



# Power Decking

BY POWERHOUSE REMODELING

The savvy homeowner's guide  
to choosing the right decking.

The best performance under the sun.<sup>SM</sup>





Our goal is to design and build a deck that fits your lifestyle and your budget.

**How will you use your new outdoor space?**

- Family room
- Kid's play room
- Outdoor kitchen
- Grown-up entertainment space...







There are hundreds of decking types, brands and species to choose from.

**As a professional decking contractor, I have access to every one.**







Some look  
to be reasonably  
priced at the outset,  
but can turn out to be  
very expensive over time.



Others appear to be  
quite expensive,  
but end up being a  
smart investment.



Let's review  
their performance...







## Treated Wood Decking

**Wood has come a long way,  
but still has major drawbacks.**

- Cracks, splits and splinters
- Twisted or popped fasteners
- Disappointing performance and appearance over time
- Requires cleaning, staining and re-staining
- Not fire-resistant
- Mold and mildew is a major issue
- Investment with very little return
- Wood today is not as strong as 10 years ago—  
—“New growth” trees have much more open cell structure

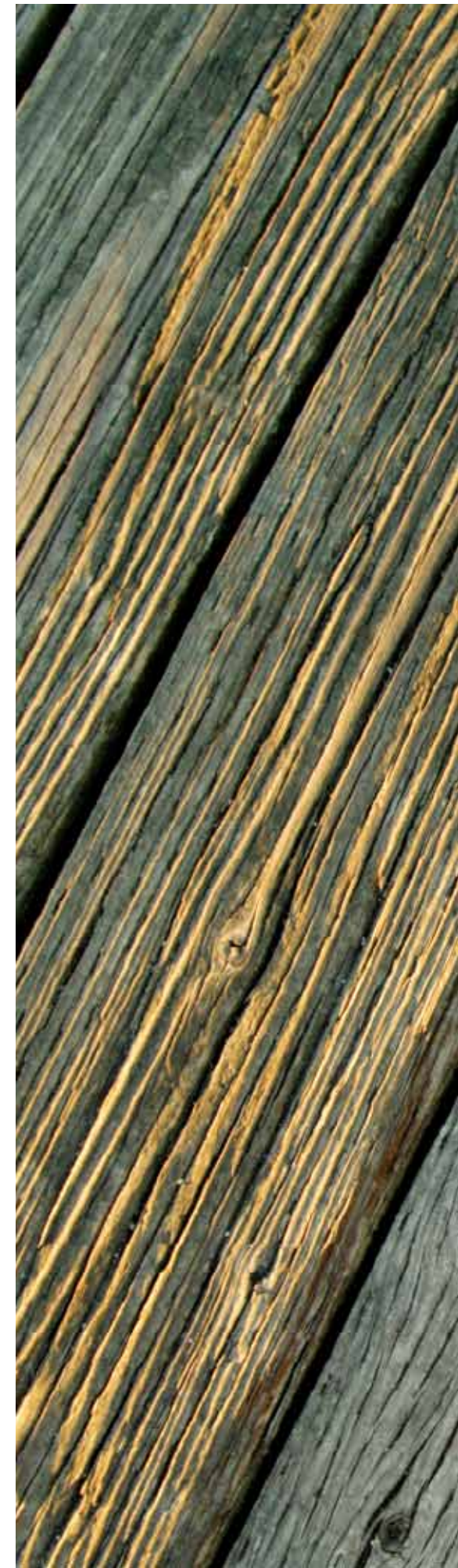


## Decking Life Cycle Costs



Over time, a wood deck can end up being your most expensive choice.

**Lower Cost/Higher Maintenance**







Manufacturers have developed many decking options beyond wood, but few have lived up to their hype...

