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Personal Touch sets Family Owned Deco Truss Company Apart

For Princeton, Florida based Deco Truss Company, "old fashioned quality and service" is a family tradition. "We're never too busy to personally meet with our customers", says Deco Truss owner Mario Espineira, Sr., who operates the 20 year old truss and building supply company along with his wife, Sonia, and their son, Mario, Jr. "When people come to us they're expecting the best trusses available, and with our great team and the latest technology, we know we can offer that", says Mario Espineira, Jr. Using architectural plans provided by their clients, Deco's team of engineers designs customized trusses for all types of roofs. Sophisticated architectural software and computer driven saws enable Deco to build anything from standard gable style trusses to specialty trusses for custom built homes and commercial projects including restaurants and churches.

Deco Truss has recently relocated to a brand new, state-of-the art, 8.5-acre facility. With over \$2 million invested in the new location, Deco Truss has become one of the largest businesses of its kind in South Miami Dade. Deco has expanded its operations to include a lumberyard featuring exotic hardwoods, top quality hard and soft woods, decking and plywood. In addition, the company now offers building materials, including tools, custom cut and bent rebar, hangers and straps, as well as an architectural showroom featuring specialty doors, moulding, hardware and accessories. Espineira, Jr. attributes Deco's steady growth to satisfied customers and word of mouth "New customers usually hear about us from their friends. Once they see how competitive our pricing is and how knowledgeable our staff is, they're hooked."

Espineira, Sr. worked in the industry for more than a decade before founding Deco Truss in 1983. Espineira, Sr.: "We had very humble beginnings. We scraped together what little money we had and purchased a tiny lot, some basic building equipment and that was it." Soon Espineira was so busy that his wife, son and several employees joined the operation, which had expanded its Princeton, Florida based operation onto three additional lots including the building next door. After Hurricane Andrew, Deco Truss remained in Princeton, helping to rebuild and provide jobs in an economically devastated area. Today, Deco Truss employs over 50 people at its new facility, located only blocks from the company's original site. "We know the reason for any success we have. That's why my family has a great deal of gratitude to both our customers and our community." Says Sonia Espineira.

While Deco Truss has made many exciting changes over the years, their focus is still on quality. In fact, Deco Truss prides itself on such high standards that either Espineira, Sr. or his son personally inspect every truss order before it leaves their plant. In addition, Deco Truss has enlisted Timber Products, an outside firm specializing in routine unscheduled quality control inspections, to perform a "Truss Quality Monitoring Program" ensuring conformity to the latest building codes and regulations. Long time customer, John Doe of John Doe's Construction Company says, "I never have to worry about building materials from Deco. Every truss is perfect, nothing has to be sent back." Although a large percentage of Deco's clients are contractors, the company caters to individual homeowners as well.

When asked about Deco's success, Espineira, Sr. reflects on the company's humble beginnings. "From the start, our goal has always been to manufacture the best trusses available. We literally put the roofs over our customers' heads. That's a big responsibility and we take it very seriously."

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www.decotruss.com.

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