

# STRUXURE®

One could say the StruXure story began in a middle-school classroom. Scott Selzer, StruXure’s founder and product designer, was a teacher with a summer-break remodeling business, wherein he specialized in building decks and pergolas, refinishing basements, and tackling other home improvement projects for his clients. When a homeowner requested a pergola that could provide shade, but would also permit sunlight into the adjacent home when desired, Scott embarked on a search to find the right product. He could already envision it—a strong, durable structure made of metal, not wood, with louvers that could pivot on demand. He found products similar to what he had in mind, but nothing great. So he did the only thing someone with his entrepreneurial spirit could: he designed and built his own better version.

Word of mouth quickly spread locally about this “cool new pivoting-louver pergola,” and in 2009, Adjustable Patio Covers, the first company to bring an adjustable louvered system to the East Coast, was born. The company grew rapidly and evolved into a manufacturer of its own system in 2011, rebranding to Arcadia Building Products. In 2018, the company brand evolved further into StruXure Outdoor, before becoming StruXure in 2020.

Steady growth led to our move into a new state-of-the-art manufacturing facility and corporate headquarters just north of Atlanta, GA in 2016. The following year, we also expanded operations from our existing Southern California office to a much larger West Coast Fulfillment Center and Showroom, located just outside of Las Vegas, NV. From 2018-2021, we continued to grow on both coasts in order to keep up with demand, and now have seven facilities producing for North America: four facilities in Dahlonega, GA and three in Henderson, NV.

StruXure was recognized on the Inc. 5000 List of Fastest Growing Private Companies for seven consecutive years, from 2015 – 2021, and on Entrepreneur 360’s Best Company List in 2016, 2018, and 2019.

On January 4, 2022, it was announced that The AZEK Company, Inc. had acquired StruXure. This strategic move not only added StruXure’s established and compatible product to AZEK’s exceptional and sustainable offerings— including TimberTech® decking, Ultralox® railing, Versatex® and AZEK Trim®— but also provided StruXure with a level of support that can accelerate our R&D efforts and steadfast mission to bring the indoors out.

But that’s not the end of our story. We have no doubt it will continue with our next generation of products and future plans to open additional distribution facilities to keep up with our growing national dealer network, which currently spans from Canada to the Caribbean. We are excited to expand our legacy as the leader in automated shade and shelter, by enhancing outdoor living and exceeding people’s expectations for what an outdoor lifestyle really means.

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