

DuraLife™

DuraLife Decking Your Choice Program





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Introduction

Installing a new deck or upgrading an old one can be a daunting task. You have plenty to consider, from cost to material to design to color. Aesthetics are an especially important decision — your deck is a statement and it should be a place you're proud to show off.

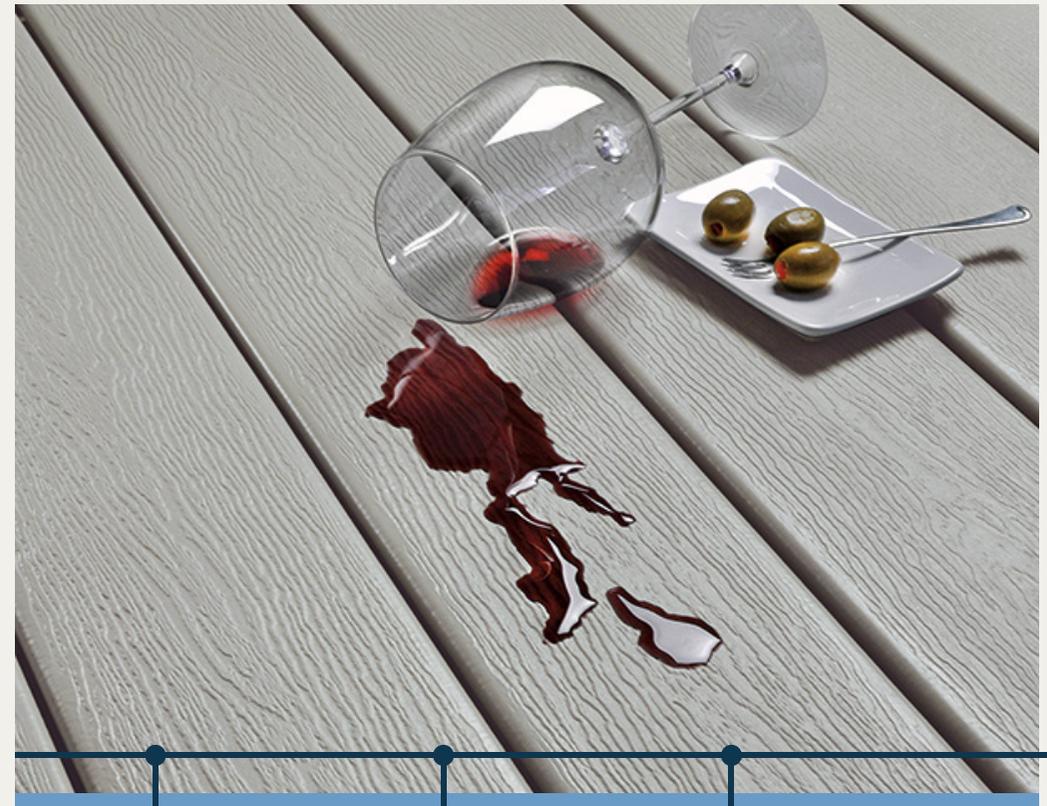
That's why DuraLife Decking is introducing The Duralife Your Choice Program, designed to simplify the decision-making process for decking. With this three-step plan, you can make all the big decisions about the deck and navigate the project with ease and peace of mind. It starts by making a few simple choices, and this eBook is here to help.

With this three-step plan, you can make all the big decisions about the deck and navigate the project with ease and peace of mind.

Before we dive into the process for choosing a DuraLife product, it's important to remember the value of polypropylene-based capped composite decking over traditional wood decking or other synthetic products like PVC. Capped composite holds several advantages:

- Easier maintenance - no annual painting or staining to worry about
- Better thermal resistance, which means improved dimensional stability
- More moisture resistance minimizes expansion and contraction issues
- Stronger and more durable, with minimal sagging between joists
- Longer-lasting color and aesthetic appeal
- Resistance to mold, mildew and staining
- Better overall value

Capped composite decking boards from DuraLife Decking are the best option for a new deck or to upgrade an old one. Read on to learn how to select your dream deck with The Your Choice Program.



STAIN
RESISTANT



MOISTURE
RESISTANT



THERMAL
RESISTANT



There are three steps to The Your Choice Program:

1. Pick your decking color. Choose the color that fits your home or business best. Each color says something stylistically different and important.
2. Pick your decking profile. Select the profile that best matches your budget and performance requirements.
3. Pick your deck railing. Once you know how your deck will look, you can find the perfect complementary railing that's easy to install and easy to maintain.

Do these look easier said than done? No need to be overwhelmed — The Your Choice Program is easy to follow and will help you design your new deck.



