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## The Grinders Will Survive



Patrick L. O'Toole

**THERE'S A SCENE** in the British comedy "Monty Python and the Holy Grail" where two knights fight it out with swords. In quick succession, the challenger loses limb after limb, but he's not giving up, even with blood streaming out gratuitously. They are "mere flesh wounds." Finally, as he hops around on one leg with no arms, he's talking trash, urging his foe to continue fighting him, boasting about how he is going to prevail despite all logic.

Things have not gotten that bad yet for remodelers and home improvement pros, but it might feel like it. Pardon the gallows humor, but there's a parallel to draw between the unfortunate knight and the plight of small-business owners today. With the nation on lockdown, we are in an unfair fight for our business lives with one arm tied behind our backs and barely a leg to stand on.

By now we know the facts. With no medical way to stem the spread of the dangerous coronavirus, social distancing was mandated. Hundreds of local home shows around the country were canceled, cutting off a critical source of leads for many companies. Then clients canceled in droves. They were justifiably concerned about having workers in their homes during a contagion. And for the same reason, in-home sales calls stopped cold, as did canvassing and many other normal faceto-face activities associated with remodeling, like visits to expensive showrooms.

Soon after, the governors in California, New York, Illinois and Pennsylvania instituted draconian "stay-at-home" orders, shuttering all non-essential businesses. Within days, a total of 31 states had followed suit. Thankfully residential construction was deemed "essential," but the damage had been done. The industry was in a freefall, left grasping for ways to stop the damage, hopping on one leg.

As these events unfolded, our team at QualifiedRemodeler.com got comments from

dozens of remodelers around the state of California on how they planned to proceed. Most were grinding it out, finding ways to keep their teams busy, communicating continuously with clients and trades. A few were putting their companies in mothballs, furloughing employees while finishing up "essential" projects like kitchens and baths for people who would need to have those rooms functioning again.

Thousands of remodelers sought information by attending webinars hosted by this magazine and others, and some bright spots emerged. Remote sales presentations via computers flourished. The use of HEPA filters, along with a litany of other sanitary procedures, helped some remodelers keep some jobs moving forward. And in one of the greatest twists, the years remodelers spent learning to comply with lead-safe practices—vertical separation barriers, gloves, masks etc.—overnight became tools for safely keeping workers and homeowners separate.

Business owners were having their worst month ever; but through these methods, there was a flow of cash, enough to keep moving forward. Cash is king right now, and many remodelers will unfortunately run out of it before this painful lockdown ends. With any luck, many of you will apply for and receive emergency Paycheck Protection loans from the Small Business Administration. Even with \$350 billion to dole out, it will be spread thin across millions of firms involved in other hard-hit segments: retail, restaurants, travel.

In the coming weeks and months, an altered remodeling industry will emerge. The grinders among you will have prevailed using all manner of new ways to sell and install jobs. Let's get after it. **QR** 

Patrick Nale

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#### Analysis

## **Coronavirus Crisis Sends Shockwaves Through Remodeling Industry**



**EVANSTON**, ILL. (Qualified Remodeler) — Nobody saw it coming.

Through February, there were only isolated business concerns relating to coronavirus. Then, in March, life in the U.S. abruptly paused. Medical experts and government leaders concluded the virus could only be contained one way, through something called social distancing.

And then one by one, beginning with California, states began to demand the closure of most businesses. By the end of the month, 31 states had followed suit mandating the closure of all nonessential businesses. When Qualified Remodeler caught up with Southern California home improvement leader Vince Nardo of Reborn Cabinets on March 15, word was out: The industry

was looking squarely in the eye of a broad shutdown.

"I think we're really concerned about this notion of closing nonessential businesses. And I think that's probably the biggest threat right now. We're hoping that if that comes, that congress will pass that bill," Nardo explained. "So, I think we're just waiting to see what happens and if we're going to have to shut down."

The "shelter in place" order came four days later in California but much to the relief of remodelers, residential construction was included in the list of "essential" businesses. Today, with schools and businesses closed across the country, remodeling and home improvement contractors are largely able to continue operations. But those operations are anything but business as usual.

Coast to coast, remodeling and home improvement professionals worked hard to communicate safety measures to clients with jobs in progress, same with scheduling jobs that had recently been sold. From mid-March to the end of the month, each passing day presented new challenges for industry pros. Some firms with only a few projects in the pipeline chose to furlough their employees and hunker down for the duration. Others muddled through, trying to hold on to existing business.