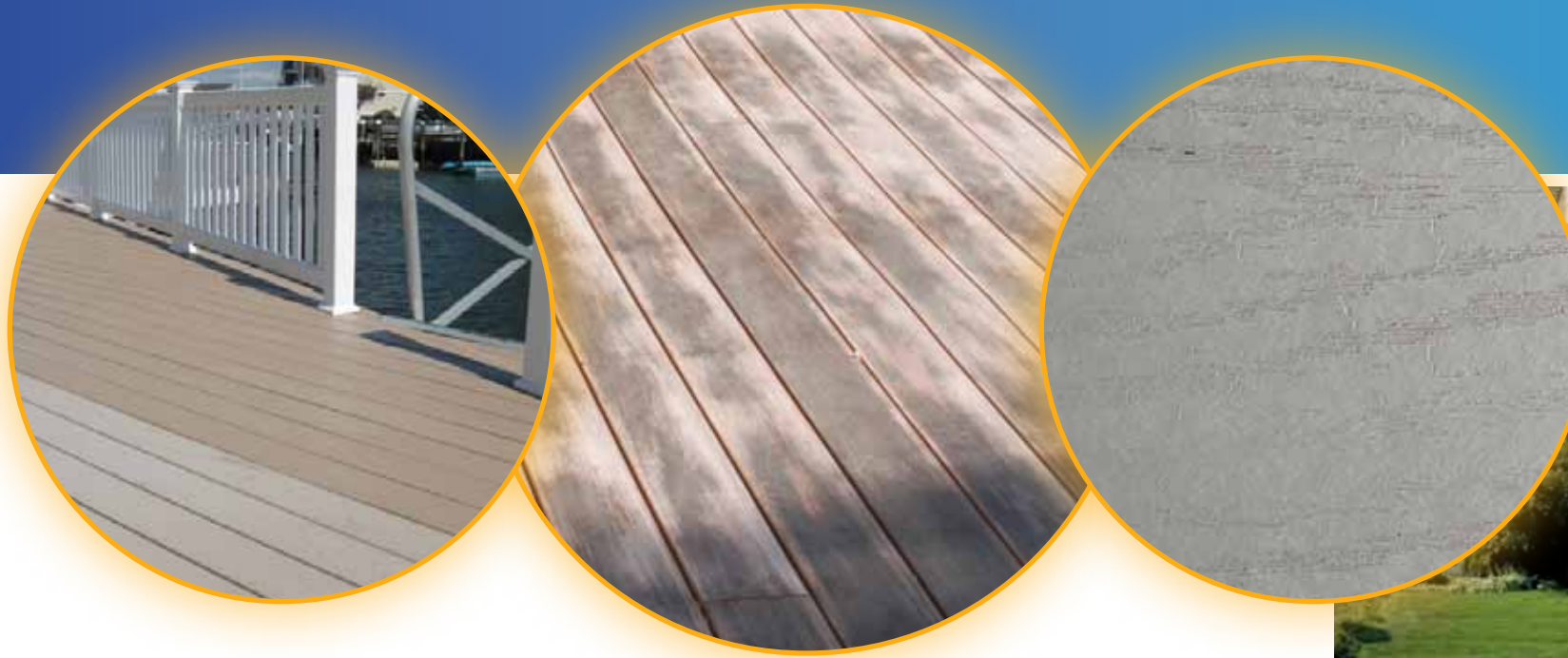
### **Aluminum Decking**

- Low maintenance, but expensive
- Not at all wood-like in appearance
- Finish scratches
- Hot under foot

### **Hollow PVC Decking**

- Low maintenance
- Hollow-sounding
- Becomes brittle and cracks
- Plastic appearance





## First Generation Composites

- Wood flour and plastic
- Medium maintenance
- Prone to mold and mildew
- Uncontrollable color fade and change quickly
- Stains and scratches easily

## PVC-Capped Composites

- Wood flour and plastic
- Medium maintenance
- Plastic looking
- Prone to mold and mildew
- Absorbs moisture
- Holds heat







My company has evolved along with the decking options.

We used to install a lot of wood decks and first generation composites and even most recently, PVC-capped composites.

**Our quest has been like yours—  
for the decking that would live up to  
our desires for true high-performance.**



You want a deck that can stand up to the harshest punishment.

Out of all these tortures, which do you think is the worst?

Food & Drink Stains



Rain & Moisture



Pets & Foot Traffic

Snow & Ice



Sun & UV Rays



Mold & Mildew



Deck Furniture







You might not think it, but the sun's UV rays will do the most to ruin your decking investment.

**Fading • Cracking • Brittleness**

Unless your cellular PVC deck is protected with SunShield® Technology.

- Real, time-tested, next generation color retention
- Maintains dimensional stability under constant UV bombardment
- Stays cooler under foot than most decks—even the darker colors
- Repels your toughest spills and stains
- Retains a higher impact resistance
- Resists scratching



# “The Best Performance Under the Sun”

In the most extreme weather conditions, Power Decking is designed to perform. The Sunshield technology shows its true colors year after year. The proprietary material formulation reflects heat and maintains a comfortable temperature for barefoot enjoyment.

