

## CONTENTS

- (3) WHO WE ARE
- (5) WHAT WE OFFER

/FLOATING STAIRS

/MODERN RAILING

/INSTALLATION

(25) **NEW PRODUCTS** 

/LED

/STRATUS & TERRACE

(27) **PROJECT GALLERY** 

/GALLERY

(43) BUILDER SPOTLIGHTS

/CHAD GESSIN

/AMY MATTHEWS



#### Hello,

My name is Len Morris. I'm the Founder and Principal here at Viewrail.

Our company exists to help you bring your vision to life with floating stairs and modern railing systems that are simple, stunning, and easy to install.

Backed by more than 20 years of experience, our team has taken what used to be a clunky, complicated process and turned it into an efficient, reproducible artform.

In fact, while most fabricators take months to complete a project, we can design, produce, deliver, and install even our most complex systems in a matter of weeks.

With more than 300 employees, including brand ambassadors scattered around the country, our feet are firmly planted as the leader in the modern stair and railing industry. But why should that matter to you?

The answer's simple: every builder has their "\_\_\_\_guy" – a person you can trust, who knows their stuff, and has your back to make sure your project gets done right and on time.

With Viewrail, you don't just get a "stair gal" or a "railing guy" – you get hundreds.

Even better, you get the power and efficiency of hundreds, but the support and attention of one you know you can rely on.

#### A Little Bit More About Us:

- Based in Goshen, Indiana
- More than 20 years of experience
- 300+ employees
- Family owned and operated
- More than \$100 million in products sold in 2021
- -More than 300,000 sq ft of production facilities
- -Currently expanding to place showrooms and warehouses in the 6 major regions of the contiguous United States

#### What We're About:

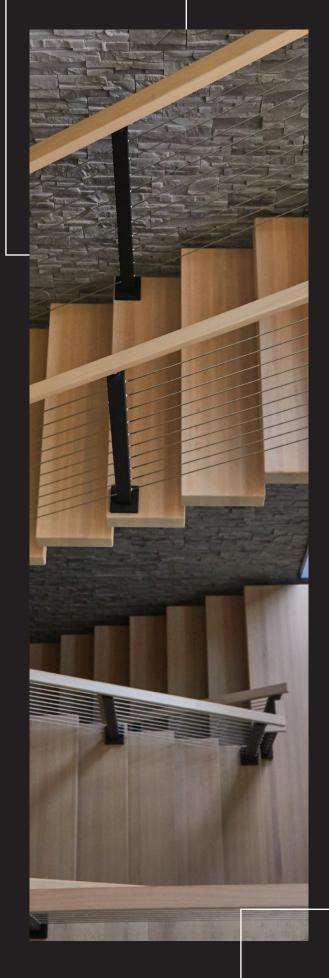
- Treating people with respect
- Valuing relationships over the bottom line
- Being responsive, resilient, and adaptable
- Finding unique solutions to complex problems
- Being creative and thinking outside the box
- Creating a smooth process from start to finish

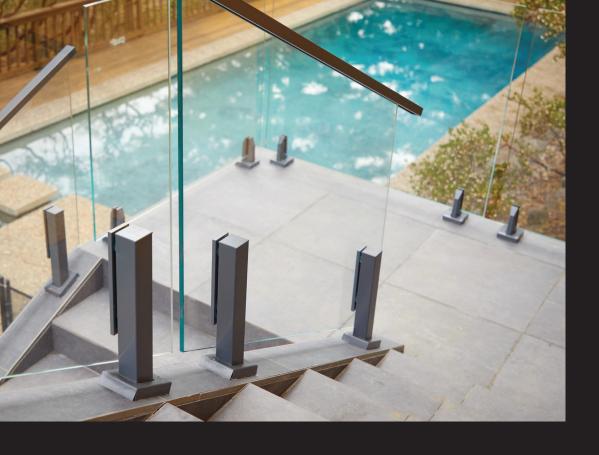
#### What We're NOT About:

- Substituting raw materials for fillers
- Taking shortcuts or cheapening our product
- Selling through retailers to avoid accountability
- Being misleading, or hiding our process
- Giving up on a project because it's too complicated



