



Make A Choice That Lasts

When it comes to waterproofing decks and flat roofs....

We've Got You Covered!

A Closer Look at PVC Clear Coats

The vinyl deck membrane industry has been trying to find and use a pvc clear coat since its inception. This would be the ideal "problem-solver" to protect the printed surface from scuffing and UV damage.

However,

To-date, the successful use of a pvc clear coat on vinyl deck surfaces has not been achieved and there are no new patents out there claiming otherwise.

PVC Clear Coat Catastrophe!



How Could This Deck's Surface 'Burn' so Severely in Only 2 Weeks?

The History of the PVC Clear Coat...

duradek



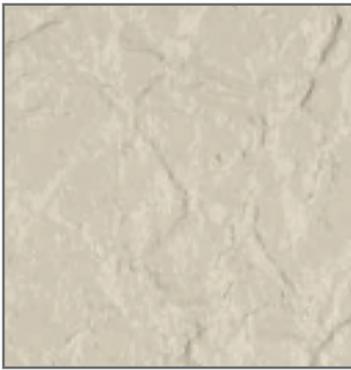
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The History of PVC Clear Coats

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Mid-80's - The Duradek Surcoseal Story

In the mid 1980's, Duradek tried adding a protective coat by including a clear PVC film on the top surface of the vinyl. Initially released in small test markets, the pvc clear coat appeared to be performing fine until the second summer of use when a fully exposed deck surface turned black and shrunk into little black piles of completely burned PVC and emitted a "burnt vinyl" odor.

Duradek immediately took it off the market to avoid further failed decks for homeowners and replacement costs for the company. Duradek honored all warranties but it had a serious impact on the company.

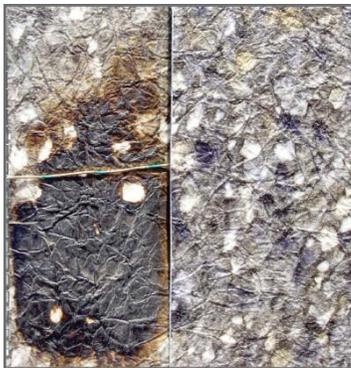


840 MJ - left | control - right

1999 - The HP Vinyl Brand Story

In the 90's, a PVC roofing manufacturer in eastern US brought out a product we will refer to as 'HP'. It was distributed by a national roofing distributor (in Canada only).

It had a pvc clear coat protection layer (which turned green when heat welded). This pvc clear coat started going dark at approximately 700 milijoules (MJ) of UV exposure. Duradek found out before they did that the product was going bad and some unfortunate homeowners were left with darkened, burnt-looking, unattractive decks that bore little resemblance to the product's original appearance with extreme cracking and shrinking of the patterned surface. They pulled it off the market a few months later.



840 MJ - left | control - right

2012 - The TD Vinyl Brand Story

"TD" has now given it a try with a trademarked pvc clear coat that promises to protect from scuff marks. They claim that they tested the product for 12 years.

Since Duradek was unaware of any new technology for pvc clear coats, and had seen previous attempts fail, we wanted to see how this new product would stand up to UV exposure. We had a widely recognized material testing company conduct accelerated weather tests (ASTM G90) on this new 'Scuff Guard' pvc clear coat. As predicted, the results showed complete failure (at 840 MJ).

"TD's response to these tests...we Photoshopped it or that we paid the testing company to show false results. Would a globally recognized, certified testing lab really take that risk? See for yourself..."



840 MJ - left | control - right

Atlas Material Testing Services in Phoenix, AZ
Phone +1-623-465-7356 - <http://atlas-mts.com/>



Since these tests showed such a dramatic failure, we wanted to ensure it wasn't an anomaly, so...

In 2013 we conducted a second set of tests.

In the second test, instead of an overall black-burn, the entire surface started to crack, burn and shrink, proving that the

pvc clear coat technology is not something homeowners can rely on yet.

Take a look at more actual test results...



