

Social Distancing Creates Social Media Alternative for Home Shows in Decking Category

Homeowners invited to Virtual Home Show on Duradek's Social Media – Oct. 27th – 30th, 2020

Surrey, BC, October 13, 2020: Duradek™ is hosting a 'Virtual Home Show' on their Facebook (facebook.com/Duradek) and Instagram (instagram.com/duradek) pages from October 27 – 30, 2020. This social media campaign is directed to homeowners who have missed out on attending local home shows for their home maintenance and renovation plans due to the cancellation of large gatherings since March of this year to reduce the spread of COVID-19.

This virtual home show will include 4 days of Question and Answer format videos that address the most popular questions homeowners traditionally ask at home shows about Duradek vinyl decking and deck waterproofing. The campaign will also include interactive elements like mini-quiz's and audience polls.



Each year from coast-to-coast in both Canada and the United States, Duradek applicators are on hand at local home shows to offer deck and flat roof deck waterproofing expertise. 2020 has created unique challenges with homeowners developing increased desire to invest in their homes yet have less direct access to consult with manufacturers and contractors.

Duradek Distributors and Applicators from across North America and beyond will be offering their advice and vinyl decking expertise. This alternative format home show on social media brings an advantage of various locations that extends beyond a traditional home show booth. Video content will be filmed not only at a booth display, but from warehouse to workshop to jobsites so homeowners can get a glimpse behind the scenes of the leading brand in the vinyl decking industry.

If you or someone in your circle is considering a deck replacement or addition, please follow Duradek and tune in to [Instagram/duradek](https://instagram.com/duradek) or [Facebook/Duradek](https://facebook.com/Duradek) October 27th - 30th to get answers to the questions you would have asked at home shows this year.

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.