- Len Morris, Viewrail Founder and Principal



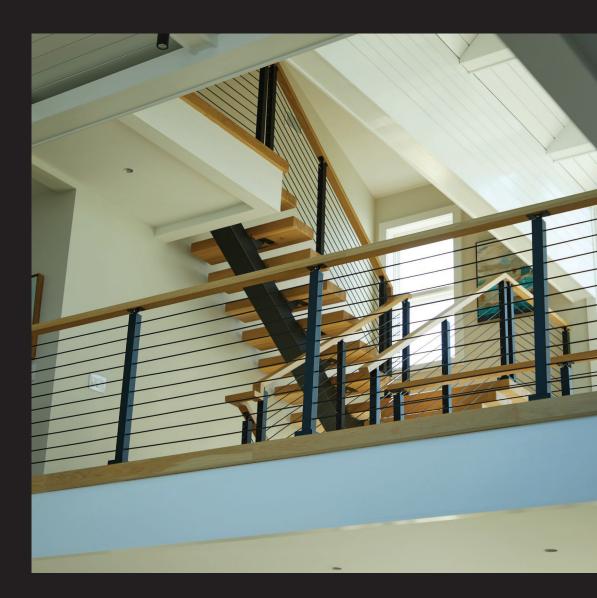






## What We Offer

At the most basic level, what we offer is simple: floating stairs, and modern cable, rod, and glass railings. But when you purchase our products and systems, you're paying for more than materials and labor. You're paying for support – our team has your timeline and your bottom line in mind, so if you run into a snag, we'll be there to help. You're also paying for specialization – we're not a retailer, just selling product to get it off the shelves. And we're not a local fabricator, taking on all kinds of projects, so long as they use the materials they work with. Stairs and railings are all we do – nobody knows how to design, produce, or install modern stair and railing systems like we do. And because we're specialized, we can take your project from idea to installed in a matter of weeks, not months.

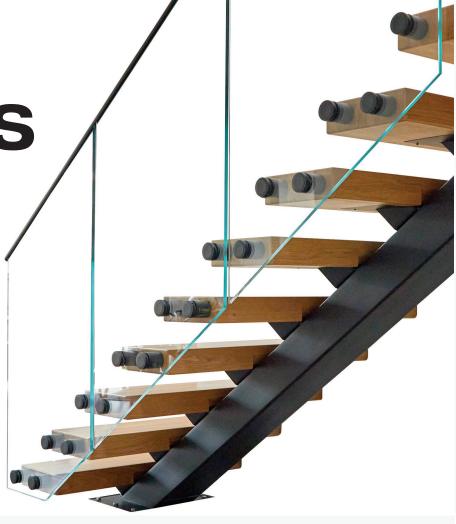




#### **Simply Stunning**

Floating stairs are the perfect centerpiece for modern homes. Solid wood treads and steel stringers make these mystifying systems as strong as they are stylish. Open-concept, Scandinavian, industrial, mountain, beach, you name it – floating stairs are the cornerstone of contemporary design. At Viewrail, we not only make the most stunning floating stair systems on the market, but we do it in a matter of weeks, not months. Plus, we'll take care of install from start to finish – measurements, delivery, and all.

