



Fence Brothers Celebrates One Year Since Rebrand

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A year after adopting the name Fence Brothers, the West Michigan fencing contractor formerly known as True Line Fencing and True Line Construction is marking the anniversary of its rebrand this month. The company, founded in 2013 and run day-to-day by brothers Alec and Kyle Trierweiler, continues to build residential and commercial fences across West Michigan under the new name.

Fence Brothers began in 2013 as True Wrap, LLC, a business Darryl Trierweiler started after 34 years working in the West Michigan lumber industry. The company later operated under the names True Line Fencing and True Line Construction before his sons, Alec and Kyle, changed it to Fence Brothers last fall. Darryl remains the company's owner of record, a role that keeps the family name attached to the business even as the brand on the sign has changed twice. Alec now handles estimates, scheduling and customer communication, while Kyle runs the field crews out of the company's shop on East Paris Avenue in Kentwood.

The name changed, but the underlying business did not. Fence Brothers still builds every wood fence on-site, picket by picket, rather than installing pre-fabricated panels, using true 2x4 rails, actual two-inch by four-inch

lumber rather than the smaller nominal sizing common in the industry, and pickets measuring 1 1/16 of an inch thick, close to three-quarters of an inch and heavier than what many competitors install. The company also installs vinyl, aluminum and chain link fencing, along with ranch rail fencing for agricultural properties, using the same on-site building process across every material. Every installation carries a five-year workmanship warranty that covers post movement and picket separation, including on wood fences, which some competitors' warranties exclude.

Fence Brothers also continues to pull permits and schedule Miss Dig, the state service that marks buried utility lines before digging, on every job so homeowners do not have to coordinate those steps themselves. Post depth is evaluated for each property's soil rather than set at a single standard depth, since sandy soil near Holland and heavier clay near Kentwood hold posts differently. That evaluation has not changed, and it remains part of every estimate.

Since the rebrand, the company's commercial work has grown to about a quarter of total revenue, covering fencing, bollards and temporary fencing for property managers, schools and general contractors across West Michigan. Fence Brothers is now one of a small number of contractors in the area handling both residential and commercial fence installations. The company holds a 5.0 rating on Angi, which named it a 2025 Super Service Award winner, and a 4.9-star rating on Google based on its reviews.

Fence Brothers serves homeowners in Ada, East Grand Rapids, Caledonia, Byron Center, Holland, and the greater Grand Rapids area, as well as commercial clients throughout West Michigan. Wood-fence installations and commercial contracts have both increased over the past year. Alec Trierweiler said the new name mostly reflected what the company had already become.

"We had been calling ourselves brothers running this business long before we ever put it on a sign. Changing the name to Fence Brothers was really just catching the paperwork up to what our customers already knew about us," said Alec Trierweiler, co-owner of Fence Brothers.

Recent projects and completed installations can be seen in the company's Google reviews. Homeowners interested in a free estimate can call Fence Brothers at (616) 348-9988 or visit www.fencebrosmi.com, where estimates are typically scheduled within 48 hours.

About Fence Brothers

Fence Brothers, formerly known as True Line Fencing and True Line Construction, is a family-owned residential and commercial fence installation company located at 4477 E Paris Ave SE, Kentwood, MI 49512,

serving West Michigan since 2013. The company builds wood, vinyl, aluminum, chain link and ranch fencing on-site and provides full permit and Miss Dig coordination on every project. Fence Brothers is insured, holds a 5.0 rating and Angi Approved status on Angi, was named a 2025 Angi Super Service Award winner, and backs installations with a five-year workmanship warranty.

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For more information about Fence Brothers, contact the company here: Fence Brothers Alec Trierweiler (616) 901-8492 alec@fencebrosmi.com 4477 E Paris Ave SE Kentwood, MI 49512

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Fence Brothers is a family-owned fence company serving West Michigan since 2013. Founded by brothers Alec and Kyle Trierweiler, the company builds custom wood, vinyl, aluminum, and chain link fences across Greater Grand Rapids.

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