- Superior weathering and color retention, based on technology advances over 30 years, including color retention without the use of metals which absorbs heat
- Resists the toughest spills and stains
- Reflect heat—even in darker colors
- Stays cooler under foot than most decks—even in dark colors
- Backed by a Limited Lifetime Warranty with 25-Year Fade and Stain Coverage

*(see warranty for specific details and limitations)*

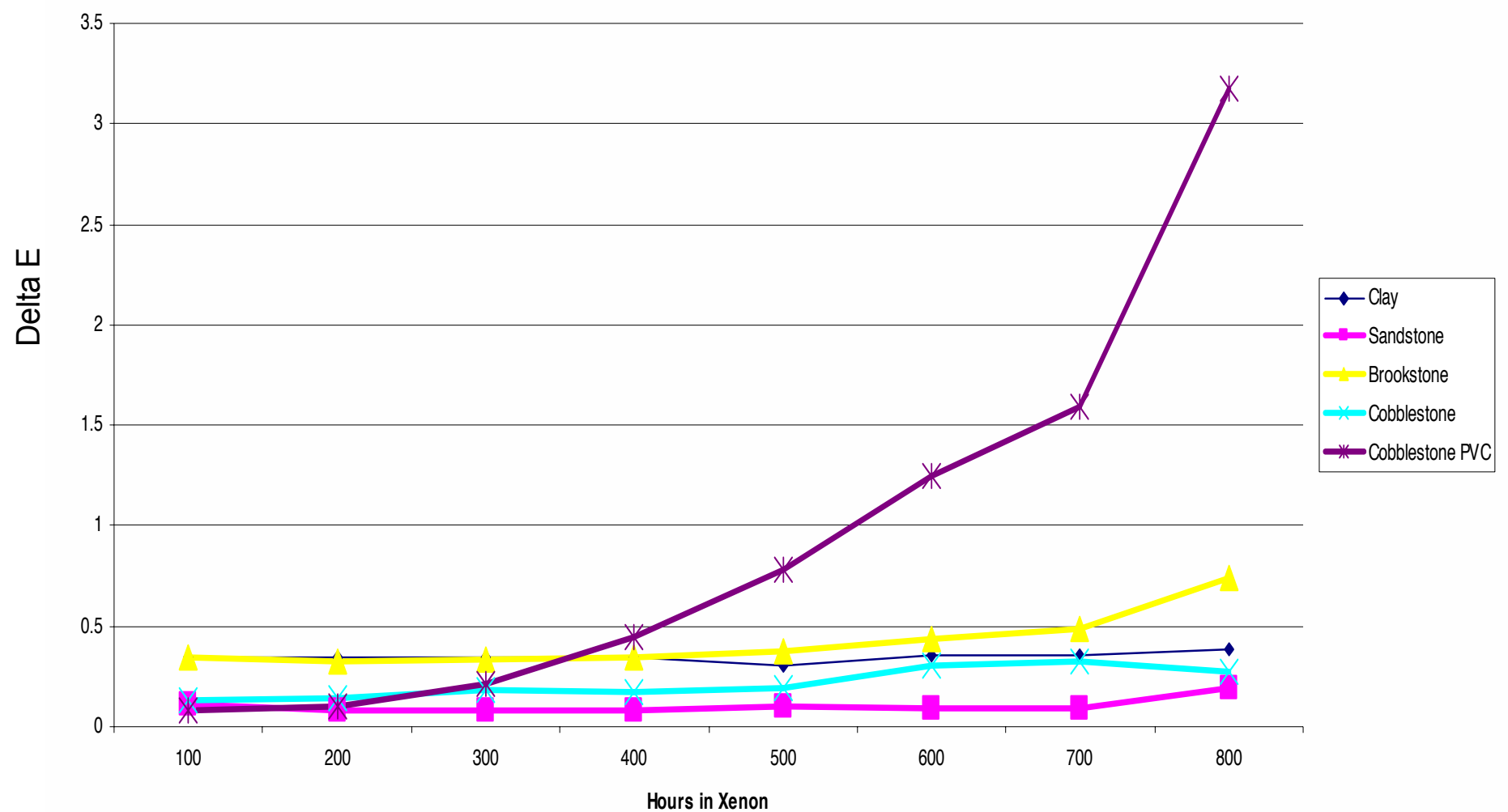






# Power Decking colors outperforms competitors by huge margins

## SunShield technology keeps colors deep and rich

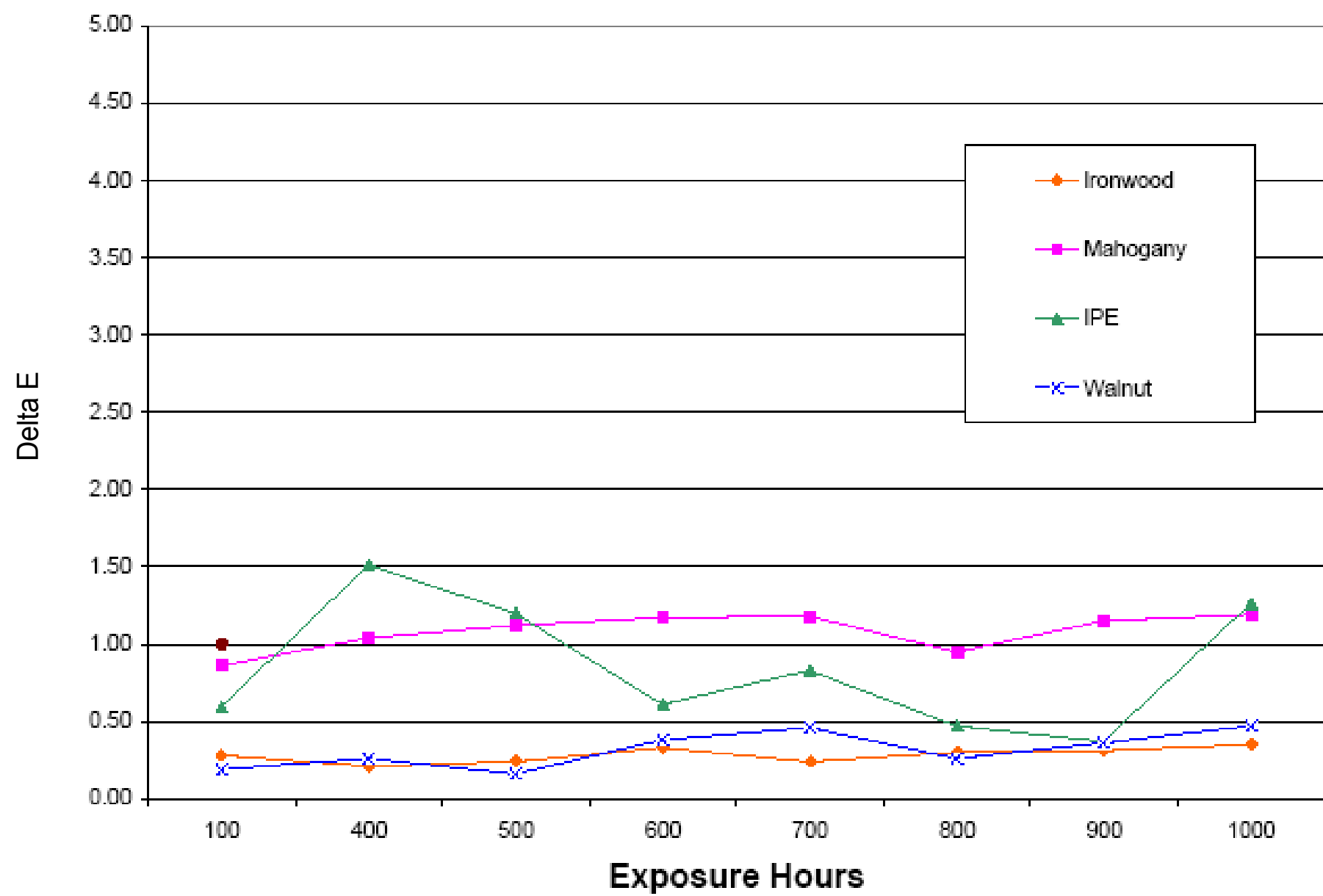


Fade becomes visible to the naked eye between 3-4 Delta E units.





## Power Decking 1000 Hrs Xenon



Fade becomes visible to the naked eye between 3-4 Delta E units.