FLOATING STAIR **SYSTEMS** 



#### **STRATUS**

#### **Bold Geometry. Distinctive Design**







Three Stringer Open Riser Design Options

Cable, Rod, or



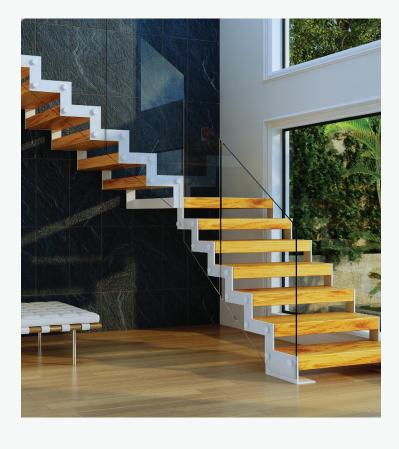
Kind Engineering

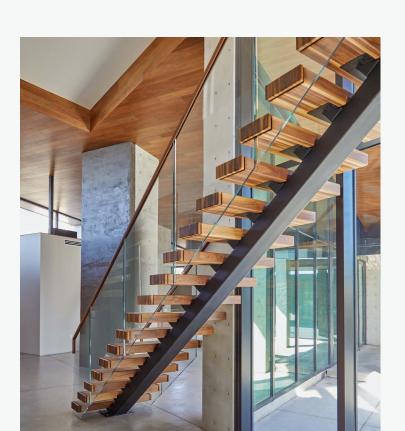


Configurations



Installation Available





#### **FLIGHT**

#### **Our Flagship Mono Stringer Stair System**







Open Riser Mono Stringer Design Structure





LED Compatible





Multiple Treads + Railing Configurations

Installation Available



#### **TERRACE**

#### **Awe-Inspiring Artistry**







Closed Riser Design

**Dual Stringer** Vedera Glass Structure Railing





Configurations

Available



#### Indoor style, outdoor strength.

Cable, rod, and glass railings can feel clunky and commercial - two words homeowners don't typically use to describe their ideal environment. At Viewrail, we design our modern railings to look like they actually belong in your space – inside or out - without sacrificing strength or durability. Plus, with countless wood and metal types, mounting options, and finishes, our railings can

# **CABLE**RAILING



#### **EXPRESS**

#### Ships in 2 Days







Black or Silver Powder Coat

Turn Corners with One Post

Wood or Metal Handrails



Finishes





Hidden Hardware





#### **SIGNATURE**

#### **Completely Customizable**

16

13

**50**+

Handrail Types

Mounting Styles

Finish Options







Hidden Hardware Turn Corners with One Post

10-Year Limited Warranty on Finishes



Built for Indoor and Outdoor Use



LED Compatible Handrails



#### **DriveTite**

#### **Fastens to Existing Posts**







Through-Drilling Not Required

Angle and Level Runs Look Uniform

No Bulky Fasteners







Ships Next Day

Works with any Wood Post

Installation Kits Available

### **ROD RAILING**



**Onyx All Black Everything** 





Handrails



Matte Black Posts and Rods

Turn Corners with One Post

Customization Same as Signature

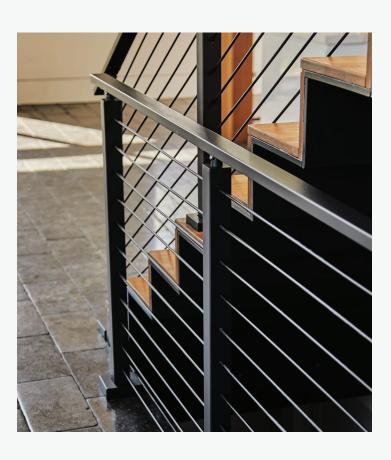


and Outdoor Use





Hidden Hardware





#### **SIGNATURE**

**Completely Customizable** 

**16** 

**50**+

Finish Options

Handrail Types

Mounting Styles



Hidden

Hardware One Post

Turn Corners with 10-Year Limited Warranty on Finishes







Approved for Coastal Use and Outdoor Use

Built for Indoor LED Compatible Handrails



#### **RodTite**

#### **Fastens to Existing Posts**







Through-Drilling Not Required

Comes in Onyx and Standard Silver

No Bulky Fasteners







Ships Next Day

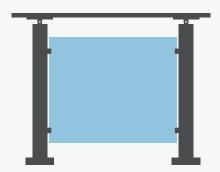
Works with any Wood Post

Installation Kits Available

15

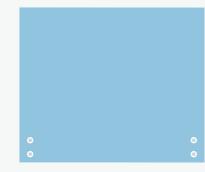
### GLASS RAILING





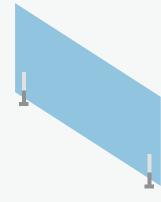
**POSTS** 

The industry standard for glass railing.



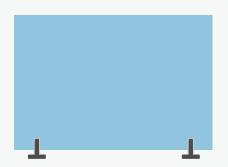
#### **PINS**

Sleek and surprisingly strong.



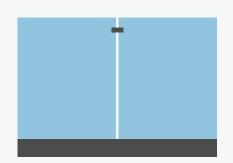
#### **ASCEND**

A versatile talon option.



**TALONS** 

Minimal work. Minimalist feel.



