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Duradek used its product as a waterproofing membrane for the sun-decks and roof decks of this multiresidential project.

The Waterproofers

Two brothers build **Duradek Ltd.** into a household name for exterior-roofing and deck-covering needs

At a Glance

Location:

Surrey, BC

Founded:

1974

Employees:

20

Specialty:

Waterproofing

BROTHERS JOHN AND BOB OGILVIE GREW UP SURROUNDED by the building trades—their father a carpenter and building-supply business owner.

In 1974, the brothers bought a franchise of Duradek, a new company started by contractors who were also boating enthusiasts. The contractors had discovered that a vinyl product used in small boats could also be useful for roofing decks. Using Duradek on balconies and decks gave homeowners a way to create dry space to store lawn mowers or park a car.

“People loved the product,” John says. “It was attractive, nonslippery, and easy to clean. It was the birth of an industry.”

Seeing the product’s bright future, the Ogilvie brothers moved from being franchise owners to buying into the Duradek ownership in 1976. Eventually the duo purchased full ownership.

Over the company’s impressive 37-year history, Bob and John have redeveloped the product to serve as more than just a surface coating. Today, Duradek is most well known as a roofing material that can be walked on, and serves as a primary roofing membrane in a countless number of townhomes and condominiums throughout all parts of North America. The product’s growth is fuelled by an increased focus on outdoor living.

“It has created a transformation in outdoor, rooftop

“Our material is a thicker, more durable version of what is protecting most stadiums and commercial buildings throughout the world.”

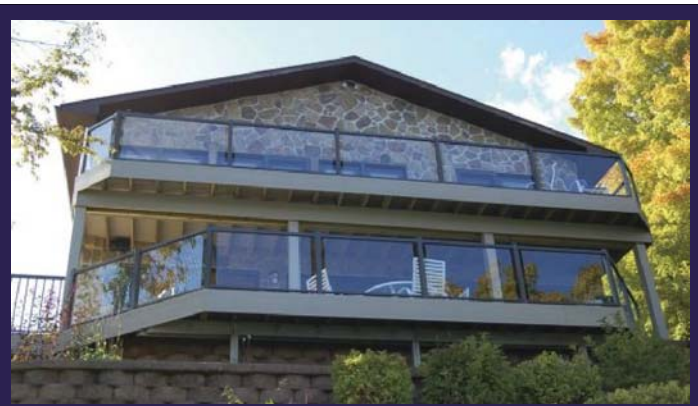
JOHN OGILVIE, CO-OWNER



living,” John says. “For many of our customers, their roof is their outdoor living space. But before Duradek, it was ugly. Duradek makes outdoor roofing areas so much more livable because Duradek is bright and cleanable. It’s a roof that’s a floor.”

While the original material was 20 millimetres in thickness, or about the diameter of a dime, today’s Duradek material is 60 millimetres thick—well over the thickness required for commercial roofing.

“Our material is similar to the roofing that is protecting many stadiums and commercial buildings throughout the world,” John says. “The difference is that it’s decorated and textured. It’s a waterproofing product



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Duradek's Top Products

Duradek: A stylish vinyl membrane that serves as permanent waterproof protection for roof decks and balconies.

Tiledek: An antifracture roofing membrane capable of having tile or stone applied over the top of it. The product includes a cloth coating so tile adheres to the cloth. In 2010, Tiledek was named by *Building Products* magazine among the 100 best new products.

Plazadek: A roofing membrane used to provide waterproofing under exterior pavers or deck boards.

Durarail Aluminum Rail: Because trained Duradek technicians are already working on the deck, the company offers Durarail, a maintenance-free aluminum-railing system that ties in with the Duradek product underneath without damaging its waterproofing features.

“The hidden potential of Duradek is not the product itself but what you can do with the space underneath the deck now that you have a surface on the deck that is waterproof.”

JOHN OGILVIE, CO-OWNER

that looks good and is somebody's floor, and it's thick enough to withstand abrasion. You just don't wear this stuff out in a residential application.”

Located in Surrey, British Columbia, Duradek has a US office in Kansas City, Missouri, and manufactures its product through Omnova of Columbus, Mississippi. Additionally, the top-of-the-line product has garnered significant exposure, having been featured on such home-improvement television shows as *Extreme Makeover Home Edition* and *Holmes on Homes*.

In the 37 years it's been in business, Duradek has covered an excess of 100 million square feet of decks, balconies, and roofs. That's a substantial sum when you consider that the average deck or balcony is just 250–300 square feet; that's several hundred thousand balconies.

“The hidden potential of Duradek is not the product itself but what you can do with the space underneath the deck now that you have a surface on the deck that is waterproof,” John explains. “You can build a room, create storage for a lawn mower, or cover over an entrance. Now you have useful space. The more it rains, the more it tells people they should be doing something with their deck.”

—Laura Williams-Tracy



Proof positive

Duradek is the ultimate method of waterproofing decks and walk-on roofs.

When it comes to waterproofing, professional installation, experience, product quality, peace-of-mind warranty or selection, Duradek has it all covered. It is perfectly suited for walk-on roof decks, sun decks, pool areas, balconies, walkways and much more. Add Durarail aluminum railings to complete the picture. Contact us today for more details.



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