

Creating Value in Real Estate and Quality of Life

Hidden Benefits of Duradek - The Walkable Roofing Membrane

When it comes to determining the value of a residential property, square footage of living space is one of the primary considerations, but many homeowners take for granted that their living space is not restricted to the interior of their home.

Outdoor living space is a cherished commodity and although its value is certainly subjective for the individual, there is no question that it adds value to the property. Particularly in the case of roof top decks which are fast becoming a major value-added feature in urban developments.

For years, the desire for outdoor living space has driven city dwellers to the suburbs. Dreams of family barbecues and lazy days swaying in a hammock can be unexpectedly marred by the reality of weekly lawn cutting and annual sanding and staining of the deck. Suddenly the ultimate place of relaxation becomes a labor intensive maintenance chore. But now, urbanites that have a desire for outdoor living space do not have to

leave the cities. Instead, they can develop their own little oasis of pleasure by converting flat roofs into roof top decks that require very little maintenance.

“ Outdoor living space is a cherished commodity.... there is no question that it adds value to the property.”

While roof top decks are a relatively new concept in many areas, [Duradek](#) has been specializing in waterproofing and beautifying roof top decks for nearly four decades. The [Duradek Ultra PVC Membrane](#) is a roofing-approved pedestrian membrane designed specifically for waterproofing decks over

living space. With a variety of patterns and colors to choose from, the slightly embossed finish provides an attractive, slip resistant surface and protection from the elements that requires very little maintenance throughout its lifetime which averages 15 – 20 years.

In some cities, like New York or Baltimore, residents have already embraced the value of roof top decks, and the benefit of water and skyline

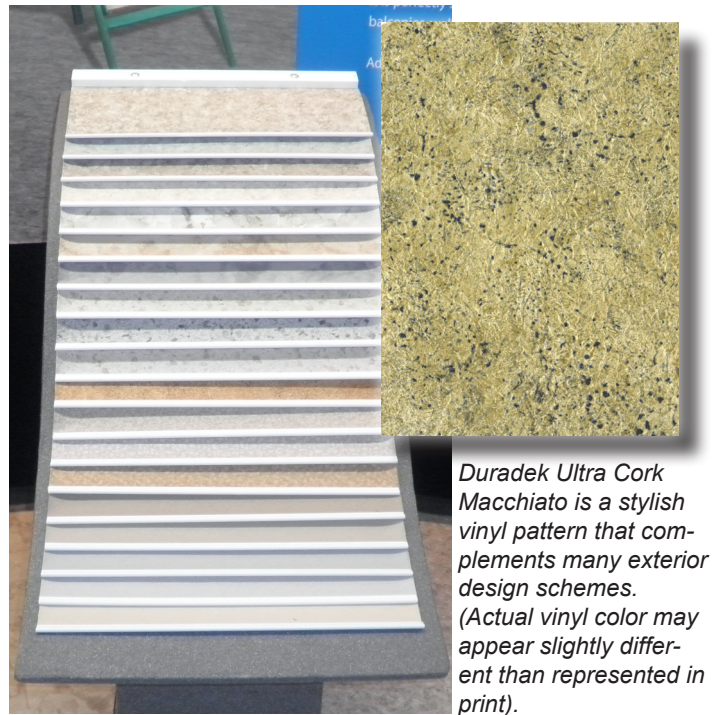


The Rivercrossing Townhome Community is setting a new standard in Utah for maximizing living space and enhancing quality of life.

views make the demand for these properties very high. More and more people in cities throughout America are discovering that the advantages of roof top decks more than off-set the cost of the initial installation. And more and more homeowners are choosing to enjoy their decks with a low maintenance surface such as Duradek versus the more traditional wooden deck that is so labor intensive to maintain.

For example, the Rivercrossing Townhome Community in Utah is creating quite a splash with their development, and builders and designers are quick to compliment the design and style of the community which includes roof top decks. David Rupp from DRD Property Development, who was integral in the planning of this community said, "We wanted the Rivercrossing Townhomes to be different than any other community in the State. We were hesitant to put decks over living space, but Duradek has been an excellent fit." Without hesitation, David said he would [recommend Duradek](#) on other projects that he is involved in.

While David relates that roof top decks might not be for everyone and that it does elevate building costs, it more than adds to the value. "Especially with a limited supply of homes with this feature,"



Duradek Ultra Cork Macchiato is a stylish vinyl pattern that complements many exterior design schemes. (Actual vinyl color may appear slightly different than represented in print).

Duradek offers an excellent selection of [color options](#) in a variety of patterns.

David states, "it will always be in demand." The Rivercrossing Townhome Community has set a new trend for quality and standard in the industry and those that were fortunate enough to purchase in this community are able to enjoy barbecues, patio sets and even hot tubs on their semi-private roof top decks.



Your newly created outdoor living space can easily be transformed into a low-maintenance outdoor entertaining area.

There are many advantages for the homeowner in having a roof top deck, particularly when it is protected and finished with Duradek. Besides the private or semi-private outdoor living space created, Duradek helps to keep it a place of relaxation versus a place that requires time-consuming maintenance. Unlike wooden decks that require yearly sanding and staining, or concrete decks that seem to inevitably acquire unsightly cracks, Duradek vinyl simply needs to be washed seasonally to maintain its appearance. While frost may make its surface a little slick (like any

Installation of a waterproof membrane requires professional installation and can usually be completed and walked on in the same day.



The Duradek membrane is carefully rolled out onto the prepared surface.



The membrane is fully adhered to the substrate.



Trained applicators hot-air weld the overlapped seams for impenetrable protection.



Whether private or semi-private, rooftop decks offer a space of tranquility that many city dwellers long for.

other surface) use of a de-icing agent is perfectly acceptable, requiring only to be rinsed off before the spring sunshine causes it to bake into the vinyl surface. Even if the home's deck is not over living space, Duradek protects the area below and creates instant dry outdoor storage.

Duradek is a popular product with builders as well. Installed exclusively by Duradek trained and [authorized installers](#), the Duradek 60 mil vinyl comes with a 10 year manufacturer's warranty as well as a workmanship warranty which provides a strong degree of peace of mind that the product is [installed correctly](#) and will perform as intended. Not to mention that it is installed in one day, start to finish. With a single step application versus liquid coatings requiring multiple coats, there is no drying time or re-application requirement so Duradek vinyl can be walked on as soon as it is laid. In addition, since Duradek carries its own line of powder-coated aluminum railing system called Durarail, all of the permanent details of the deck can be taken care of by one contractor.

Roof top decks are a great way to enjoy outdoor relaxation without leaving the city, and provide the gift of seeing your city from a unique perspective. An easy place to get away to, a roof deck can be a comforting diversion from the hustle and bustle of the city in the daytime, and a spectacular escape after dark when your city sparkles and the skyline at night becomes your new favorite view.

by Kim Smallwood
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The Duradek logo features the word "duradek" in a bold, yellow, sans-serif font with a black outline. To the left of the text is a stylized graphic of a roll of white membrane with a yellow edge, partially unrolled.

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