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CUSTOM BEACH OFFERS WIDE ARRAY OF HIGH-END OUTDOOR HOSPITALITY STRUCTURES

Miami, FL – June 9, 2021 – [Custom Beach](#) has expanded its product range to service high-end hospitality properties with outdoor fixtures that combine style, durability and sustainability.

Custom Beach's products range from mobile beach huts to towel valets, hostess stands, storage units, and VIP cabanas. The company's goal is to continue each boutique brand's experience onto the pool deck and down to the sand for a complete beach and resort experience, with added amenities

and increased revenues as a result. After more than 10 years designing and building outdoor hospitality service equipment the company also offer professional consulting services for the design, layout and operational efficiency of pool and beach areas.

The company's high end customized products have proven to be cost-efficient, low-maintenance and easy to operate. "We carefully select materials that withstand the harsh beach and ocean climate, founder Thomas Bache-Wiig said. "All our products are designed and built in Miami and we can deliver anywhere."

One of Custom Beach's business tenets is durability with sustainability: "We're big on durability but don't want to use exotic hardwoods due to the negative environmental impacts they have," Bache-Wiig said. "We use Kebony modified wood for our beach huts, pool decks and outdoor hospitality instead of tropical hardwoods like Teak and Ipa. Our clients are conscious of their environmental footprint, and we are very happy that we have a sustainable option to offer them."

Bache-Wiig is a native Norwegian with a Scandinavian design and construction background, including two decades as a professionally trained carpenter, contractor, design-build architect with a bachelor's degree in architecture from Cornell University.

Since designing and building the first beach hut in a backyard in 2009, Custom Beach has grown to become a trusted brand among industry leaders in the hospitality industry, and now serves major brand hotels, condo associations and service providers across the United States, the Caribbean and beyond.

Kebony is a Norwegian company which aims to be the **leading wood brand and technology organization**. Underpinned by proven timber modification technologies, it produces an enhanced wood of a superior quality that is both environmentally friendly and cost-effective.

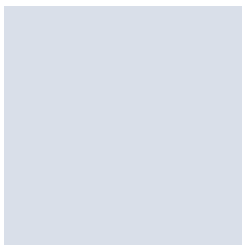
The company's **headquarters is based in Oslo**, with its production facility in Skien, South of Oslo. Currently employing about 60 people, Kebony has subsidiaries in Norway, Denmark and Sweden, sales representatives in

Germany, France, UK and the US and a wide distribution network internationally. Shareholders are leading the venture with private equity investors from Germany, France, UK and Norway. The company has received numerous awards for its environmentally friendly technology and innovation, including its naming as a World Economic Forum Technology Pioneer.

The **Kebony® technology** permanently transforms sustainable wood species such as pine into Kebony wood with features that are comparable, and in some cases superior, to those of precious tropical hardwoods. This unique environmentally friendly process is also a superior alternative to traditional wood treatment based on impregnation with biocides (wood preservatives). The company's patent-protected production processes yield products that deliver major improvements in durability and dimensional stability, at the same time as being highly attractive. The Kebony products are suitable for a multitude of applications and designs – encompassing both indoor and outdoor applications.

Kebony's mission is, through active innovation, quality thinking and understanding of commercial possibilities; give the world beautiful, long lasting and environmentally friendly wood products. The company will show social responsibility and contribute to improvements of the environment in a way that builds a better future.

Contacts



John McIsaac
Press Contact
Public Relations
john@mcisaacpr.com
503-481-9621