# Power Decking with Sunshield technology keeps its cool against the competition in a side-by-side comparison.

Starting temperatures 98 degrees

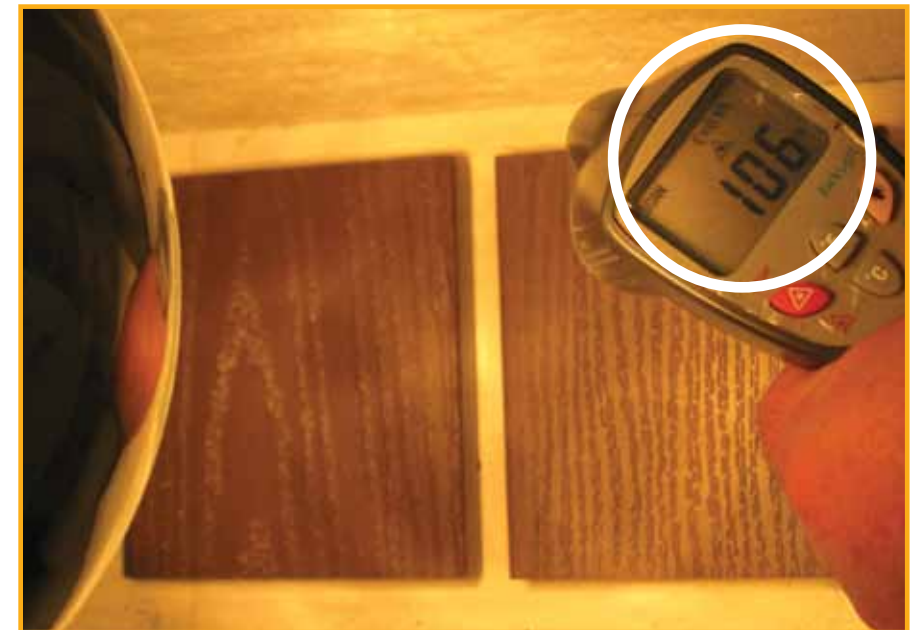
Temperature on the competitive product climbs faster than Power Decking with SunShield

After one minute, Power Decking is 13% cooler than the competition

After a half hour, Power Decking is up to 20% cooler than the competition

ASTM D4803 Test for Vinyl Building Products Heat Gain

*Power Decking*  
BY POWERHOUSE REMODELING



After 1 Minute Power Decking is 106 Degrees



After 1 Minute the Competition is 120 Degrees



# Power Decking comes with a limited lifetime warranty.

Power Decking can outlast and outperform many other decking materials.

- Supported by a global leader in the manufacturing of high performance building products—Deceuninck.
- Products and/ or technology in over 5 millions homes in North America
- Includes our 25-Year Fade and Stain Coverage







# The Power Decking Advantage

Korelite® Proprietary Technology on the inside,  
Sunshield™ Proprietary Technology on the outside.

Power Decking is designed and tested to exceed the demands of your outdoor living space. Power Decking uses Korelite and Sunshield technologies which provide results that most competitors can't meet:

- Superior weathering and color retention, based on technology advances over 30 years (no metals used in product for U.V. protection)
- Resists the toughest spills and stains
- Stays cooler under foot than most decks—even in dark colors (no metals used)
- Better scratch resistance
- Light weight strength
- Lower moisture absorption
- Greater impact resistance than most competitive products—even wood

