

Fence Empire: Building a Global Fencing Empire Rooted in Japanese Cedar

A Perfect Fusion of Global Vision, Vertical Integration, and Brand Power

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/EINPresswire.com/ -- As the global construction and outdoor living industries evolve toward sustainability and design sophistication, [Fence](#)

[Empire LLC](#), headquartered in

California, stands at the forefront of

innovation and excellence. With its fully

integrated supply chain and distinctive multi-brand strategy, Fence Empire is redefining what it means to be a world leader in the fencing industry.



From sourcing authentic Japanese cedar logs to operating world-class factories in China and Cambodia, and building robust distribution channels across North America, Fence Empire is crafting a truly global fencing ecosystem — one that blends craftsmanship, innovation, and environmental responsibility.

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True craftsmanship means integrity — from the first cedar log we cut to the fence that defines your home.”

*Jason Liu, Founder & CEO,
Fence Empire LLC*

1. From Japanese Cedar to the Global Market — A Sustainable Path

Fence Empire’s foundation lies in its deep expertise with Japanese Cedar (Sugi) — a wood celebrated for its

exceptional durability, dimensional stability, and naturally beautiful grain.

Through long-term strategic partnerships with forestry associations and port suppliers in Japan, the company directly imports cedar logs and processes them in its own sawmills and kiln-drying facilities in China. Every board, rail, and post undergoes rigorous quality control — from log selection, sawing, drying, planing, and packaging to export logistics.

Complemented by a robust U.S.-based warehousing and logistics network, Fence Empire ensures

fast, reliable delivery and consistent product excellence for its customers nationwide.

2. A Brand Matrix Driving Diversified Growth

Under the Fence Empire umbrella, nine specialized brands have emerged, each serving distinct market needs and product categories:

- JapCedar – Premium Japanese cedar fencing and outdoor landscape series
- FesDek / FeShield – Composite decking and railing systems
- AmeriRail / AmeriGuard – Aluminum and steel fence brands for residential and commercial projects
- AmeriTimber / AmeriCraft / Tru Primer – Wood structure and coating systems
- ProRail – Professional distribution and project integration brand

Together, these brands reflect Fence Empire's philosophy of "precision manufacturing meets creative design," ensuring every product line contributes to a cohesive yet diversified ecosystem.

3. Media Spotlight and Industry Influence

In 2025, The Silicon Review featured Fence Empire in a full-length profile titled "Global Leader in Fencing Excellence." The article praised the company for its sustainable supply chain, forward-thinking innovation, and transformative influence in the global fencing market.

Fence Empire has also been consistently featured in major North American trade publications such as Fence Post, Fence News, and The Enterprise World, highlighting its ability to merge American brand vision with Asian manufacturing excellence — a rare balance that sets new standards in the industry.

4. Innovation and Responsibility as Core Values

Guided by its founder and CEO Jason Liu, Fence Empire adheres to the core principles of quality, innovation, and integrity. From its early focus on cedar fences to today's advanced aluminum railings, composite decking, and structural timber systems, innovation remains at the heart of every decision.

In 2026, the company will launch the Fence Empire Cambodia Plant, a state-of-the-art aluminum railing factory designed to enhance production efficiency, optimize global logistics, and mitigate tariff exposure — further strengthening its competitive position across international markets.

5. Looking Ahead — Building a Cross-Continental Brand Alliance

Fence Empire is more than a manufacturer — it is a global platform connecting craftsmanship, innovation, and community. Through partnerships with major distributors and franchise networks, the company is expanding its reach to every corner of the U.S. and beyond.

"Our mission goes beyond building fences," says Jason Liu. "We're building connections —

between people, homes, and nature.”

With this vision, Fence Empire continues to lead the evolution of modern fencing — one crafted from heritage, strengthened by innovation, and inspired by a global spirit.

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