Owners who were able to continue work on "in progress" jobs faced another unforeseeable obstacle. Local building departments were mostly shuttered, making it nearly impossible to proceed with inspections. Many reported unanswered phone calls to local government officials. Others used a lifetime of contacts to get inspections completed and get jobs moving again. In Georgia, the governor issued a proclamation that builders were allowed to proceed with jobs in progress without inspections under certain conditions as a way to keep new construction moving.

Face-to-face selling stopped. Hundreds of local home shows, a lifeblood of leads for many contractors, were canceled. In-home sales presentations became obsolete. And overnight, firms began scheduling "screen share" presentations. In the course of three weeks, Chris Behan, president of Socius Marketing in Tampa, Florida, said his firm had helped 200 contractors get up and running on technology platforms that enable remote in-home demonstrations.

Slowly but surely some firms were finding their footing amidst the turmoil created by social distancing and the widespread fear of a growing contagion. Industry owners who had spent years creating company cultures to attract skilled trades and talented sales people were forced to layoff many of the same talented people they recently hired.

#### **Federal Government Steps In**

Realizing the extent of the coming damage to small businesses, Congress and the Trump administration stepped in, enacting three pieces of major legislation. The first law was an emergency funding to kickstart medical preparedness. The second law, passed on March 14, was the Families First Coronavirus Recovery Act. It laid out a series of payroll tax credits that would help small business employers to pay their employees who needed time off for extended illnesses or family leave. Firms without a lot of cash on hand, specifically those with under 50 employees, were allowed to file for exemptions to the law, but it was murky as to how quickly those exemptions would be approved.

On March 26 the mammoth \$2 trillion CARES Act earmarked \$350 billion to be doled out by the Small Business Administration as part of the massive Paycheck Protection Plan. Thousands of remodelers tell us they will be filing for these loans, which are designed to cover months of payroll, rent and utilities. These funds offer true hope to the hundreds of industry players as it is expected that these funds will not need to be repaid. CARES Act loans will largely be forgiven contingent upon whether the borrowers make layoffs or not.

No doubt, over the next few weeks and months, the industry will undergo massive changes in order for business owners to survive this epic cessation of business activity. The government bailouts will not be enough to save many thousands of very sound remodeling and home improvement firms from closing. Those that do survive will come out the other end chastened but ready to capitalize on what is anticipated to be massive pent-up demand for service. - Patrick O'Toole QR

#### **Editor's Note: Stay** up to date online

THROUGHOUT this crisis and beyond, Qualified Remodeler is posting continual updates at QualifiedRemodeler.com. The focus is on several key areas. News of resources available to remodelers from government and industry associations and others. Second, there are interviews with leading CEOs from around the industry who will be sharing their strategies and tactics for surviving this period of time. These take the form of videos, webinars and news stories. In addition, we are stepping up our expert analysis with regular contributors like Scott Siegal, Shawn McCadden and Dave Yoho, among many others.

Lastly, with manufacturing and supply chains in varying states of disruption, we've got a special section of our site devoted to "Business Supplier Updates" from this key group. Bookmark the site as we aim to be of service to remodelers now and in the future.

If you are not already receiving our two weekly newsletters along with our news alerts, you can sign up for them at QualifiedRemodeler.com/eNews.

#### **Business Disruption News**

#### **Residential construction** deemed 'essential' by **Homeland Security**

The U.S. Dept. of Homeland Security (DHS) has designated the construction of single-family and multifamily housing as an "Essential Infrastructure Business," a decision termed "a critical win" for a residential construction sector struggling to cope with the COVID-19 pandemic.

The designation, announced this past weekend, will enable many home building firms to keep their businesses open during the coronavirus emergency "and help to stabilize the housing industry and its supply chain in the near term," according to

the National Association of Home Builders (NAHB), which has been among 90 housing-related companies and organizations lobbying DHS officials for the designation.

The NAHB noted there is currently no mandatory federal order that defines an "essential" business, and many states have their own rules. The new DHS guidance, which states can follow, will allow residential construction workers to remain on the job, the association said.

