

UFP FACTORY BUILT – Booth 404/406

Visit UFP Factory Built, parent of the BRAUN brand at the RV Hall of Fame Supplier Show (Booth 404/406) during the Elkhart RV Dealer Open House.

At the Open House, dealers will see eye-catching floorplans, finishes, technology, and design features. But some of the most important reasons an RV performs well over time are not always visible on the showroom floor. That is where BRAUN comes in.

UFP Factory Built invites dealers, OEMs, and industry professionals to see how BRAUN is helping bring structural quality into the sales conversation, connecting the “bones” of the RV to the confidence, durability, and ownership experience customers expect.

In today’s RV market, differentiation often begins with what customers see first - interiors, layouts, amenities, and design. Yet the ownership experience is shaped by much more than visible features alone. BRAUN was created to help RV OEMs communicate the value of quality construction in a way that is clear, relevant, and meaningful to both dealers and buyers.

By making structural quality more visible, BRAUN helps OEMs connect what happens behind the scenes with the value customers experience throughout ownership. It turns wall and floor panels,



DeWayne Creighton, left, VP of RV Operations, and MC Chandrani, Brand Director at UFP’s Elkhart facility

roof trusses, radius fronts, structural wall systems, and other core solutions into a stronger quality story that dealers can understand and, importantly, explain to their customers.

BRAUN gives dealers a more tangible way to talk about construction quality with customers, especially when buyers are comparing brands, evaluating long-term value, or trying to understand what separates one unit from another beyond décor and floorplan. As RV buyers become more educated and value-conscious, that ability to connect hidden construction details to real ownership value becomes increasingly important.

UFP Factory Built’s presence is designed to support OEM partners, answer questions, and help connect the value of quality construction to the retail conversation.

Beyond UFP Factory Built’s structural solutions, dealers can also learn about the value UFP Distribution brings to RV OEMs through a broad portfolio of 3rd-party brands and products, as well as supply chain solutions. From electrical, wire harnesses, batteries, and power conversion systems to underlays, flooring, lighting, propane tanks, and other ancillary accessories critical to RV manufacturing, UFP Distribution helps OEMs simplify sourcing, improve operational efficiency, and access industry-leading products through



BRAUN Wall Systems help RV OEMs build a stronger foundation for long-term durability and ownership confidence.

a trusted supplier relationship. Together, they provide OEMs with the advantage of working with a partner that supports both the structural foundation of the RV and many of the products that bring the finished unit to life. This combination allows OEMs to streamline operations, leverage technical expertise across multiple product categories, and work with a supplier committed to supporting innovation, quality, and long-term growth within the RV industry.

UFP Factory Built brings more than 70 years of experience in structural components and systems. BRAUN represents the natural extension of that expertise, helping OEMs build stronger quality stories around the products they bring to market. Recent investments have further strengthened UFP Factory Built’s ability to support RV OEMs at scale, including expanded manufacturing capabilities, stronger regional service, and supply chain improvements designed to enhance availability, alignment, and consistency.

For OEMs, BRAUN helps reinforce quality, consistency, and confidence. For dealers, it provides a more tangible way to discuss construction quality with customers. For end users, it creates a stronger connection between what is built into a product and the ownership experience they expect.

<https://ufpfactorybuilt.com>



BRAUN helps bring structural quality into the sales conversation..