#### **BASE RAIL**

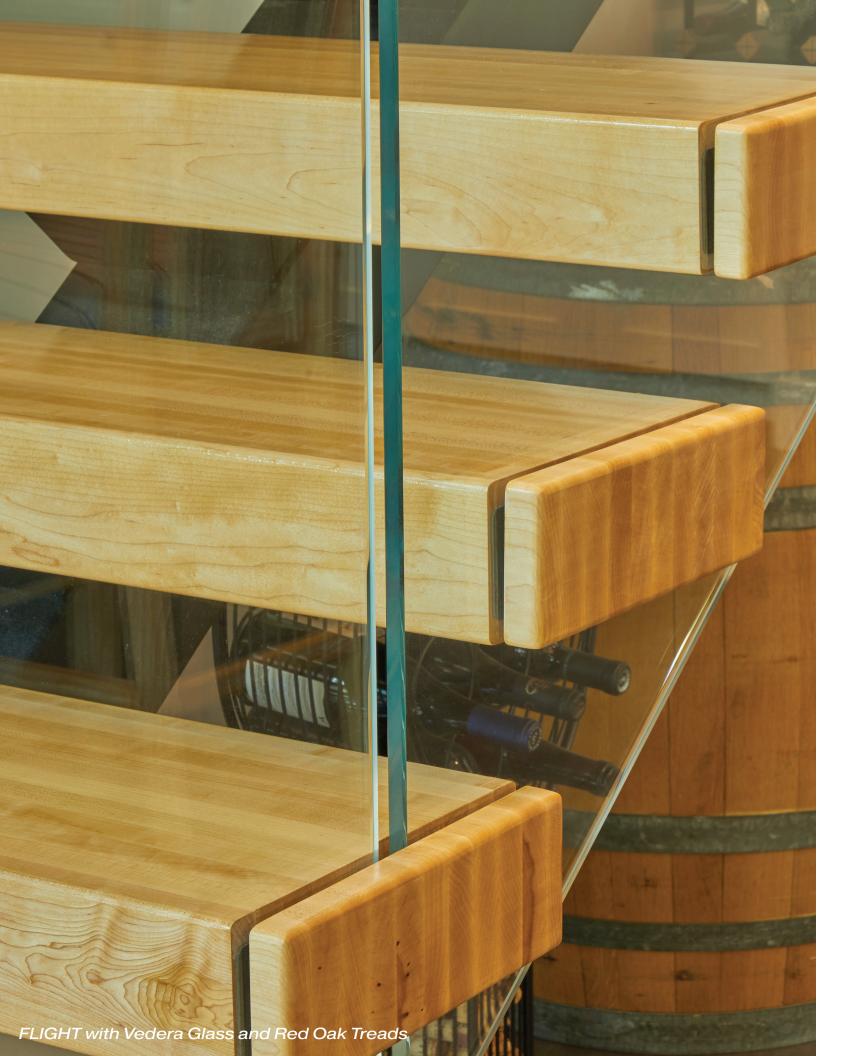
Our strongest frameless system.



#### **VEDERA**

"Cuts" through floating stair treads.





### **Countless Combinations.**

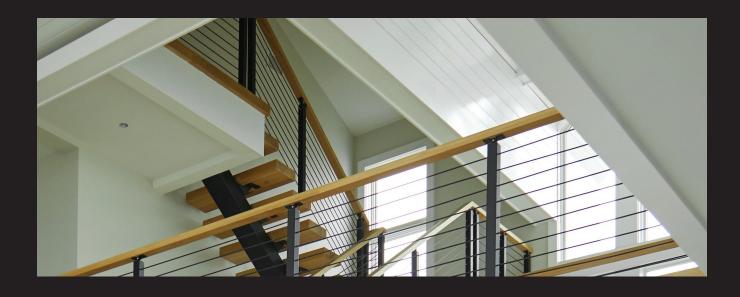
Endless Possibilities.