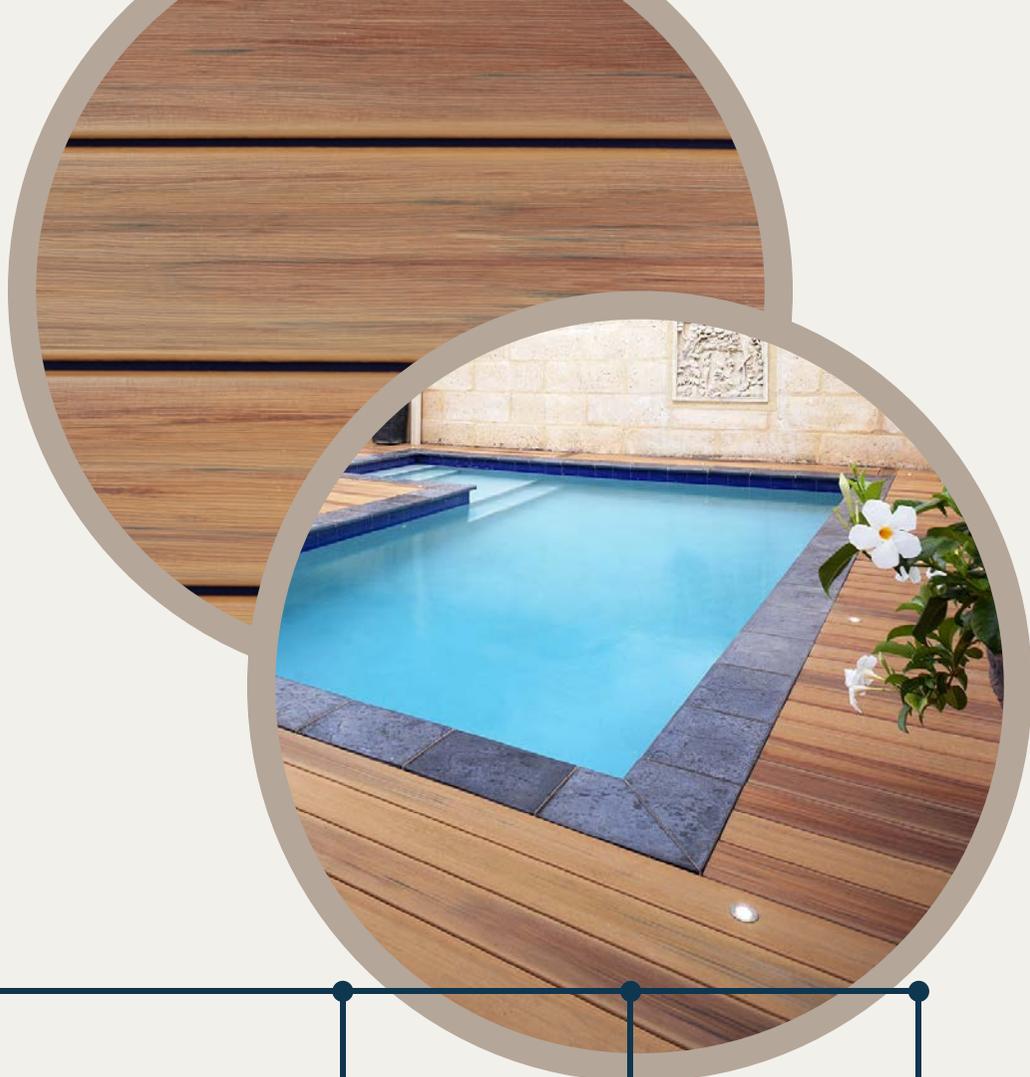
Pick Your Color

DuraLife Decking has two color palettes to choose from:

- 1. **DURALIFE HARDWOODS COLLECTION:**
These four wood tones accurately imitate real hardwood while at the same time maintaining DuraLife’s durable capped composite advantage. Each comes in a unique, variegated tone that provides a natural appeal.

- 2. **DURALIFE LANDSCAPES COLLECTION:**
These four contemporary earth tones complement a wide variety of outdoor spaces. The rich, classic colors are designed to fit well with their surroundings but still stand on their own.

Each color has a distinct personality and value. But how do you know which one to choose, and what does each one say about your home?



Hardwoods Collection: Golden Teak

Golden Teak is a refreshing, lighter, appealing shade. The variegated pattern on the DuraLife Hardwood Decking collection works especially well with Golden Teak – the shade changes noticeably from board to board for an eye-pleasing, authentic effect.

A variety of building finishes work well with Golden Teak, but there are a few ideal pairings:

- Light colors, pastels and off-whites
- Bright plants and grass
- Open space

A Golden Teak deck from DuraLife Decking will open up your outdoor space and offer an element of summer sunshine all year-round.



