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Strong-Tie® Strong-Rod™ Continuous Rod Tiedown System Wins Innovation Award, Featured at PCBC Show

Pleasanton, Calif. – Simpson Strong-Tie, the industry leader in engineered structural connectors and building solutions, will feature its innovative, award-winning Strong-Rod™ continuous rod tiedown systems during the PCBC tradeshow at the San Diego Convention Center on June 24-25.

This product was one of only 18 selected to win a 2015 Parade of Products@PCBC award, which is given by the California Building Industry Association to the top products representing the best in innovation and new product solutions.

The new Strong-Rod continuous rod tiedown systems feature new code-listed components and optimized rod-run assemblies, giving Designers cost-effective and code-tested options for light-frame, mid-rise wood construction.

The Strong-Rod Anchor Tiedown System for shearwall overturning restraint (ATS) and Strong-Rod Uplift Restraint System for roofs (URS) address many of the design challenges specifically associated with mid-rise buildings that must withstand seismic activity or wind events. These systems are designed to restrain both lateral and uplift loads, while maintaining reasonable costs on material and labor.

For more information about the Strong-Rod continuous rod tiedown systems and other new products from Simpson Strong-Tie, including fasteners, anchors and Strong-Wall® shearwalls, visit **booth 1241** at PCBC, or visit the website www.strongtie.com.

About Simpson Strong-Tie Company Inc.

For more than 55 years, Simpson Strong-Tie has focused on creating structural products that help people build safer and stronger homes and buildings. Considered a leader in structural systems research, testing and innovation, Simpson Strong-Tie works closely with industry professionals to provide code-listed, field-tested products and value-engineered solutions. Its structural products are recognized for helping structures resist high winds, hurricanes and seismic forces. The company's extensive product offering includes engineered structural connectors, fasteners, fastening systems, lateral-force resisting systems, anchors and products that repair, protect and strengthen concrete. From product development and testing to training and engineering and field support, Simpson Strong-Tie is committed to helping customers succeed. For more information, visit strongtie.com and follow us at facebook.com/strongtie or at twitter.com/strongtie.

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