### **HOW IT WORKS**



**You Decide** 

Pick the system that suits your style



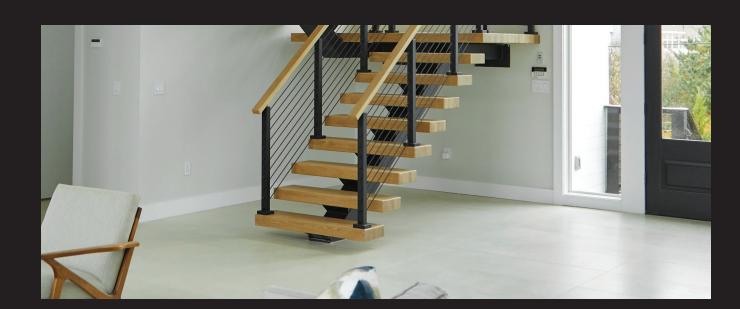
We Help You Design

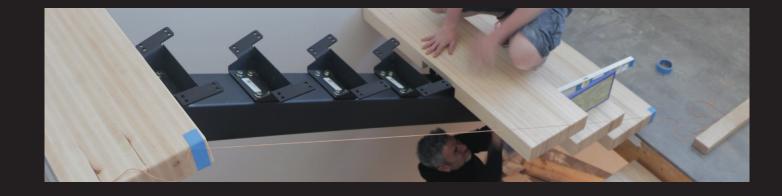
Custom-fit your system to your space



We Take Care of the Rest

Engineering, production, delivery, and installation





### INSTALLATION

#### Take Advantage of Viewrail Installations (VRI)

Installing a staircase can be stressful and time-consuming. We can help.



Fast



Safe



Hassle-Free

#### We take care of every part of the process:

-Measurements

-Fabrication

-Design

-Delivery

-Engineering

-Installation

Our VRI team is trained and certified to safely install our systems in a fraction of the time it would take a third-party installer.

Learn more at viewrail.com/VRI

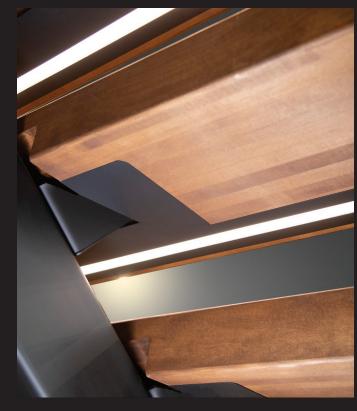


### CUTTING-EDGE NEW PRODUCTS

## LED

Select treads and handrails can be upgraded with LED under-lighting to make a bold and bright statement.





#### **STRATUS**



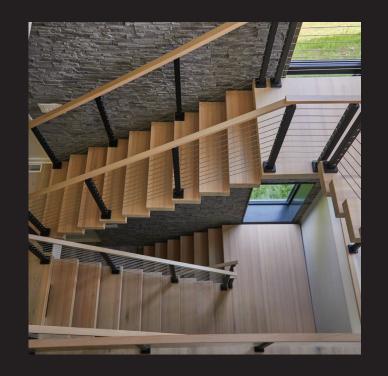
**Bold Geometry. Distinctive Design** 

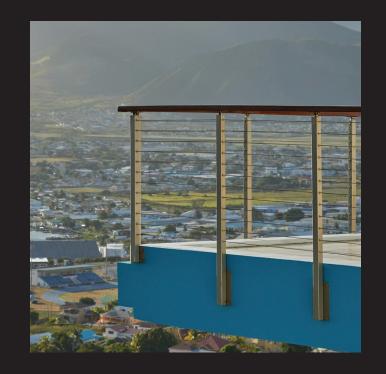
#### **TERRACE**



**Awe-Inspiring Artistry** 





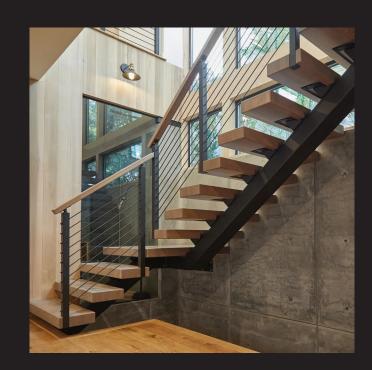


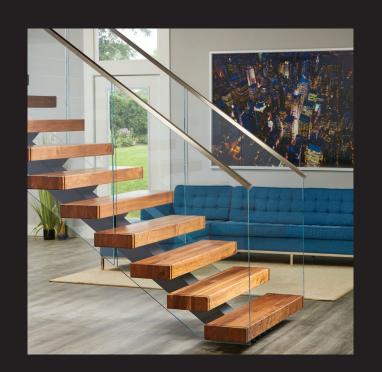


## **Project Gallery**

Take a look at a few of our favorite projects from the last few years.







