

The latest in composite decking

BY ALL ACCOUNTS, 2014 promises to be a good year in outdoor living—a category that’s projected to reach \$5.7 billion in sales by 2016. Manufacturers of composite decking are taking note.

“Decks and porches are now considered true extensions of a home’s living space,” says Adam Zambanini, v.p. of marketing for Trex. “People are realizing that it’s far more economical to expand their living space outside than to enlarge or renovate their home’s interior.”



TIMBERTECH'S new Legacy Collection is a fully capped composite with the color and grain of fine hardwoods.

Not surprisingly, Zambanini believes that composite decking will be the first choice for homeowners. To simplify the decision process, the company has reorganized its products into three distinct groups—Select, Enhanced and Transcend—allowing consumers to choose the product that best meets their outdoor living needs.

According to Zambanini, composite decking is also popular with consumers who care about sustainability and the environment.

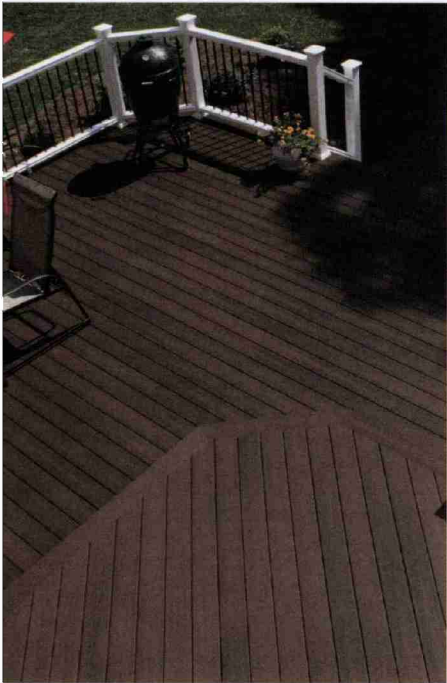
“Composite decking provides the look and feel of real wood, but without the environmental impact, making it the ideal choice for today’s eco-conscious consumers,” says Zambanini. “Upkeep is hassle-free and requires no sanding, staining or painting. Food and drinks wash off easily with just soap and water.”

Maintenance is even easier with today’s new hard-shell technology,

which minimizes upkeep and offers the look of wood that has been painted or stained. TimberTech’s new Legacy Collection, the latest member of its Earthwood Evolutions line of fully capped composite decking, has the color and grain of fine hardwoods.

“This collection represents the most authentically unique styles in capped composite decking today,” asserts Toby Bostwick, director of product management at TimberTech parent CPG Building Products. “It brings a richness and elegance reminiscent of the days of hand-crafted wood floor planks you would see in a fine home or charming historic barn.”

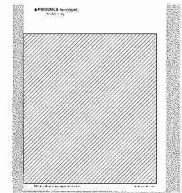
Fiberon’s newly introduced Good Life composite decking has a protective, three-sided capped surface that resists staining, fading, mold and mildew, while targeting value-con-

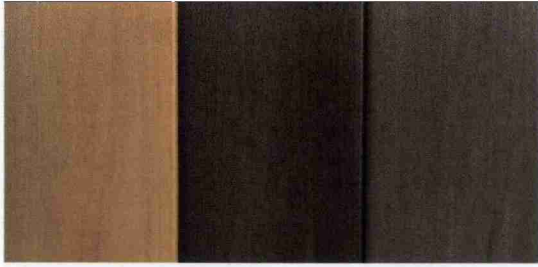


GOOD LIFE composite decking from Fiberon has a protective, three-sided capped surface that resists staining, fading, mold, and mildew.



MOISTURESHIELD PRO deck boards were designed to meet consumers’ preference for capstock composite decking.





ARMADILLO LITE composite decking, made by Rhino Deck, is 20% lighter than comparable composite boards.

scious consumers.

“The new Good Life line delivers exceptional performance and value, making it an economically viable alternative to a whole new segment of the home-owning population,” says Doug Mancosh, president of Fiberon. “Our channel partners will see a new wood-alternative customer walk through their doors now that a high-performance decking option is available at such a good price.”

Another new entry in the field of capped composites is MoistureShield Pro capstock decking, recently introduced by AERT. “This new line will make it possible to reach even further into markets where capstock is becoming the preference,” says Brent Gwatney, senior v.p. of sales and marketing for MoistureShield. “We want to fulfill all homeowners’ decking preferences, whether it be with a natural wood-like composite or the benefits of a lower-maintenance cap.”

The newest line of composite decking from Rhino Deck is called Armadillo Lite. The line is made from 100% post-consumer recycled material and has a uniquely fluted underside that makes it 20% lighter than comparable composite decking. A wrapped polyethylene coating protects against fading, weathering and staining.

TAMKO Building Products has a new option for its EverGrain and Envision decking: grooved boards. The compression-molded boards are easier to install and feature the natural look of wood, with no repeat grain patterns and a dramatic deep grain.

TruGrain decking from Westech Building Products represents a whole new category of composite decking. It is made of Resysta, which was developed in Germany and is made from rice husks, mineral oil, and salt.

“This is the very first product that looks like exotic or tropical hardwood, is 100% recyclable, and is durable and long-lasting like foamed composites,” says general manager Renee Havrilla. “Water-resistant surfaces with the look of wood are our future.”



TAMKO'S Evergrain and Envision composite decking is now available in grooved deck boards that are easier to install.

Don't Forget the Finishing Touches

A host of new lighting and railing products allow consumers to take an ordinary outdoor living space from commonplace to extraordinary.

“Builders and homeowners are looking for enhancements that maximize the style and enjoyment of their outdoor spaces,” says Chris Camfferman, senior product manager for Universal Forest Products, which produces the Deckorators line of deck accessories.

Its Classic and Estate balusters are come in textured white and gray, plus weathered brown, to complement the leading deck and railing colors. Two new aluminum baluster styles, the Twist and Ellipse, offer a variety of style options.

New solar post caps are crafted from pine and feature frosted glass and warm LED lights. Four styles can be chosen: Heritage, Archway and Hammered Metal, plus a cast-stone cover named Woodland Gray.

“The right lighting can take any outdoor space from invisible to inviting,” says Ronald W. Kaplan, chairman, president and c.e.o. of Trex. “The right products allow homeowners to create customized outdoor living spaces that are compatible and consistent in both look and performance.”

The company's LED lighting products feature snap-in installation, use less energy than traditional lights, and are cool to the touch—making them safe for children and pets.



New LED rail light kits from Feeney function as an outdoor lighting accent and a visual aid for low-light areas. Two lengths are offered (21" and 32") with either a 35- or 60-watt power kit. The lights recess into the underside of top and bottom rails of the company's DesignRail railing systems.

Iluma LED lighting from i-lighting is designed to work with any form of outdoor railing system. Photocell technology senses ambient light and automatically turns lights on and off for both safety and security.

Digger Specialties is offering a drink rail adapter kit that can support either a wood or composite deck board on top—providing a safe perch for beverages. The Westbury pre-drilled aluminum rail comes individually sleeved as a kit, with one rail and screws, for easy installation.