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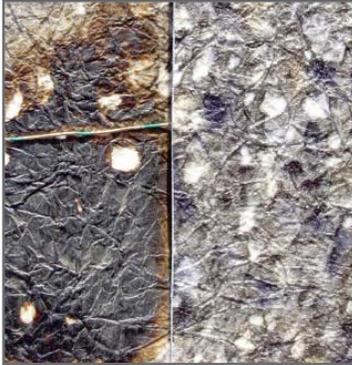
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Test #1 - 2012

Brand TD shows significant failure before 840 MJ;
extreme failure over 1120 MJ.



840 MJ - left | control - right
Vinyl Brand TD Aggregate



1260 MJ - left | control - right
Vinyl Brand TD Aggregate

Test #2 - 2013

Brand TD shows signs of failure at 840 MJ;
significant failure at 1120 MJ.



840 MJ - left | control - right
Vinyl Brand TD Aggregate

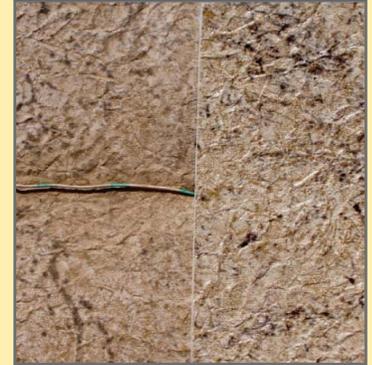


1120 MJ - left | control - right
Vinyl Brand TD Aggregate

COMPARE TO DURADEK

Test #1

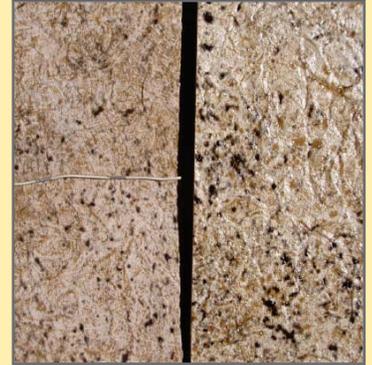
Duradek shows little
difference at 1260 MJ



1260 MJ - left | control - right
Duradek Macchiato

Test #2

Duradek shows little
difference at 1120 MJ



1120 MJ - left | control - right
Duradek Macchiato



840 MJ - left | control - right

2013 - The DR Vinyl Brand Story

Recently, the vinyl decking market had become flooded with an abundance of off-shore produced vinyl with a pvc clear coat layer. Being sold at a price well below what the market was offering, cost-conscious consumers were convinced that all vinyl is the same. This was a very expensive lesson on 'you get what you pay for'.



You won't believe what some homeowners are dealing with....The project was done in the summer of 2013. The owners went on vacation in June of 2014.

The vinyl turned black during their two weeks away!

The change was so extreme that there is an imprint of the hose from where UV rays could not reach the deck surface. In addition to "burning" and turning black, the exposed surface also emitted a burnt vinyl odor. Once the properties of vinyl (like the UV inhibitors) have started to break down, complete failure happens very quickly.



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"But if something like that happened to my deck, I'd be covered, right?"

What About Warranty Protection?



Brand "TDs" Warranty:

"THIS WARRANTY EXCLUDES:

Product appearance problems such as color variations from samples or printed illustrations compared to actual production runs, fading, reduction of gloss or **discoloration** resulting from, but not limited to: **weathering**, puddling, pedestrian traffic, misuse, neglect, hydrostatic pressure, fungus or bacterial growth;"



Duradek's Warranty:

www.duradek.com/duradek-warranty/

"Duradek Warrants the surface appearance of the membrane for 5 years. Should the deck membrane, when installed and maintained in accordance with Duradek recommendations demonstrate excessive blotchiness, loss of pattern, or other **aesthetic shortcoming over and above what would be considered its normal aging process;**"

Buyer Beware!

Brand "TD" does not Warranty for Appearance Issues!

It's easy to make any claim you want as the new guy with no history to draw upon.

But a 40 year History with a company that has gone through several warranty cycles and offers a warranty that covers appearance and actually protects the consumer, speaks for itself.



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