LIGHT
COLORS



BRIGHT
PLANTS



OPEN
SPACE

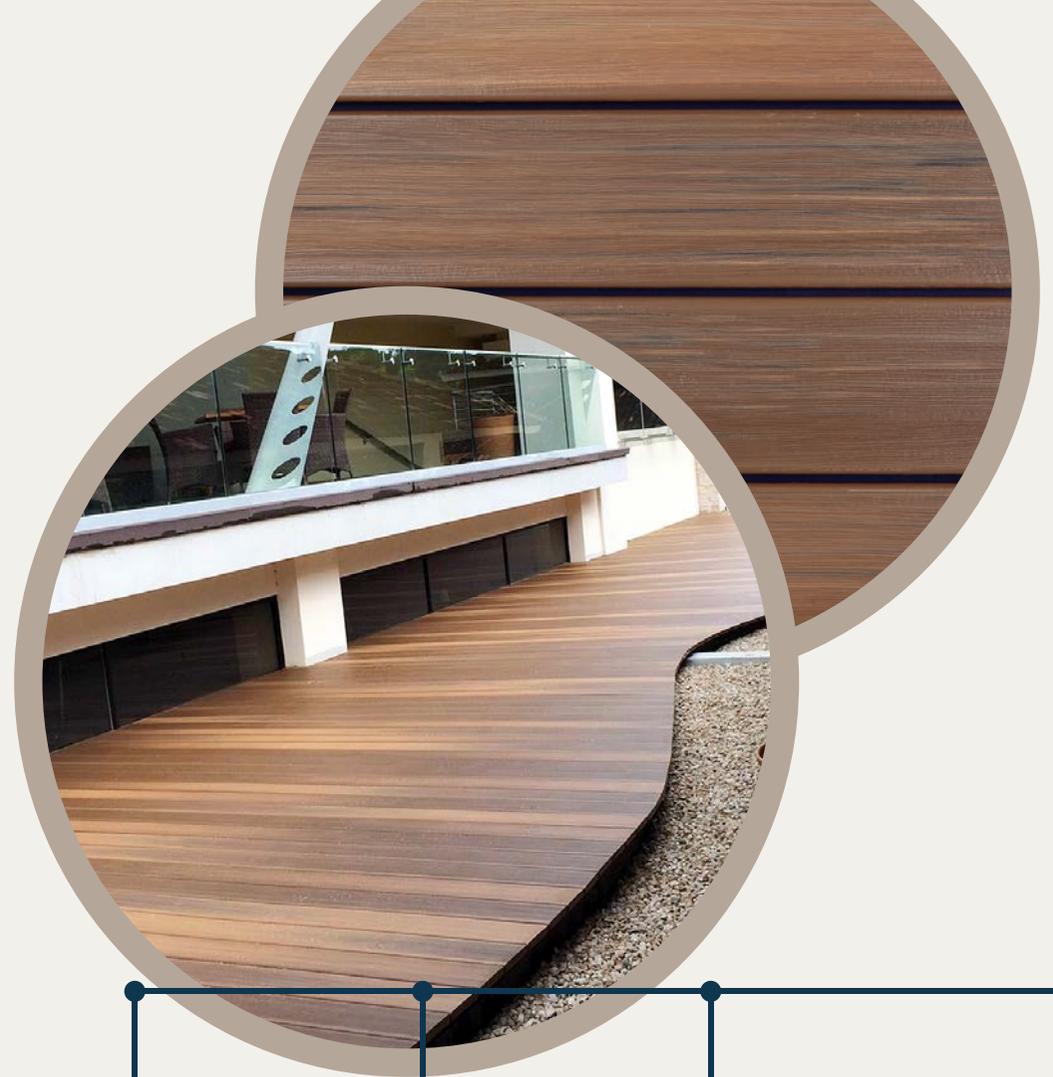
Hardwoods Collection: Tropical Walnut

Tropical Walnut is a richer, deeper brown than the Golden Teak, and is also a great example of how variegated patterning creates a complex look. The warm hue also convincingly imitates the hardwood of the same name.

As a mid-level tone, Tropical Walnut is not too light and not too dark. Still, consider this style if your home is:

- White or brightly-colored
- Located in a warm climate
- Designed with modern elements, or a pool/Jacuzzi

Tropical Walnut has a wide-ranging appeal that can complement a number of styles.



BRIGHT
COLORS



WARM
CLIMATE



MODERN
ELEMENTS



Hardwoods Collection: Garapa Gray

Garapa Gray implies sandy, windswept beaches. At first glance, this silver tone is reminiscent of New England, Atlantic beach towns, but the style works just as well in any area. It also has an elegant, reverent tone that speaks volumes about the owner.

Perhaps surprisingly, Garapa Gray has a range of excellent pairings:

- Anything coastal or beach-oriented, especially Cape Cod-style homes
- Designs based upon neutrality, but not without personality
- Structures with lots of glass or a more contemporary look

Don't equate "gray" with "boring." This natural color has plenty of appeal—be it for a beach setting, a contemporary setting or a variety of other options in between.



