



Black Label Decks & Outdoor Living Passes 1,000 Project Milestone

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Black Label Decks & Outdoor Living, a family-owned deck builder based in Lincoln, Nebraska, has completed more than 1,000 projects in its seventh year of operation. The company, founded by Lance Roach in 2018, reached the milestone while maintaining a focus on custom composite and PVC deck construction and integrated outdoor living spaces.

Over that period the company has built a base of local work reflected in a 4.9-star average rating on Google, drawing on a team with more than 50 years of combined trade experience. Its projects center on decks intended to serve as the foundation for larger backyard environments rather than as standalone structures.

The milestone marks a period of steady growth for a company that began with a single crew and now handles design, permitting, and construction in-house. Roach entered the building trades framing houses before founding the company, and set out to deliver a higher standard of client experience in the outdoor construction market. The seventh-year mark reflects both the volume of completed work and the company's

decision to concentrate on decks and connected outdoor living rather than expanding into unrelated trades.

"Reaching more than 1,000 projects comes from treating every deck the same way, designed and engineered for how people in Nebraska actually use their outdoor space," said Lance Roach, owner of Black Label Decks & Outdoor Living. "The goal has always been to build outdoor spaces that last."

The company builds primarily with composite and PVC decking from manufacturers that include TimberTech by AZEK, Deckorators, Fiberon, and MoistureShield, materials designed to require minimal maintenance and to resist fading and staining over time. For homeowners who prefer natural wood, the company also builds with cedar and exotic hardwoods such as Ipe.

Construction methods vary with the demands of the eastern Nebraska climate, where cold winters, repeated freeze-thaw cycles, and hot summers place stress on outdoor structures. Framing is completed in wood, steel, aluminum, composite, or pressure-treated structural lumber, and each deck is set on helical piers, diamond piers, or concrete footings sized to reach below the local frost line, which sits near 42 inches in the region. Accounting for that movement in the design phase is intended to reduce shifting and uneven wear over the life of the deck.

The company backs its installations with a five-year workmanship warranty. Manufacturer coverage on qualifying systems includes up to 50 years on New Castle steel framing, 30 to 50 years on TimberTech decking, and a limited lifetime warranty on Westbury aluminum railing. These layered protections cover both the structural frame and the finished surface.

Beyond decks, the company designs and builds connected outdoor living features, including pergolas, patios, porches, sunrooms, outdoor kitchens, and fire features. Deck railings, lighting, and underdeck systems that create dry, usable space beneath elevated decks round out the work, allowing a deck to function as part of a larger, unified backyard rather than an isolated platform.

Each project is developed with two-dimensional plans and three-dimensional renderings, giving homeowners the ability to review the layout, materials, and proportions before construction begins. That planning step allows adjustments to be made during design rather than after work has started.

The company holds credentials through the North American Deck and Railing Association and manufacturer programs including TimberTech AZEK University. It is a member of the Home Builders Association of Lincoln and serves homeowners across Lincoln and Lancaster County.

As it enters its eighth year, Black Label Decks & Outdoor Living has said it plans to continue concentrating on custom decks and integrated outdoor living, refining its design and construction process for

local conditions on each new project rather than broadening into unrelated services.

About Black Label Decks & Outdoor Living: Black Label Decks & Outdoor Living is a family-owned deck builder and outdoor living contractor in Lincoln, Nebraska, founded by Lance Roach in 2018. The company specializes in custom composite and PVC decks and integrated outdoor living, including pergolas, patios, porches, outdoor kitchens, and fire features, serving Lincoln and Lancaster County. It holds a 4.9-star Google rating, draws on more than 50 years of combined trade experience, and backs its work with a five-year workmanship warranty.

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