"The nation's home builders thank DHS for designating the construction of single-family and multifamily housing as an Essential Infrastructure Business," said Dean Mon, chairman of the Washington, D.C.-based NAHB. "Americans depend on a functioning residential construction sector to provide safe, affordable housing for our citizens, and this need is especially acute during this pandemic."

#### 'Families First' law extends paid leave with possible exemptions

The U.S. Department of Labor, along with the IRS, on March 23 issued a new ruling on how small firms under 50 employees should comply with the new Families First Coronavirus Recover Act.

The ruling did not fully exempt these firms. Instead, there was a partial exemption granted in cases where their employees elect to stay home to provide childcare to healthy children whose schools have closed. Firms under 50 employees do not have to pay those employees under terms of the law.

The new law, which was enacted March 18, requires all businesses with fewer than 500 employees provide additional COVID-19

paid leave in exchange for tax credits and gives latitude to the Labor Department to exempt very small business from this requirement. Many expect that this would happen. These firms can apply for full exemptions, but the process is not moving fast enough for many owners faced with tough choices.

Key takeaways from the DOL/IRS guidance is excerpted below. The full release can be found at dol.gov.

#### **Key Takeaways**

Paid sick leave for workers: For COVID-19 related reasons, employees receive up to 80 hours of paid sick leave and expanded paid child care leave when employees' children's schools are closed or childcare providers are unavailable.

- Complete coverage: Employers receive 100 percent reimbursement for paid leave pursuant to the act. Health insurance costs are also included in the credit. Employers face no payroll tax liability. Self-employed individuals receive an equivalent credit.
- Fast funds: Reimbursement will be quick and easy to obtain. An immediate dollar-for-dollar tax offset against payroll taxes will be provided. Where a refund is owed, the IRS will send the refund as quickly as possible.
- Small-business protection: Employers with fewer than 50 employees are eligible for an exemption from the requirements to provide leave to care for a child whose

- school is closed or childcare is unavailable in cases where the viability of the business is threatened.
- **Compliance:** Requirements are subject to a 30-day nonenforcement period for good faith compliance efforts. To take immediate advantage of the paid leave credits, businesses can retain and access funds that they would otherwise pay to the IRS in payroll taxes. If those amounts are not sufficient to cover the cost of paid leave, employers can seek an expedited advance from the IRS by submitting a streamlined claim form. For more information about these credits and other relief, visit Coronavirus Tax Relief on IRS.gov. QR

#### Legislation

#### CARES Act summary plus Berenson Q&A



by D.S. Berenson

The \$2 trillion CARES Act enacted has finally passed. Now it's up to you as small-business owners to make the most of it.

The new law, which is designed to help mitigate the economic impact of the coronavirus

outbreak, includes many provisions to help small businesses, including remodelers and home improvement companies. Among other provisions, \$350 billion is designated for forgivable loans of up to \$10 million for companies under 500 employees. These loans, available through Small Business Administration lenders, under the Paycheck Protection Program, can be used to cover payroll, paid sick leave, insurance premiums, rent, utilities and mortgage payments. Exact rules and guidelines are not yet available, but owners are encouraged to contact their preferred SBA lender to get more details.

SBA has two additional existing programs that can help in this instance. There is a Disaster Loan Assistance program. And for those who already have SBA loans, there is a temporary payment forgiveness program.

This stimulus law, which follows passage of the Families First Coronavirus Response Act (FFCRA) on March 14, is the third piece of legislation passed in short succession that will positively impact small business owners like remodeling and home improvement companies. FFCRA creates new rules for sick leave and for caring for those who are sick. You can see that analysis here.

What follows is an analysis of these new laws by attorney D.S. Berenson, managing partner of Berenson LLP.

#### QR: What is your summary of the law?

Berenson: If you have less than 500 employees, you go to your bank and tell them you want to sign up for the Paycheck Protection Program loan. If your bank is a Small Business Administration lender, they should know this is going to come under the SBA's section 7(a) loan program. If your bank has no idea what you are talking about, go find an SBA-approved bank. You will want to be able to verify in detail your 2019 payroll (all payroll—to employees and to independent contractors, including insurance costs, retirement plan costs, etc.). You will have to exclude compensation over \$100,000. You can borrow 2.5 months of payroll costs up to \$10 million. The loan will be forgiven if you use it for payroll, rent, utilities and interest payments—to the extent you maintain full employment at your 2019 levels. Otherwise, the loan will have to be repaid on a 10-year term at 4 percent interest, but with no collateral and no personal guarantee.