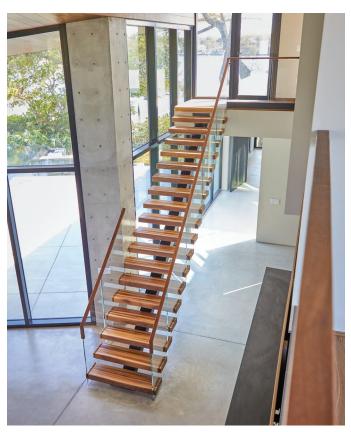


## **Beautiful Walnut FLIGHT** with **Vedera Glass**

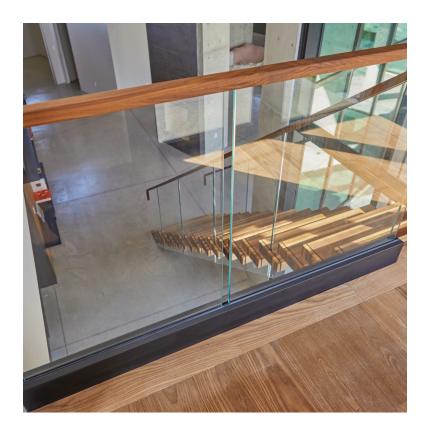
This ultra-modern home boasts huge vaulted ceilings, floor to ceiling windows, and concrete floors that lend cool tones throughout the home. The black stringer of the floating stair system matches the black metal structure of the large glass windows, and the Base Rail Glass railing amplifies the natural light in the space. To help offset the cool tones, the owners chose gorgeous Walnut Thick Treads with a clear finish, and the Vedera Glass Railing seems to slice through the treads for a one-of-a-kind look.













