

Deck It Gains TimberTech Platinum Pro Elite Listing

October 23, 2026

BOLTON, MA - October 23, 2026 -

Deck It announced a TimberTech Platinum Pro Elite designation in a September 3, 2026, post on its website. The decking manufacturer's contractor locator now shows the Bolton, Massachusetts, business at that tier. The new listing is distinct from the company's previously publicized Platinum status and its separate 2025 regional contractor award, although the exact date TimberTech changed its listing has not been established.

The company's September post describes the move as a milestone in its relationship with the decking manufacturer. TimberTech's own contractor profile displays "Platinum PRO Elite" above Deck It's name and Bolton address. Together, the company announcement and manufacturer's current directory entry establish the present designation. The post's additional claim that Deck It was the first Massachusetts contractor to receive it was not independently established from the directory.

The distinction matters because the company has discussed manufacturer recognition before. A June release described Platinum-level standing with TimberTech and Trex, while a July release covered a Top Contractor in the Northeast award for work in 2025. The new client-site post concerns a different, higher-labeled TimberTech listing rather than the date of that earlier award. A customer looking through the company's past announcements could otherwise mistake the three references for the same event. The earlier Platinum description cannot be treated as a retrospective announcement of the Elite listing.

A manufacturer directory gives homeowners a direct way to check the status rather than relying on a badge repeated on a contractor's own website. It identifies the business and its listed tier; it is not a public record of every project the firm has completed. Nor does the displayed label alone establish the criteria used to assign the tier, the date it was awarded or whether the company was first in the state. Those details would require a separate statement or historical record from TimberTech.

TimberTech's contractor program describes training opportunities and a locator where participating firms can be found. Its program materials also discuss tier-based business benefits. Those features explain why a

contractor would report a change in status, but they are not a guarantee about any particular homeowner's installation. The material selected, the way it is installed and the written terms provided for that job remain separate questions from the contractor's directory listing.

The contractor publicly offers composite and PVC deck construction in its Massachusetts markets. Its September article relates the new status to that core work, rather than to a newly launched construction service. The listing does not by itself certify local building-code compliance, confer a municipal license or substitute for a construction contract. Neither source reports a change to the firm's crews, methods or product selection when the listing changed.

The timing also calls for precision. The client post appeared in early September; the current locator confirms the designation now, not when the manufacturer's decision was made. Nothing in those two pages shows that the listing was created in October. The news is the client's reported September milestone with presently checkable third-party status, not a newly enacted rule or an exclusive launch being revealed for the first time here.

People comparing contractors can use the manufacturer's directory to confirm the exact name and tier shown today. For a proposed deck, they can review the specified materials and applicable manufacturer documents alongside the project's written scope. A designation may be relevant to that conversation without determining the result of a warranty claim or resolving questions about permits, installation responsibility and local requirements.

The company's site carries the original announcement, and TimberTech's locator carries the current listing. These records support the present designation without resolving the first-in-state comparison. A later change to the directory would require a fresh check of the reported status.

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Deck It

Deck It is a Bolton, MA based, family-owned custom deck builder serving Central Massachusetts. Founded in 2017 by Jake and Pat, our team has focused exclusively on decking since 2021

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