#### **QR**: Tell us about the details.

Berenson: \$349 billion is going to Small Business Administration to guarantee loans to small businesses. These loans will be fee-free and non-recourse-meaning no personal guarantees or liens—and the repayment can be deferred and forgiven.

#### OR: Who can apply?

Berenson: Any business with 500 or fewer employees that was in existence on Feb. 15, 2020, and had employees for whom it paid salaries and payroll taxes. This includes self-employed installers and sales representatives.

#### QR: What is the maximum loan amount?

Berenson: 2.5 times your average "payroll costs" during the one-year period before the loan is issued, up to \$10 million.

#### QR: How is payroll cost defined?

Berenson: Your payroll cost will be the total of all salaries, wages and commissions to employees and independent contractors (up to \$100,000 per year or \$8,333.33 per month max per individual). This includes payments for vacation, parental, family, medical or sick leave, severance payments, payments for group health care benefits, including insurance premiums, retirement plan contributions and payment of state and local (but not federal) payroll taxes. Payroll costs do not include the two weeks paid sick leave and 10 weeks paid family leave provided by the new Families First Coronavirus Response Act because those costs are supposed to be handled by the new tax credits.

#### QR: How do you apply?

Berenson: Start with your existing business bank, it is probably already an SBAapproved lender. This is going to require



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a fairly extensive loan application; be prepared, because you are going to have to provide detailed records to establish your payroll costs, as discussed above, for the prior 12-month period.

#### QR: Do I have to maintain full staffing?

Berenson: No. If you have laid off or furloughed your staff so they can get unemployment, you can still get the loan, but the amount of loan forgiveness will be reduced to the extent that staff is laid off or their pay is dramatically reduced.

#### QR: How long will it take to get the money?

**Berenson:** This is unclear, but the Treasury Department has optimistically indicated money should be available for disbursement starting the first week of April. We'll see.

#### QR: What can the loan proceeds be used for?

Berenson: Payroll costs, interest (not principal) payments on mortgages, rent, utilities, interest (not principal) on any debts that were incurred before Feb. 15, 2020.

#### QR: How long can you defer repayment?

Berenson: You can completely defer repayment of principal and interest for at least six months, but not more than one year. This will need to be negotiated with your lender.

#### OR: What should remodelers do now?

**Berenson:** Well, that is really the question. There are a number of ways to consider how this can best work for you. Of course, the most obvious direction would be to apply for the 7(a) loan as soon as you can, while the funds are available, and consider it as a gift of money for eight weeks of your payroll costs, utilities, rent, etc. It is, essentially and quite literally, free money from the government.

But, if you wanted to get a bit more creative, especially if you have already started trimming staff and laying off workers or have closed up shop entirely, your best bet may be to keep running as you have been. Your terminated staff will be seeking unemployment benefits, and they will be getting a \$600 unemployment bonus under the CARES Act as well. You could even reach out to your terminated employees and promise them a "return bonus" if they come back to you when you are ready to rehire.

Then, once the dust settles down and the economy begins to return to some semblance of normalcy, you apply for the 7(a) loan. At that point, you use the loan proceeds to fund your re-opening and re-hiring, and then you obtain forgiveness of the loan for the first eight weeks of your start-up period, which should carry you through much of the hard time of starting back up.

A few points you want to be aware of. First, the loan application deadline is currently June 30. That means that right now you will be betting on a restart of your business by that time. And, your loan forgiveness should then carry you through to the end of August. Second, there is no guarantee the CARES program will still have funds for the 7(a) loans through the end of June. QR

#### Interviews

#### Leaders share early strategies and tactics

As extreme measures take hold for an undetermined period of time, home improvement and remodeling company owners and executives are keeping their troops calm, adapting their procedures and communicating to clients, trade partners and prospects.

The challenges are many. Home shows are all canceled. Canvassing operations face enormous obstacles. Call centers impacted by close proximity to other workers. Clients want to defer jobs. At the same time financing companies are offering lower rates over longer terms. We asked Michael Strmac, COO of Universal Windows Direct, and Vince Nardo, CEO of Reborn Cabinets, to provide insights into some key decisions they've made as the virus crisis has grown.