#### **Products:**

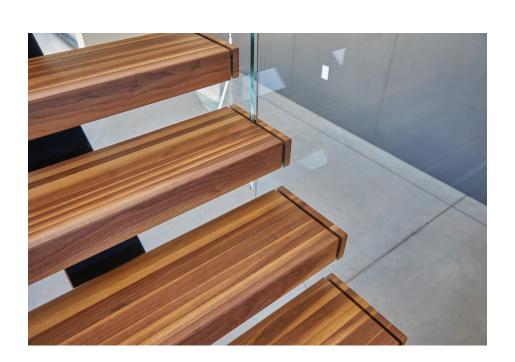
FLIGHT floating stair system

Vedera glass

Base rail glass system

Wood top cap

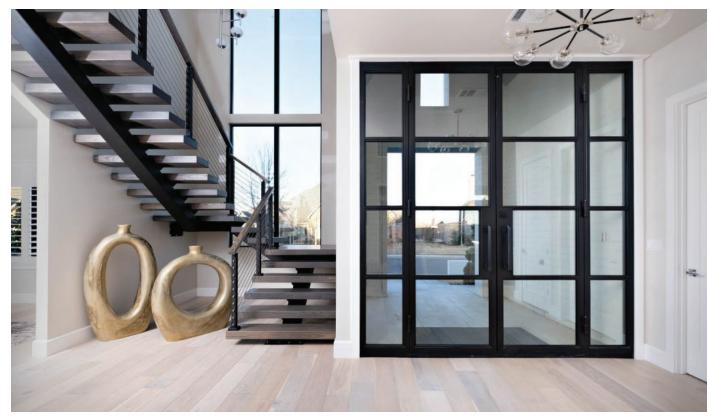
Black powder coat

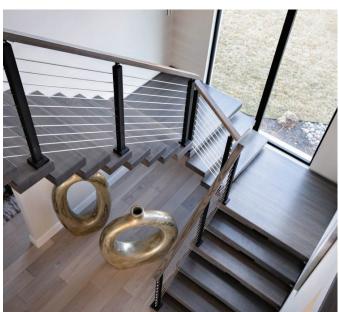


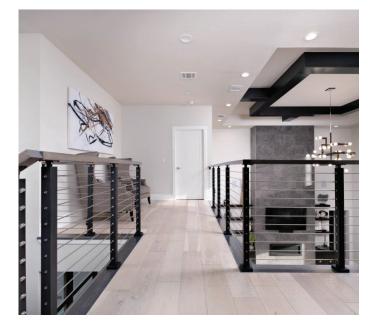


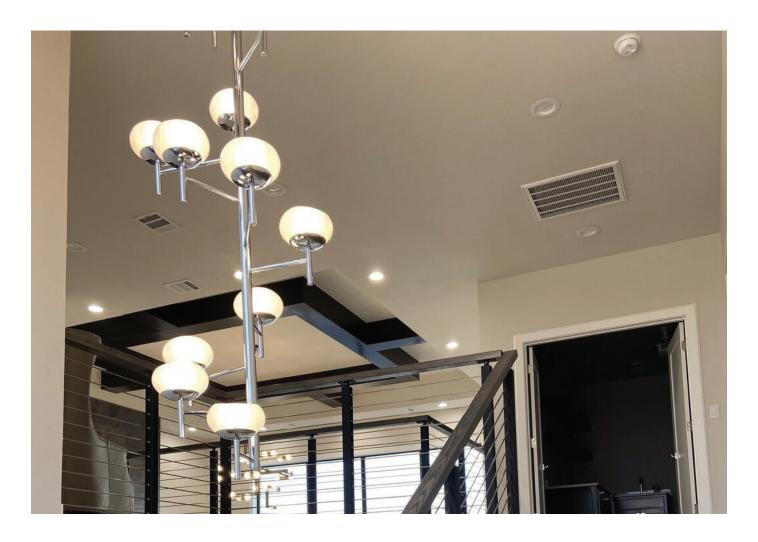
## Rod Railing on a Centerpeice FLIGHT System

This 4,900-square-foot home in Amarillo, TX includes 4 bedrooms, a movie room, a separate breakfast area, a sitting area in the master suite, and a dramatic open floor plan with 20' ceilings in the great room. The Viewrail floating stairs are in a 180° switchback configuration, with three black mild steel stringers supporting the treads. The builder selected Ash for the treads, finished in Storm Gray, with a Mission-style handrail. The railing is composed of stainless steel rods with surface mount posts, and there is an L-shaped balcony on the second floor with matching rod railing.



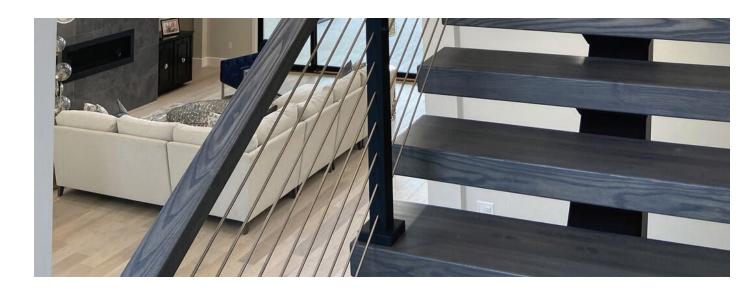






#### **Products:**

FLIGHT floating stair system
Signature rod railing system
Ash treads with Storm Gray finish
Mission-style handrail



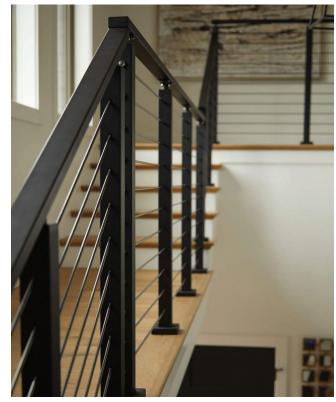
### Onyx Black Horizontal Railing

This modern Arkansas home features a stunning Onyx rod railing system along their staircase and landing. The jet black, horizontal railing is eye-catching from the moment you walk in the room. Black handrail and onyx rods contrast beautifully with the stone wall and thoughtful fixtures throughout the home, especially the white oak flooring and hickory stair treads.

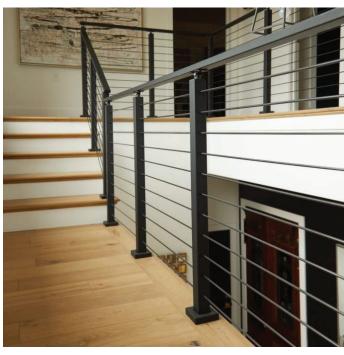


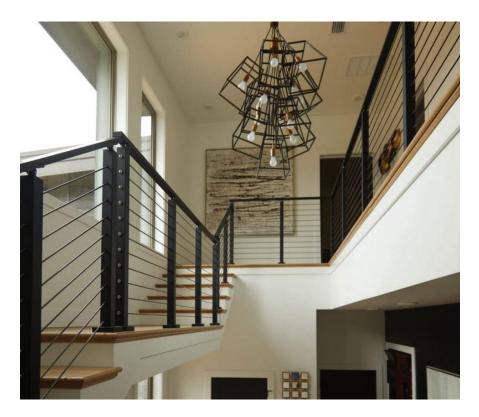














#### **Products:**

Onyx rod railing system
Aluminum handrail & posts
Matte black powder coat

#### **Deck Cable Railing at Silver Beach**

Side mount cable railing posts are an ideal accent for this deck on Lake Michigan's Silver Beach. Mounted to the side of the deck, they save valuable walking space for visitors. On the stairway down to the beach, surface mount posts create a sturdy look. Thin cable lines keep the views wide open, and the high levels of corrosion-resistance mean that this system will last for years to come.









