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VEKAdeck
Reinforced Cellular PVC Deck Board from VEKA Innovations

Cover Story On Pages 21-23

AT HOME WITH: STEPHANIE MARIE ZUNGRE



Above: VEKAdeck the reinforced cellular PVC deck board has proven to be the alternative to wood and composite decking materials.

VEKA *Innovations*

PVC (Poly Vinyl Chloride) is one of the world's most widely used plastic materials. A vast array of products found in the home use vinyl products because of their unique characteristics and low cost.

There are many reasons for the rise of vinyl usage in North America. First and foremost, consumers are becoming increasingly aware of the numerous advantages vinyl holds over other materials. A great deal of emphasis is placed on the environmental friendliness of products, both during production and in the final result. Vinyl products take a small amount of energy to produce and are 100% recyclable.

Preserving the environment is one of the leading concerns we, as a society, face today. Individuals and corporations alike must act responsibly and understand how the products they purchase and manufacture will affect the environment currently and for future generations. Plastics are used in the preservation and

protection of the environment in such ways as material recycling and pollution prevention. Plastic products also conserve energy because they are lighter than alternative materials and use less fuel to transport.

Another very important factor in the growing popularity of vinyl products is that they are virtually maintenance free. You never have to worry about painting, scraping or surfaces that are difficult to clean. Despite the many pollutants and chemicals that outdoor vinyl products may be subject to during the course of their lifecycle, they will remain basically unaffected and intact. Vinyl is rot resistant and does not warp, twist or peel and can endure even the most adverse weather conditions. Vinyl is also impervious to termites and other damaging insects.

VEKA Innovations, a division of VEKA Inc., based in Fombell, PA, is proud to introduce VEKAdeck™. This reinforced cellular PVC deck board has proven to be the alternative to (wood



Above: Low maintenance and weatherable VEKAdeck lets you spend time enjoying your deck rather than maintaining it.

Left: VEKAdeck color is throughout the board and will maintain its appearance season after season.



flour/plastic) composite decking materials. Since VEKAdeck is made from 100% PVC and color stabilizers, this premium deck board will not discolor due to normal weather conditions. Gradual, uniform color change may occur and is normal, but VEKAdeck will maintain its attractive appearance season after season. With color fastness being one of the key properties noted in the development process, VEKA warrants the color integrity to be maintained for 20 years.

This new blend is not only fade resistant, but does not absorb water or oil; therefore, avoiding staining issues often associated with composite products. The products low water absorption properties also make it ideal for high humidity or marine

environments. VEKAdeck also has a low expansion/contraction which results in boards that can be butted end to end without special extension joints. The heat absorption rate for the four available colors is extremely low as tested in accordance with the American Society for Testing and Materials (ASTM) D4803 standard (relating to heat build-up) for North America. VEKAdeck meets or exceeds ASTM standards for impact and puncture resistance, provides excellent traction when wet or dry, and is thermally reflective to keep you cool under foot.

VEKA profiles are also tested according to the American Architectural Manufacturers Association (AAMA) lineal certification program.

This patent pending, solid PVC product is slip resistant, self extinguishes in the event of fire, and can be cut, mitered or sanded. It is resistant to rot and mold and is extremely easy to clean. VEKAdeck is also very easy to install. The cellular properties make for a light-weight material that accepts standard nails or deck screws, and unlike its composite counterparts, won't "mushroom" upon application. VEKAdeck has been tested and meets all applicable building code requirements.

With the goal of producing an easy to install deck board that homeowners and contractors would be comfortable working



Above: Add a finishing touch to your deck project with PVC hand rail from VEKA Innovations.

with, this light-weight cellular board comes in a standard 5-1/2" x 1" dimension in lengths of 12', 16' and 20' and accepts standard nails or deck screws.

This attractive deck board is available in four colors (khaki, tan, gray and white) that satisfy most applications. Maintenance is simply reduced to periodic cleaning with mild household soaps and brushes.

Standing water should be removed to prevent mold, mildew and dirt build up.

VEKA Innovations prides itself on building long-lasting relationships with customers and the community, with service and environmental friendliness always being a primary goal. When you make the decision to use VEKAdeck, you will become a party of the world's largest extruder of vinyl profiles in the world. You will receive the highest quality product in the industry, along with unsurpassed customer service. It's not a composite deck...it's 100% PVC VEKAdeck!

When choosing a vinyl deck go with the industry leader... VEKAdeck.

Call 1-888-GO4-VEKA or visit www.vekadeck.com for a local distributor near you.

VEKAdeck™

Reinforced Cellular PVC Deck Board from VEKA Innovations

Features and Benefits

Color Fast - 100% PVC and color stabilizers, ensure that VEKAdeck™ will not discolor under normal conditions.

Insect Resistant - 100% PVC is impervious to insect damage.

Splinter Proof - PVC compound will not splinter, flake or peel.

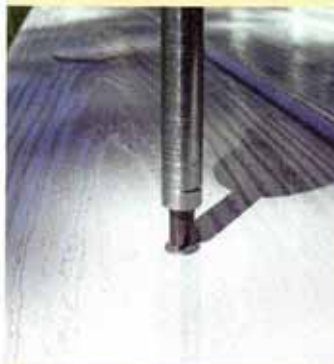
Slip Resistant - Attractive, embossed, wood grain, anti-skid surface makes VEKAdeck™ slip resistant when wet or dry.

Impact Resistant - PVC formulated with impact modifiers meets or exceeds ASTM Standards for breaks and punctures.

Fire Resistant - VEKAdeck™ will self extinguish in the event of fire.

Low Maintenance - VEKAdeck™ never needs painting or sealing.

Easy to Work - VEKAdeck™ works as easily as wood using standard hand and power tools.



Easily Fastened - VEKAdeck™ easily accepts nails, deck screws or below surface fasteners (stainless steel recommended).

Light Weight - Cellular extrusion process yields low specific gravity making VEKAdeck™ lighter than wood and plastic composite materials.

Easy to Clean - Impervious to the most common environmental contaminants, VEKAdeck™ cleans with mild soap and water.

Environmentally Friendly - PVC is recyclable and saves our precious forest resources. Because VEKAdeck™ is UV and water resistant, chemical treatments are not necessary.

Water Resistant - PVC will not absorb moisture making VEKAdeck™ ideal for high humidity or marine areas.