#### Michael Strmac, COO, **Universal Windows Direct**

Based in Bedford Heights, Ohio, Universal Windows Direct is the No. 10 contractor in the U.S. based on 2019 Top 500 listings, with \$105 million in installed sales. They



Michael Strmac

operate nine retail locations and have 40 dealers. Strmac told us earlier this week that Universal Windows Direct is focused on health and safety first, communicating steps taken to clients and workers, and adapting

operations as they go. Here are excerpts from our conversation on March 16.

#### **Long Road**

"Most of what we're doing amounts to good, sound approaches that a business should be using during this time. We know this is going to be a long road for the industry. When this problem first emerged several weeks ago, we took the approach that, 'This is in another country, it might come here, but it'll die down and everybody will go back to work'. Then as it drew closer and things started shutting down, we had to start making some changes."

#### **Message to Customers**

"The first thing we needed to do was get a statement out to our customers. We told them that we were taking all the necessary precautions. We wanted them to know that we were following protocols suggested from the CDC and our local health departments. Based off those recommendations, we issued a statement to our employees that if they are sick, they need to stay home. To make our customers feel safe, we let them know that we would be wiping down all of our products prior to leaving our office. And then, once we got into their homes, that we would be wiping everything down with Clorox wipes or equivalent solutions. We want them to know we are taking all necessary precautions."

#### **Basic Screening of Employees**

"We screened all of our employees and to ensure they have not been out of the country, and that they are not affected by this virus and are not sick in any way. It is important that our customers know we want to keep them safe. We're signaling to all of our stakeholders, that not only are we running a business, but we're also Americans, and it's the best thing to do for the country. If you go to our website or our social media pages, that message up there right now. We are also asking our customers if they are experiencing symptoms. We don't want to expose any of our employees to it either."

#### **Replacing Home Show Leads**

"When home shows started canceling, we sought to redirect those face-to-face, homeshow employees. We have nine retail locations and 40 dealership locations, but we are focusing mostly on our retail locations. The Milwaukee 10-day home and garden show canceled. So did the Cleveland home show. Home shows represent 25 percent of our business. Our initial reaction was to layoff our show-related employees. We then we got creative, and now our outside show and event staff are getting trained on the canvassing script. They will be going door-to-door. Additionally, we will put some of our staff into malls."

#### Leadership

"Fear is driving a lot of decisions right now. Providing information is the best thing you can do for your employees and your customers. Anybody who owns a home improvement company, this is the time to show your leadership skills. Everybody is looking for someone to lead them through all of this. You have to be truthful. You have to tell them this is going to get worse tomorrow before it gets better. Eventually, those shows and events that were canceled, they'll start getting forwarded into other months, and all of this business we potentially did lose, we're getting it right back down the road."

#### **Vince Nardo, Reborn Cabinets**

Based in Anaheim, California, Reborn Cabinets focuses primarily on kitchen and bath replacement projects in six locations around California and Nevada. They ranked No. 27 on the 2019 *QR* Top 500 list with \$49 million in revenue. Here are excerpts from *QR*'s conversation with CEO Vince Nardo on March 16.

#### **Events, Leadership**

"First and foremost, our primary aim as owners and CEOs is to stay ahead of the panic that our staff might feel. We have to be a calming voice. We're really staying in contact with our teams. We're staying in contact with our subcontractors, reassuring them that we're still here. We are reassuring them that we're putting plans in place, making sure everybody's safe. If you're ill, stay at home. Don't show up for work. We are trying to set the right tone.

Obviously, we've seen face-to-face events unravel. We did have a face-to-face event March 14 in Las Vegas. Surprisingly enough, it had good attendance and we were able to capture some leads. Sam's Club has pulled



Vince Nardo

everybody out of their stores. We've not seen that with Home Depot yet. Event marketing has been affected."

#### Reassuring Clients

"We're still receiving inbound leads, and we only had two installs try to cancel this last

week. We spoke to them and just explained our precautionary measures. We send out gloves. We send out masks. We have our people sanitize their hands. Ultimately, they let us continue with their install. It is very important to reassure our customers that we're taking the necessary steps to protect them."

