

NEW PRODUCT

Bridge Lane Treillage

By **LINDSEY SHOOK** Photography by **ANNA SPALLER**

While embarking on a historic renovation of a Wisconsin estate in need of restoration, designer Alison

Pickart found herself on an unforeseen path—developing a collection of outdoor treillage panels and architectural screening systems. “I am an entrepreneur at the core and am always so intrigued by solving design problems,” Pickart notes. “The restoration of the Rose Garden at Bridge Lane was a unique problem I had to solve.”

The goal was to replace the original treillage on the property that had deteriorated, but the challenge she faced was finding a more durable solution. “Once I understood the investment it would require to reproduce the custom wood treillage that previously stood here, I wanted to think more practically about developing something that would never rot or require replacement,” she recalls.

Shortly after she was approached by the team at The Azek Company—who produce premium, low-maintenance and sustainable outdoor living and building products—about the merits of using their eco-friendly, Class A fire-rated product on projects, a spark was lit. “I knew that if they were able to work with me to figure out the lattice component, we would be able to create a modular collection of panel systems that might actually be easy for others to specify,” she says. “In other words, a simple solution for people to actually purchase for their homes and gardens without extraordinary professional design help.”

Of course nothing great comes easy. Pickart and her team ventured into an 18-month journey that has resulted in a stunning



and practical product that is produced in partnership with Intex by Azek and can be purchased by the trade and end users alike. Crafted from cellular PVC with recycled content, the treillage is engineered to replicate the appearance of painted wood while dramatically outperforming it in durability and longevity, and it's available in custom color match options and PPG Solar Reflective Paint.

“Knowing that this incredibly realistic engineered material could be applied in this way was paramount to our product line as we know that, once installed, it will stand the test of time, looking as good generations from now as it did on the day it was installed,” she proclaims. “I’ve loved the whole process as it has challenged my brain in new ways, and figuring out how to fit this niche has been incredibly interesting!”