COASTAL



NEUTRAL



MODERN

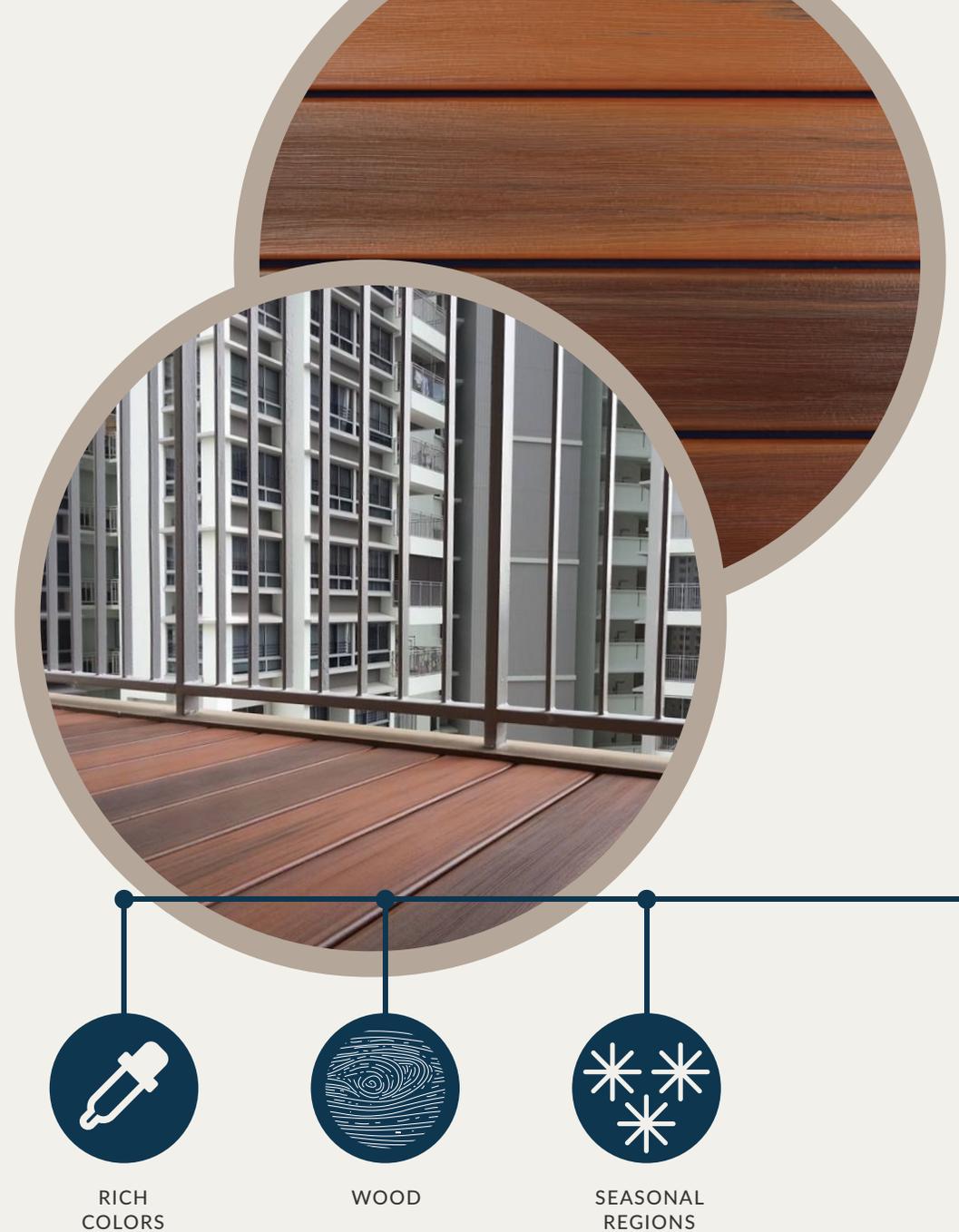
Hardwoods Collection: Brazilian Cherry

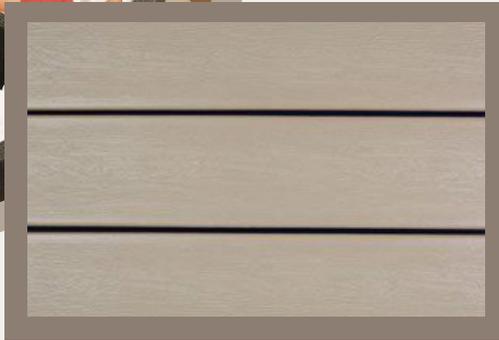
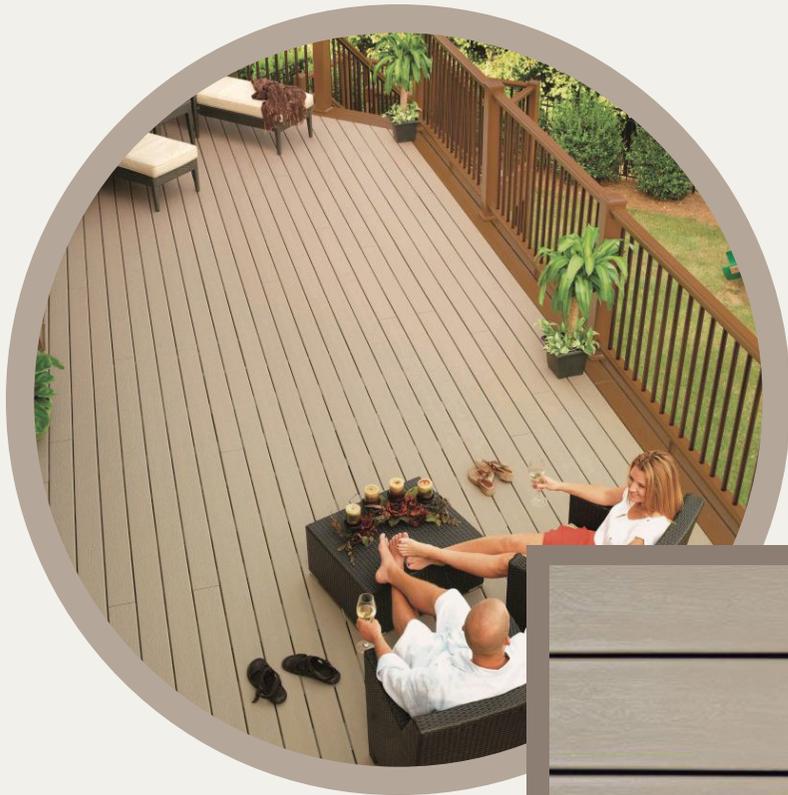
Brazilian Cherry has a lovely, amber-tinted, auburn hue. Like Mahogany, Brazilian Cherry is a luxurious color that brings to mind things as far-flung as summer barbecues and warm lights and beautiful decorations. Plus, DuraLife's capped composite material means you can enjoy the Brazilian hardwood features without endangering any rainforest trees.