For customers already in process, there's a question of how do we assure them that they are being protected? With good communication we can gain their confidence. Our type of industry doesn't need the client in their home in order for us to do the work. We already do lockboxes and we do unattended work, so they don't have to worry. Those are steps we have to point out to clients, so they feel comfortable."



#### Call Center Backup Plan

"We have a backup plan to allow people in our call centers to work remotely from the call center, to do it from their homes with the equipment they need. That plan is ready to roll. Our concern is if someone in the call center gets ill, everyone will have to go home and self-quarantine. We're preparing ourselves for that situation because they're the closest group of people to one another for physical proximity."

#### **Video Appointments with Customers**

"We now ask customers who are canceling their sales appointments, if they would be interested in doing interactive video or online-video type of meeting. We've tested it and we're preparing ourselves to view this as an opportunity that might exist. Over video, we will be prepared to do a full presentation. And we'll be prepared to price it for some of our products. What we're finding is that there's a lot of people at home, and there's a mentality that I'm not locking myself in my house, they want to move forward."

#### **New Finance Options**

"Consumer-finance companies are stepping up with new incentive programs, offering great opportunities for consumers to get in. Some are offering some very long-term, 24-month financing options. These are programs that allow the consumer to take advantage of very low interest rates. If there's any sunlight, it's the fact that interest rates are down, lending is getting easier, and the cost of money is getting cheaper. If there is an opportunity to get your project done, this is probably the time to do it. And we're seeing with the big, national financing companies, they are launching programs this industry typically would not be able to afford because they're usually too costly. Historically, these programs have been out of reach for most residential remodelers, but they're bringing those programs in at very, very aggressive rates to help us out." QR



#### **Industry Events**

#### Conferences, trade shows affected by virus

One week before Qualified Remodeler's fourth annual TOP 500 LIVE was set to kick off March 17, the event was postponed. The sales and lead-gen event for 600 people with 35 sponsors was not alone. Many events in and around various segments of the remodeling industry were canceled, postponed or rescheduled.

- TOP 500 LIVE is now set to take place Nov. 2, 3 and 4, 2020. You can learn more and register at TOP500LIVE.com.
- JLC LIVE in Providence, Rhode Island, regularly scheduled for March 18-21, is now rescheduled for August 26-29, 2020 in its regular location. To learn more, go to ne.jlclive.com.

- AIA's Annual Conference, set to kick off in Los Angeles on May 16, has been postponed. Updates can be found at conferenceonarchitecure.com.
- COVERINGS, New Orleans was canceled for 2020. The event was set to take place April 20-23. To learn more, go to coverings.com/coronavirus-impact.
- The Remodeling Futures Steering Committee at Harvard's Joint Center for Housing Studies will hold a virtual conference in lieu of an in-person event on April 7.
- NARI's Spring Business Meeting in St. Petersburg Beach, Florida, set for April 22-24 was canceled.
- NAHB's Spring Legislative Conference and Leadership Meeting remains scheduled for June 16-20, 2020, in Washington, D.C.

Stay tuned to QualifiedRemodeler.com for the latest news on events.

#### **Market Outlook**

#### Housing sales likely to experience 'robust recovery' later in 2020

The nation's housing market, hit hard by the COVID-19 outbreak, could potentially being looking at "a V-shaped robust recovery" later this year, the chief economist for the National Association of Realtors (NAR) said.

According to Lawrence Yun of the Washington, D.C.-based NAR, the underpinnings of the housing market remain strong, even though the coronavirus pandemic "poses significant challenges" that will doubtless result in "downward pressure" on existing-home sales for the foreseeable future.

Pending home sales, a forward-looking indicator based on contract signings, rose 9.4 percent year-over-year in February, a time period before the nation began adopting social distancing measures to control the spread of COVID-19. According to Yun, however, many of the existing-home sales that are likely to be missed during the first part of 2020 "may simply be pushed into late summer and autumn."

"February's pending sales figures show the housing market had been very healthy prior to the coronavirus-induced shutdown," Yun said. "Numbers in the coming weeks will show just how hard the housing market was hit, but I'm optimistic that the upcoming (\$2 trillion) stimulus package will lessen the economic damage, and we may get a V-shaped robust recovery later in the year." QR

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### **QR** on Social Media

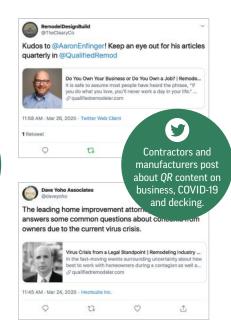
We love connecting with remodelers and home improvement pros, so come find and engage with us across our various social media channels!