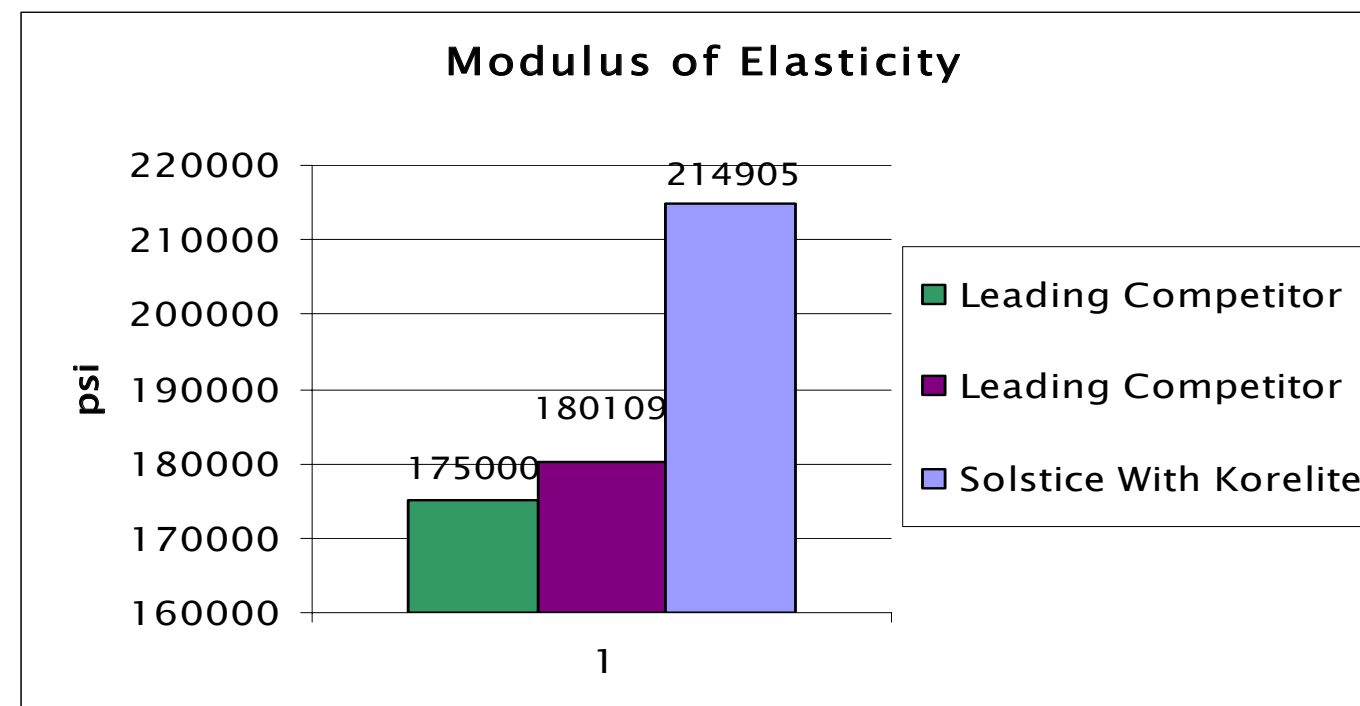




# Power Decking PVC Decking by Deceuninck

## The Strength Advantages

Korelite™ technology delivers more strength than the competition!



- Korelite™ - A Power Decking exclusive
- Lighter, but stronger. Less 'bounce' between joists
- Superior strength based on proprietary formulation
- Decks spans 16" on center and 12" stairs with no reinforcement necessary



# Strength where you need it!

Power decking is engineered from the outside-in. Our proprietary technology and manufacturing process creates a board with a denser, stronger perimeter, and a more uniform cellular core resulting in:

- Greater strength and durability
- Virtually no water absorption
- Resists the damaging effects of freeze-thaw
- Resists mold and mildew
- Solid construction with minimal deflection
- Superior resistance to impact
- Less heat retention, so it's cooler under foot

## Technology Advantage

Most competitors use a “free-foam” manufacturing process that produces a product that is less dense and allows for voids and other imperfections—by its very nature, it's not as strong.