Brazilian Cherry is a versatile style, but here are a few suggestions on how to pair this option:

- Richly-colored homes, like dark blues and reds
- Heavily-wooded areas
- Seasonal regions with sun, snow and autumn foliage

Brazilian Cherry is tasteful and classic. It's the perfect counterpoint to a high number of building styles and locations.





Landscapes Collection: Pebble

The Pebble tone in DuraLife's Landscapes Collection is a great middle ground: Part wooden, part gray, part cream. It's a sandy color but not one limited to sandy areas. Instead, Pebble works with any furniture style and a number of home siding or trim colors.

This shade is designed to be complementary, so there is no end to the combinations that bring out its best. Here are a few ideas to start with:

- Dark, wicker furniture
- Stone decorations
- Gardens or other outdoor landscaping features

Pebble has a modern appearance that can change character based on its surroundings.



WICKER



STONE



GARDENS

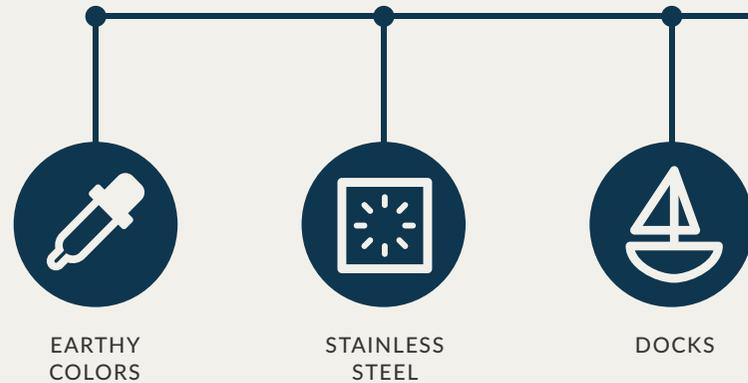
Landscapes Collection: Coastal Grey

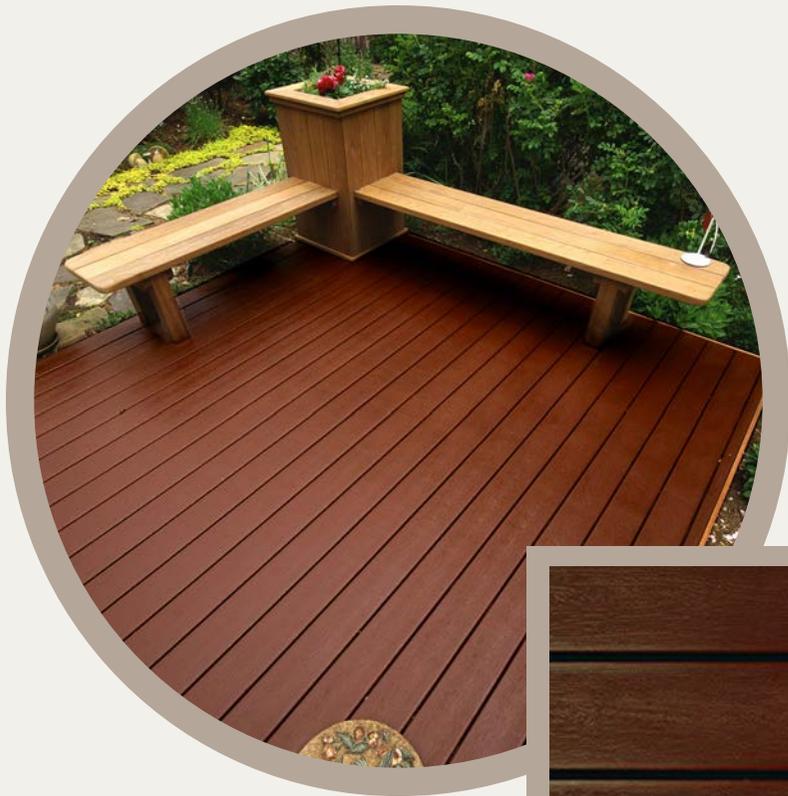
Coastal Grey has a lot in common with its relative in the Hardwood Collection, Garapa Gray. Coastal is lighter and milder, making it a great backdrop for more overt design gestures. Like Pebble, Coastal Grey has a modern vibe and a subtle appeal.