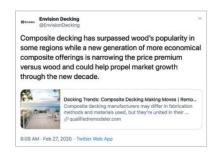




**3** 







#### **Most Popular Products**

Qualified Remodeler Magazine shared good tips on how home

with renovation pictures and home design ideas, and many

remodelers can utilize social media. For example, Pinterest is filled

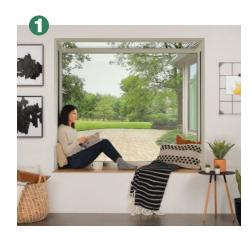
QUALIFIEDREMODELER COM How Remodelers Should Be Using Social Media | Remodeling Industry

News | Qualified Remodeler

You may have noticed that most remodelers

successful remodeling companies have a robust presence there #tiptuesday #homeimprovement #socialmediamarketing

These products had the most views in recent weeks. To learn more, go to QualifiedRemodeler.com and search the product or company name.



Glass alcove creates more light, seamless connection to outdoors from MARVIN Circle 1 on inquiry card



Easy-to-install panels mimic natural woods, marble slabs from WILSONART Circle 2 on inquiry card



Look of cedar shingle in fiber cement from **JAMES HARDIE** Circle 3 on inquiry card



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## **Coronavirus: Use RRP Training to Keep Business and Production Going**

by Shawn McCadden, CR, CLC, CAPS

I'VE BEEN READING how lumberyards and building-product suppliers are proactively changing how they do business to protect their employees and customers. They're doing this to protect the financial health of their businesses. Remodelers need to do the same.

Adjusting how you sell your work is important. The good news: It can be done, in many cases, without having to physically meet. Even if meeting in person is necessary, staying at least 6 feet away from each other can be a practical option on sales calls. When it comes to the install, it's more difficult to protect your workers and clients.

Doing just exterior work can help support a strategy of social distancing, provided workers are trained on how to do so. But only offering and performing exterior work is not practical for many remodelers.

Social distancing is more difficult when you are doing interior work. The virus can survive on surfaces for many hours, so maintaining a healthy environment during the work and leaving it clean might not be easily accomplished if your team is following traditional work practices. Your prospects will quickly figure this out, and it could get in the way of selling work. Clients already onboard might also worry about these concerns and decide to postpone or cancel their projects.

#### A Reward for Those Who Know RRP

It occurred to me that many of the work practices I taught while doing RRP Certified Renovator Training could easily be used and/or adapted to help keep interior projects moving forward. The protocols for how the work is done have been created. They've been documented and proven to be effective. Articulating your new way of working will be challenging at first; but with the right plan, some marketing and the right sales approach, the RRP training that many remodelers hated might just be a powerful solution your business can use during these trying times.

#### Think Containment and Differentiate

The EPA called a lot of what was taught in class "work practices," but I disagreed with that term. Really, the training was about containment. These containment practices can be used on jobsites to separate the work and workers from its occupants. Following RRP practices, like installing and maintaining vertical containment, can differentiate your company from your competition and, if explained properly, help build confidence that having the work done will be safe.

Using the right configuration, vertical containment can control air movement in the home, limit where workers will be and create a barrier to keep unwanted people and pets away from the work and workers. Vertical containment and work-area containment practices together can maintain social distancing. You can also limit staffing within these work areas to one employee to avoid virus spread among your employees.

#### **Follow Cleaning Verification Methods**

RRP Certified Renovators were trained how to properly clean and verify adequate cleaning after performing RRP work. My research shows that using a HEPA vac does not filter out viruses; however, in the training we were taught how to clean using wet processes. In my opinion, cleaning with wet wipes, specifically disinfecting wet wipes, is a great way to clean a work area before allowing occupants to return to and use the space.

All surfaces should be thoroughly cleaned before the vertical containment is removed. Using gloves and face masks, workers can use RRP cleaning protocols as well as defined RRP cleaning-verification process to ensure work areas have been left clean.

As an extra precaution, you can also suggest owners stay out of the work area for several days after cleaning it. Opinions vary, and this virus is new, but one source claims the virus can only survive for three days on hard surfaces, while another suggests up to nine days under certain conditions.