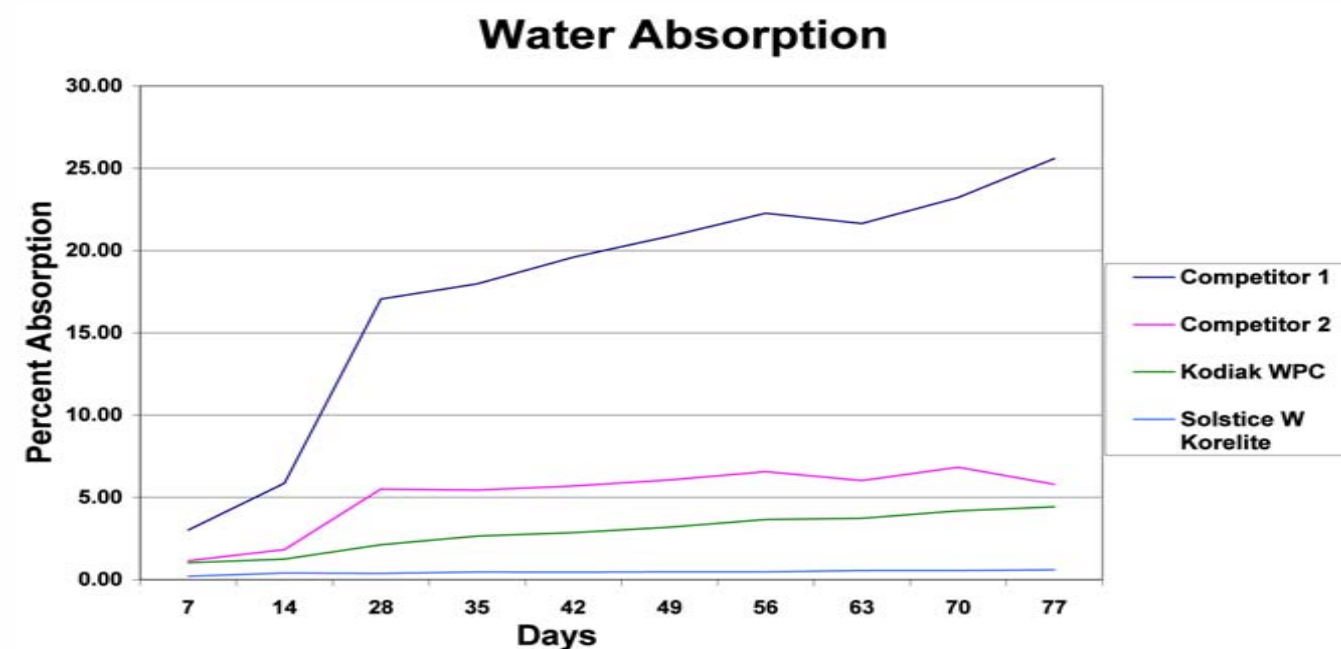




# Power Decking PVC Decking by Deceuninck

## The Advantage of Water-Resistance

Highly resistant to water penetration!



*Competitor 1*



*Competitor 2*



*Solstice with Korelite*

- Virtually no water absorption
- High mold and mildew resistance
- Resists the effects of freeze-thaw
- Optimized, dense cell structure



# Power Decking Versus the Competition

**Power Decking with Korelite Technology provides superior impact resistance. Laboratory impact tests\* prove that Power Decking has better impact resistance...not so for some of our competitors which includes free-foamed boards, pressure treated pine, and Brazilian hardwood (IPE) deck planks.**

Power Decking with Korelite Technology compared to the competition, pressure treated pine, and a Brazilian hardwood (IPE) deck plank



Power Decking

Competitor A

Competitor B

Pressure Treated Pine

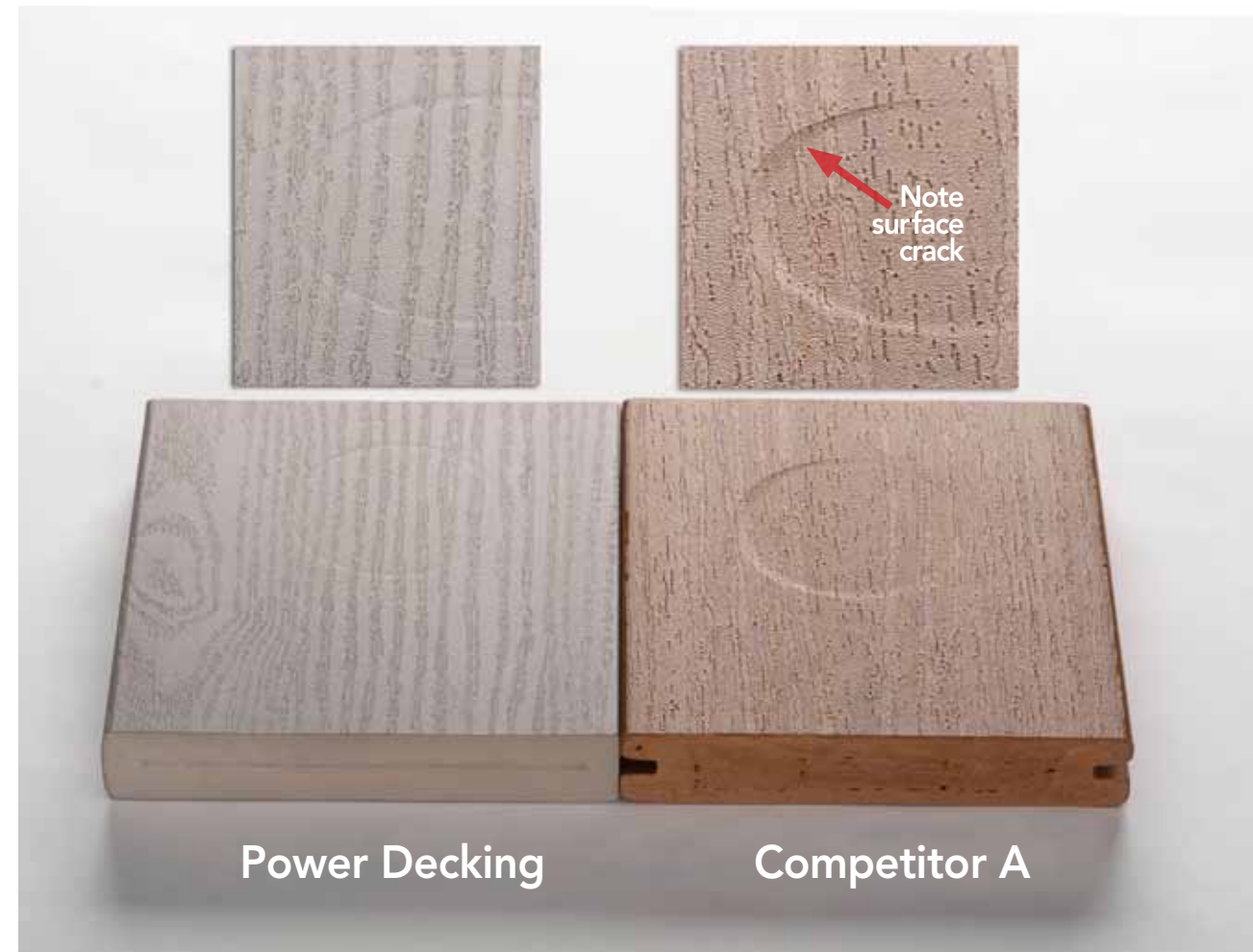
Brazilian hardwood (IPE)