The same options that work well with Garapa Gray also apply here. But consider these, as well:

- Earthy colors both light and dark
- Stainless steel and iron
- Boardwalks and docks

It's impossible to think of Coastal Grey without invoking New England, but don't let that limit your opinion of this versatile and timeless color.





Landscapes Collection: Mahogany

Mahogany is one of those colors that is synonymous with “rich” and “authentic,” and that’s exactly what you get with this classic decking option. Like Brazilian Cherry, Mahogany works well with all sorts of building choices. It’s a warm, mature shade that is also inviting.

The lawn is Mahogany’s best friend, along with several other pairings:

- Thick, green grass
- Evergreen trees – a great choice for the Pacific northwest
- Hot tubs, small fountains, rocking chairs and other furniture

Mahogany looks great at night and all day long, so areas where you can enjoy your deck at any hour are ideal for this option – but it works well in nearly every environment.



GRASS



TREES



FOUNTAINS

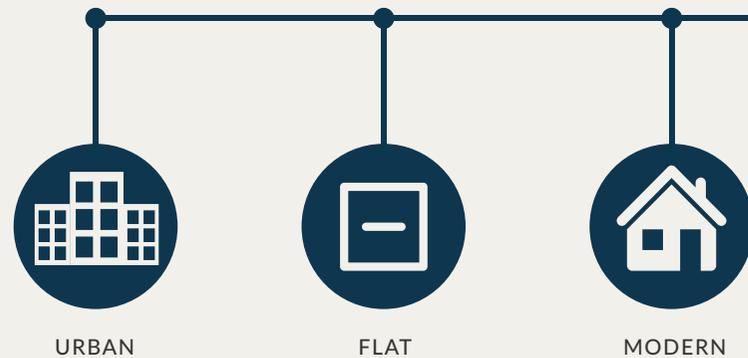
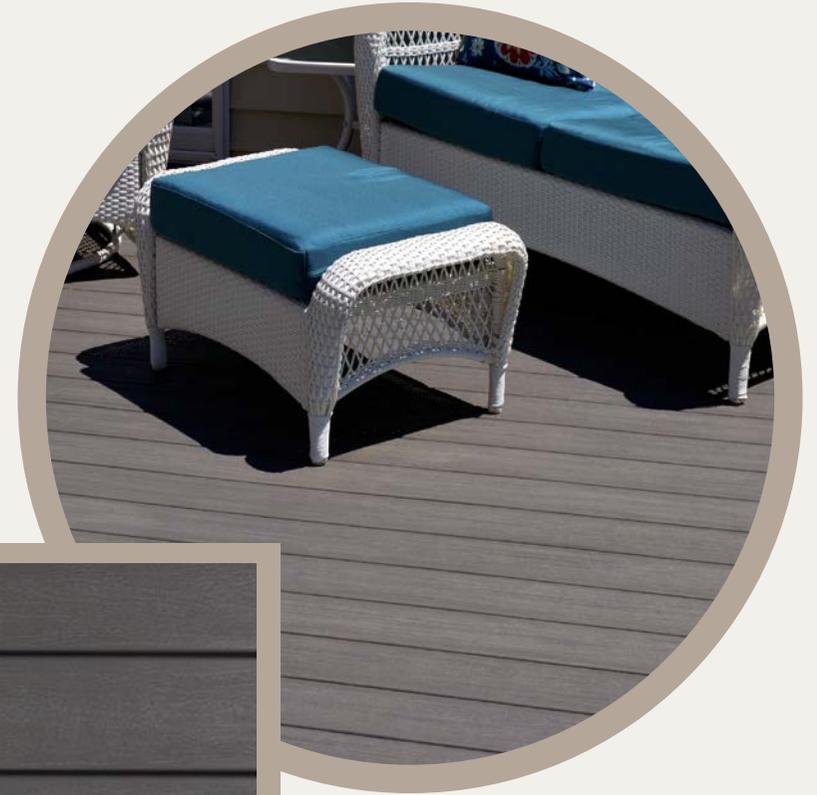
Landscapes Collection: Slate

If you need a deck for your home, Slate is a surefire winner. It's a deep gray color that brings to mind stone, durability and tradition. Plus, Slate gray works with any color, material and style, so you won't lose any design points by opting for a neutral color.

