

\*\*\* For Immediate Release \*\*\*

# Duradek Announces Brand Refresh & New Logo

Surrey, BC, May 10, 2017: [Duradek™](#), the original vinyl decking and leader of the vinyl decking industry since 1974, is proud to announce a brand refresh and new logo.

The new Duradek logo follows the launch of an all-new Duradek website ([www.duradek.com](http://www.duradek.com)) and it is the cornerstone of our brand refresh. This new brand identity keeps the traditional, recognizable features that the Duradek logo has maintained over the last 4 decades, but with a new graphic representation that offers a modern look to take the Duradek family of products into the future.

The clean minimalism of the new logo is representative of the nature of Duradek vinyl membranes themselves, with the simplicity of a professional installation and the ease of a worry-free, low maintenance waterproofing solution.

The timing of this brand refresh is aligned with a shift in management at Duradek. Co-owners, brothers *John Ogilvie* and *Bob Ogilvie*, pass the torch of day-to-day management to the team of leaders they have mentored over the previous decade and more. While the Ogilvie brothers still maintain operational management at a corporate level, they are proud of the team that carries the Duradek traditions forward.

“Having spent a lifetime growing up with the Duradek brand, it is a privilege for me to introduce a refreshed corporate identity to multi-generations of Duradek waterproofing experts...and to the home owners whose decks we are all proud to protect,” says *Jennifer Ogilvie Brackett*, Duradek Operations Manager.

The new logo update for Duradek™ and its Durarail™ and Tiledek™ brands will roll out throughout 2017.



## Duradek—The Waterproof Deck Solution

*Duradek™ was the first waterproof vinyl membrane created to solve difficult waterproofing problems on decks over 40 years ago in 1974 - and it is still the leading sheet vinyl on the market today. Learn more about the company history from [‘The Duradek Story’](#).*



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