\*Laboratory impact test includes a 2 ½" 10-pound steel weight dropped from 80 inches



Power Decking  
out-performs the leading  
competitors and matches  
the performance of the  
hardest woods available.

*Power Decking*  
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## Power Decking PVC Decking by Deceuninck Best Warranty in the Business Advantage

Real, time tested, next generation deck performance-  
based on proprietary Korelite and Sunshield technology!



- Lifetime Limited Warranty
  - Transferable
  - 25-Year Fade and Stain
- 
- Backed by Deceuninck - a Global Leader for 70 Years
  - Trusted for performance in over 5 million North American homes, for the past 30 years





Power decking is an eco-friendly, sustainable product.

- Products made with SunShield and Korelite are energy-efficient to produce, and 100% recyclable
- No need for chemical cleaning, painting or staining
- Longer life cycle than wood, means fewer greenhouse gas emissions associated with the manufacturing





# Let's review why new Power Decking is your better decking investment.

- **SunShield® Protection**
  - Superior color retention
  - Stays cooler under foot
  - Maintains stability under UV bombardment
- **Korelite™ Technology**
  - Virtually zero water absorption
  - Resists mold and mildew
  - No freeze and thaw issues
  - Repels tough spills and stains; resists scratches
- **Superior impact resistance**
- **Provides a return on your investment instead of years of painting and staining**



- Most realistic woodgrains on the market today
- Concealed fasteners—no nails to show or pop up
- Limited Lifetime Warranty
- 25-Year Fade and Stain coverage
- Stronger underfoot—no bounce
- Cooler underfoot—even in the hottest climates
- Meets ADA requirements for slip resistance
- No painting or staining ever again
- Eco-friendly
- Supported by Deceuninck

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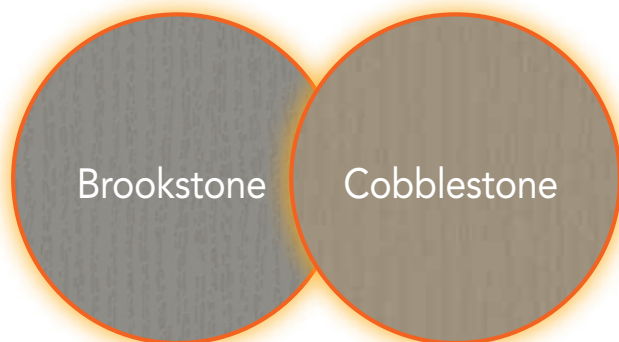




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## The EarthTone Collection



## The Hardwood Collection



Some colors may require additional lead time  
(based upon local market demand)







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