special order, now stocked locally.

*Available in Florida:*

- Outlook Series with square baluster infill
  - *Textured Black and White*
- American Series with:

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- Rod rail infill (*White*)
- Black Vertical cable infill (*Textured Black railing*)

In the Pacific Northwest, Keylink's offering supports regional trends like open sightlines, modern design, and code-compliant durability.

*Available in the Pacific Northwest:*

- American Series (*Textured black finish*):
  - Stainless Steel Horizontal cable infill
  - Black Vertical cable infill
  - Rod rail infill
  - Square baluster infill

### **Growth with Purpose: Meeting Industry Momentum**

The regional launch of Keylink is a strategic part of PrimeSource's broader plan to scale its Outdoor Living portfolio, which already includes category leaders like Wolf Serenity™ Decking. Together, Keylink and Wolf offer dealers and contractors a complete outdoor living solution—from modern, code-compliant railing systems to resilient decking products built for performance and style.

Keylink railing products are available immediately in both Florida and the Pacific Northwest. Dealers and contractors should contact their local PrimeSource sales representative for more information. For additional details, visit [keylinkonline.com](https://keylinkonline.com) or contact the media relations team at 312.565.0044 ext. 1136.

### **About Keylink**

Keylink designs and manufactures premium aluminum railing systems that do more than outline a space—they shape how it's experienced. With versatile aesthetics, durable construction, and innovative engineering, Keylink products are an intentional design choice for residential and commercial projects, indoors and out. For over 40 years, Keylink has stood apart through uncompromising product quality, thoughtful innovation, and personal service from real people who care. Whether you're building a deck, balcony, stairway, or custom space, Keylink helps create environments where connection happens—between people, place, and purpose.

Explore the full product line at [keylinkonline.com](https://keylinkonline.com).

### **About PrimeSource Building Products**

PrimeSource Building Products® is a specialty branded building products company with a portfolio including fastening solutions, building materials, and outdoor living products serving residential and commercial new construction and remodeling customers. Home to the Grip-Rite®, Pro-Twist®, Wolf Home Products®, and other premier building products brands, PrimeSource leverages worldwide sourcing capabilities and fulfillment centers nationwide to supply products for construction, including: collated fasteners, tools and accessories, hand-drive screws and nails plus insulation, roofing and gypsum materials, perimeter security accessories, decking, railing and trim, among others.

For more information, please visit [www.primesourcebp.com](http://www.primesourcebp.com) or call (800) 676-7777.

<sup>i</sup> Outdoor Living Trends 2025, *Fixr*, June 3, 2025 ([www.fixr.com/articles/outdoor-living-trends](http://www.fixr.com/articles/outdoor-living-trends))