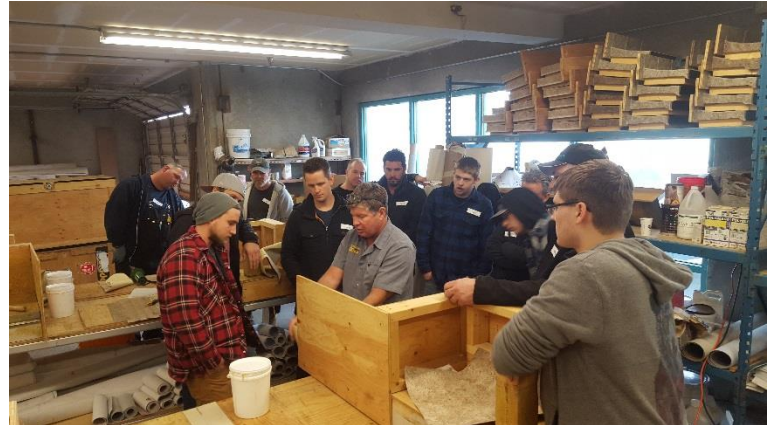


## Turnkey Opportunity for Contractors in Specialty Trade of PVC Roof Deck Waterproofing

Contractors benefit from an easy profit arm in the specialty niche of waterproof vinyl decking with a turnkey business opportunity created from Duradek's 45+ years of experience

*Surrey, BC, January 8, 2020:* Duradek™ has refined an exceptional turnkey business opportunity to on-board contractors into the specialty trade of vinyl membrane waterproofing for decks, balconies and flat roof decks subject to pedestrian traffic.

From initial inquiry to the first onsite project and beyond, Duradek is there to walk contractors through the process of becoming an authorized Duradek Dealer – the only source for building owners to access the leading brand of walkable, waterproof vinyl membranes.



The entire process from beginning to profitable business is easy. A complete Starter Package is provided with all of the marketing tools, literature, and promotional items needed for professional representation of the Duradek brand. In addition, all of the specialty tools needed to get started as a Duradek Dealer are provided in a cost-effective Starter Kit along with an Ideal Tool Kit reference, leaving no guesswork in what is required to efficiently and effectively install Duradek on the job site.

A complete Training Program is provided for every aspect of the business. The installation crew benefits from a practical, hands-on Application Training program to learn the techniques and technical expertise Duradek has developed over 45+ years of experience. Owners, estimators, and sales force receive a guided walk-through of a comprehensive Sales & Marketing program.

Training extends to real-world support for initial projects. A Duradek specialist will do on-site training for the first Duradek project and traveling trainers are available to assist in subsequent jobs at minimal investment on request. From there, Technical Support is ongoing.

The support does not stop there. Duradek continuously works to generate project leads for its network of dealers by marketing to AEC communities, builders and homeowners. With a vast selection of architectural tools and resources, home show and trade show support, advertising, and an excellent digital marketing program, Duradek's reach extend to both professionals and end-users from coast to coast.

The Duradek™ vinyl decking brand is complemented by Durarail™ aluminum railings, manufactured exclusively for Duradek by *Excell Railing Systems*. Durarail offers a full range of guardrail systems including picket, glass, topless glass, cable, aluminum plank and custom designs. That makes Duradek dealers a one-stop shop for outdoor living space needs and a single source warranty for builders and home owners.

Duradek is a family owned and operated business. Joining the Duradek Network is like becoming a member of a family that is there to support you all the way.

Inquire about Dealer, Applicator, Installer or Agent opportunities at [duradek@duradek.com](mailto:duradek@duradek.com) or visit booth #SU1350 at IBS 2020.

**If it doesn't say 'Duradek'... it's not Duradek™. Discover the Duradek Difference.**

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### Waterproofing Solutions Since 1974

*Duradek was created to solve difficult waterproofing problems 45 years ago and it is still one of the most reliable methods for long lasting, low maintenance waterproof decks and roof decks available on the market today.*