Slate can be ideal for a number of other settings:

- Urban areas
- Flat, open regions
- Modern homes with lots of geometric shapes

Using Slate as the palette for your home can bring out the best in the building while also allowing your deck to stand on its own as a comforting, enjoyable place to relax.





Pick Your Profile

Once you've settled on a color, the second important step in the Your Choice Program is to decide on a decking profile. Each color is available in one of three profiles: Starter, MVP or Siesta. Your decision will depend on your specifications for value, performance and design.

It's important to identify your needs before you finalize your decking product decision. Ask yourself these questions:

- What is my budget?
- Which is most important: function, value or performance?
- What is my level of experience in deck ownership?
- What are my long-term goals for this project?

Keep in mind, it's hard to go wrong with any one of these options. They're simply designed to accommodate different needs and goals - but that doesn't mean any level is unworthy of a great deck. Each is made from the same durable, capped composite material and all carry the standard 25-year limited warranty for performance and stain and fade resistance.

No matter which profile you choose, each will provide a lasting, durable, quality end result.

Siesta Profile

For those looking to build a deck of the highest possible quality and appearance, look no further than the Siesta Profile. Here, you'll have access to the best decking materials on the market, given top marks for its proven strength, durability, and performance. When you can't live with anything but the best and you're willing to go the extra mile, the Siesta Profile is for you.

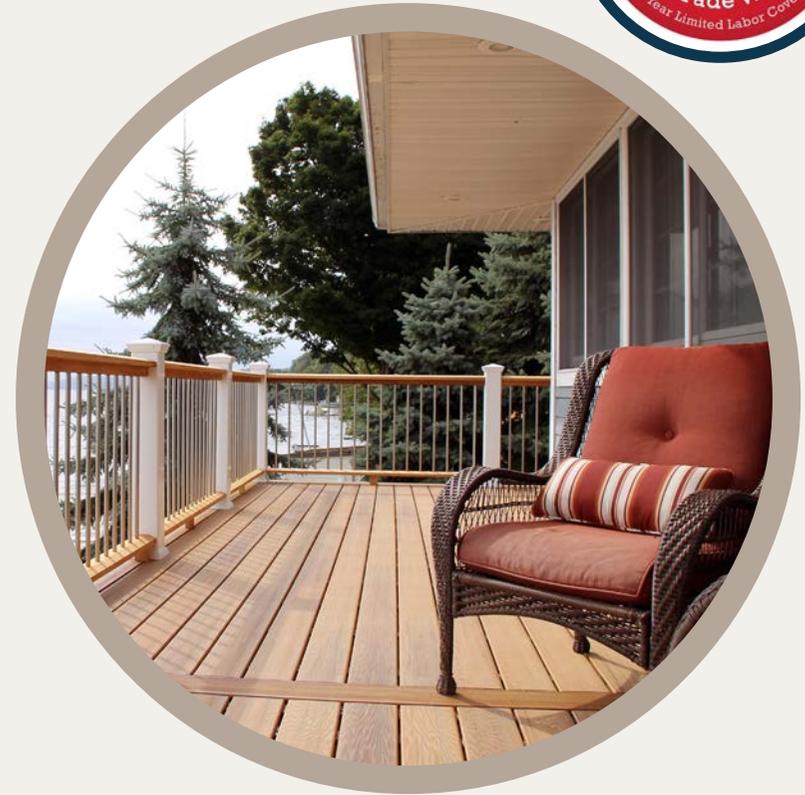
Whether you're an experienced deck owner looking to take the next step or a new one looking to start at the top, Siesta is an excellent choice. Here's how you'll know your deck is as high-performance as they come:

- It looks like wood, but more importantly, it performs better and lasts longer with little maintenance
- Your deck suddenly becomes the most popular spot for cookouts
- You wonder how your home could have possibly done without it



Just like the other profiles, *Siesta* carries the performance characteristics of polypropylene, capped surface, the 25-year warranty, and every color option. But there are also other factors that make this board the top quality around:

- 20-inch on-center joist span, 16-inch span up to a 45-degree angle
- 12-inch on-center stair tread span
- 12-, 16- or 20-foot board lengths
- Grooved edges
- 2.16 lbs. / lf.
- Hidden fastening system





MVP Profile

At the MVP level, you get excellent value for high-quality decking products. And with the Your Choice Program, you can now get premium variegated colors at an affordable price. The MVP profile has it all - the advantages associated with capped composites like low maintenance, durability, and performance combined with unbeatable pricing. This decking level is ideal for homeowners who want to get the most for their money without sacrificing on quality and durability.

The bottom line is, MVP Profile decking offers the best of both worlds:

1. A chance at purchasing high-quality decking with beautiful, high-end, variegated colors at a price level that will save you money versus other premium capped composite decking options.
2. An affordable option for first-time deck owners or those looking to upgrade the appearance and performance of their tired and worn wood decks.