#### **Products:**

Signature cable railing system Stainless Steel handrail & posts Brushed stainless steel finish



## **Invisible Glass Railing on a Mountainside Home**

This sleek Surface Talon glass railing system is paired with our Low Iron, Ultra Clear Glass, creating an incredibly safe railing that highlights the view. Not only is the glass safe and perfectly transparent, but it also acts as an excellent wind block for breezy days. With a vista like that, a traditional railing that blocks the view was not an option. Only a clear glass railing could meet the expectations for the owners of this amazing build.









#### **Products:**

Low Iron, Ultra Clear Glass Surface Talon mounts Durable tempered glass





## **Stainless Steel Rod Railing for a Scenic Home**

This deck railing was built to emphasize the surroundings of the house. By utilizing Viewrail Stainless Steel Rod Railing, the owners were able to use durable, versatile material to match their unique layout. Throughout the project, the diversity of the rod railing's features are showcased. Not only does this system open up the view across the beautiful lake, but it delivers an exceedingly strong and safe system.













#### **Products:**

Signature rod railing system

Marine grade stainless steel rods

Stainless Steel handrail & posts

Brushed stainless steel finish









Builder Spotlights Hear from a couple of pros we've had the pleasure of working with about what they think of our products and process.





## CHAD GESSIN



### Chad Gessin is the Director of Design and Construction for First Dunes, a custom home builder in the Hamptons.

We got to spend a day with Chad, walking around a group of homes he's working on in the Westhampton Dunes area. He showed us just a few ways he's been able to use our stair and railing products to solve some of the unique problems he faces every day as a luxury builder in a coastal environment.



#### About the homes.

Price Range: \$2.4 M - \$6.8 M

Size: 2,600 - 5,200 Sq Ft

Location: Westhampton Dunes, NY

#### **Chad's Picks**



#### Light. Bright. Beautiful.

White Oak treads capture natural light

Mono-stringer system maximizes circulation

Thick, vertical-grain treads don't need secondary support

#### Clean. Creative. Coastal.

Black finish for a clean, modern look
Rod railing with drink rail, a sturdy solution
Fluoropolymer powder coat, approved for coastal use





#### **Custom Everything**

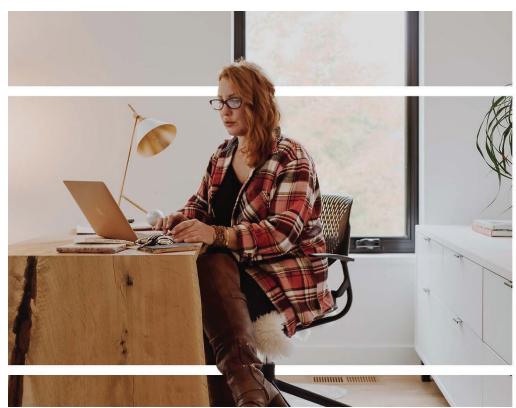
Side mount and slim side mounting solutions

Custom nosing for seamless transitions

Stunning Onyx rods, as modern as it gets

Every product and system made custom for your project

### **AMY MATTHEWS**





Amy Matthews is a general contractor and TV personality whose Scandinavian-inspired, modern barnhouse was named the "2021 Idea House" by This Old House.



#### **Bring the Outside In**

"I wanted anyone who is experiencing this house to feel like they are one with nature, no matter where they're standing in the space," Matthews said.

To pull it off, Amy fitted the house with more than 1,800 square feet of glass – including glass railings on her balconies and floating stairs.

"It doesn't interrupt your design, so wherever or whatever type of design you're creating in a space, the glass will always work," she assured.





### From "Piecemeal" to "Masterpiece"

"I had this vision in my mind... but I would have piecemealed it together. There's no way that I would have had a system that was done right, but also done like a piece of art," Amy beamed.





## GET CREDIT FOR A JOB WELL DONE.

Earn 5% back with Viewrail Pro

With *Viewrail Pro*, every time you choose us, you earn money back toward a future project.

No membership fees required.

Join today at viewrail.com/viewrail-pro