MVP decking boards are a combination of value and performance, so it stands to reason each board is optimized for a quality, yet cost-effective deck. Combined with the capped top, polypropylene material and 25-year warranty, MVP boards feature other unique advantages:

- 16-inch on-center joist span, 12-inch span up to a 45-degree angle
- 8-inch on-center stair tread span
- 12-, 16- or 20-foot board lengths
- Grooved edges
- 1.60 lbs. / lf.
- Hidden fastening system
- A unique profile with unseen grooves on the bottom to save you money and reduce weight

Starter Profile

The first tier of Your Choice profiles is the Starter. At this level it's all about function and this unique profile features a clean, finished appearance on the outer edge of the board and a grooved edge on the interior side to accommodate a hidden fastener. The Starter profile works well with both the Siesta or MVP profiles when a "picture-frame" installation design technique is utilized to hide the unfinished board-ends at the edges of the deck and on the stair treads. These touches offer the aesthetic appeal as accents but also play an integral role in forming a complete, safe, reliable deck.

- Deck perimeter: For the border of your deck you should have a product that provides reliable support at crucial junctures but also serves as an outline or frame.
- Stair tread: Form meets function - your stairs have to be sturdy and supportive first and foremost, which is why the Starter profile makes sense. But they can also be a great way to add a touch of visual appeal and variety to your deck.

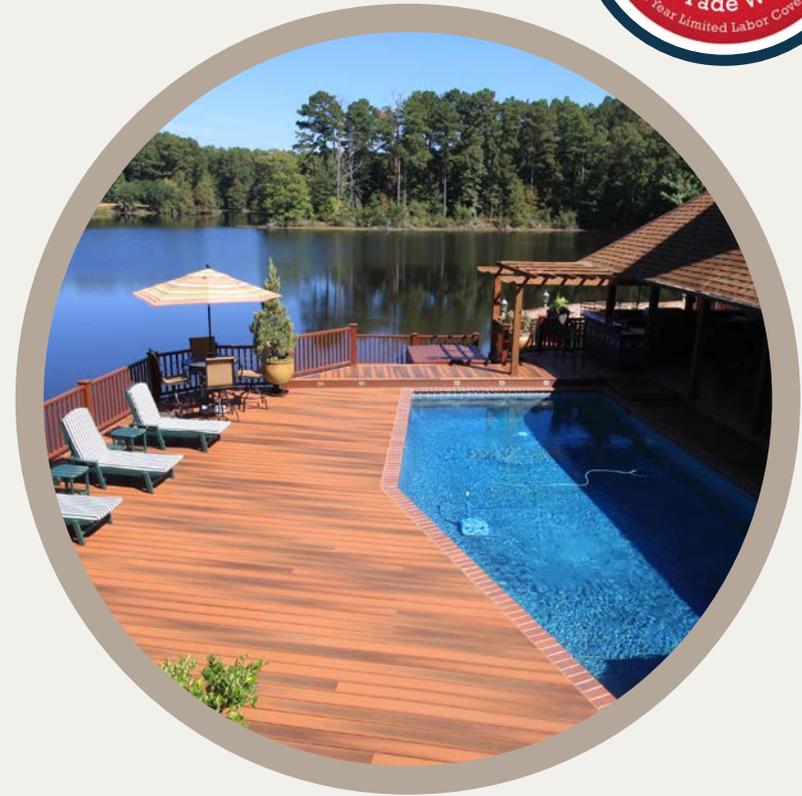


The Starter board shares many of the same features as the other profiles.

It has a capped top, it's made of a polypropylene and hardwood composite material, and comes with a 25-year warranty that includes staining and fading. There are a few other specifications that set it apart:

- 20-inch on-center joist span, 16-inch span up to a 45-degree angle
- 12-inch on-center stair tread span
- 16-foot standard board length
- Unique grooved and squared edge profile design
- 2.16 lbs. / lf.
- Installed using hidden fasteners and composite deck wood screws

Capped composite decking boards from DuraLife Decking are the best option for a new deck or to upgrade an old one. Read on to learn how to select your dream deck with The Your Choice Program.





Pick Your Railing

You've chosen the perfect color and you've selected a high-quality, reliable, handsome decking product to provide your ideal deck. Now all that's left is the railing.

Railings are a necessary feature of any raised deck. A deck without railings is not a safe place, especially for children and pets. Plus, most areas have zoning laws that outline specific railing guidelines. Luckily, our railings are just as durable and appealing as our decking boards. Choose among eight complementary colors:



Our Railways Universal Railings come with a 25-year warranty against rotting and splintering over time. Plus, our proprietary Uni-Ball baluster connector and hardware simplify installation and maintain a clean, elegant look.

Conclusion

Our goal is to make your decking selection process simple but still give you full control over how your deck looks and performs. Choosing a new deck is daunting without the proper guidance but the DuraLife Your Choice Program breaks it down into easy-to-understand steps.

Now that you've learned about all our colors and profiles, you can begin to make an informed decision about which options are right for you. Hopefully, that decking project doesn't look like such a far-off, labor-intensive plan anymore. With a little information, imagination and guidance, your deck will be everything you hoped it to be.

Now all that's left is to contact the experts at Duralife Decking to request a free sample or learn more about the products at www.duralifedecking.com.