#### Then There Is Documentation

The EPA RRP rule requires documentation of the work done as well as the work practices used to perform the work and doing final cleanup. Protocol and paperwork for these already exist. These can be easily adapted for documenting your new coronavirus mitigation efforts.

Just as RRP Certified Renovators train their non-certified workers on how to perform the RRP-specific work practices, you can train and document the training of field workers. Why not also document the way you contained the work and cleaned up before allowing clients to use it again?

Requiring your lead carpenter to document work and cleanup protocols can hold field staff accountable to follow through on your strategies. Documenting is a good way to show customers you protected them. It also helps limit or avoid legal liabilities related to future coronavirus infections. There are no guarantees against liability. Consumers can sue for anything they want. But having a proactive plan of action and documenting that your business followed it can help limit accusations of negligence.

This coronavirus pandemic is new to all of us right now. We're all going through scary times. Education is one way to address the challenge and our anxieties. My suggestion of using RRP-related protocols and work practices is just one way of using what already exists, so we don't have to reinvent the wheel. Be safe out there. QR

McCadden is a speaker, business trainer, columnist and award-winning remodeler with more than 35 years of experience. He can be reached at shawnmccadden.com.

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### **Kitchen Lighting: Part Two**

by Dan Taddei, MS Ed. BCA

IN A RECENT NARI Education column, we covered the basics of lighting, discussed LED lamps and provided some tips for implementing lighting in a kitchen or bathroom. Here's more detail on lighting design compiled from the new Certified Kitchen and Bath Remodeler (CKBR) study guide.

#### **Recessed Fixtures**

Recessed fixtures direct light downward or toward a wall. The light can be distributed in a number of ways such as a narrow or broad pattern, a spot or diffused focus, and ambient, wall washing or accent lighting.

When using recessed lighting to provide task lighting in a kitchen or bath, place the fixture to the side and slightly in front of the counter.

#### **Uniform Downlighting**

Uniform illumination provides a layer of ambient light typically used to provide general lighting on horizontal surfaces. It is important to note that, while useful, uniform illumination typically has the least visual impact on a space. Uniform illumination can be accomplished using the following techniques:

- For 8- to 10-foot ceilings. R/BR lamp Baffle or Cone downlights, spaced approximately the same distance on center as the ceiling height. As an alternate, A-lamp/ CFL multipliers will provide somewhat more diffused/uniform illumination.
- For 10-foot and higher ceilings. PAR lamp Baffle or Cone downlights provide a more concentrated light beam and are effective for uniform illumination from higher ceilings. For higher ceilings, narrower beam spreads are required.
- To avoid harsh scalloping on the walls when installing downlight fixtures, place them at least 2 feet from the wall.

When selecting recessed fixtures, you'll need to consider if it needs to be placed next to insulation. You'll need to check the manufacturer's specifications or installation instructions to determine the suitability of the fixture in your application. Recessed fixtures have an overheating protection device designed to prevent damage to the fixture and reduce the possibility of fire if a light bulb of excess wattage is used. In addition to standard voltage, recessed fixtures are also available in low voltage (12V and 24V) models.

#### **Ceiling-Mounted Fixtures**

Ceiling-mounted fixtures attach directly to the ceiling or to a ceiling track. To minimize glare, be sure the lamps are at least 6 feet, 8 inches above the floor.

#### **LED Wafer Light**

The LED wafer light is a surface-mounted light fixture designed to look like a recessed light. These are helpful in locations where conventional recessed lights will not fit, such as sloped locations, locations next to insulation, or where utilities or structural elements interfere with the housing of recessed fixtures. Advantages of wafer lights: ultra-thin, no housing needed, IC rated, available in different color temps, dimmable and wet-location rated.

#### **Wall-Mounted Fixtures or Sconces**

As the name implies, these fixtures mount directly to a wall. They can produce direct, indirect or diffused lighting, and they are useful in lighting hallways, dining rooms, living rooms, bathrooms and bedrooms. The lamps should be concealed with the use of opaque or semi-translucent lenses.

#### **Architectural Fixtures**

Architectural fixtures integrate lighting into the structure and are usually mounted horizontally on the walls, ceilings or cabinet tops. While fluorescent lamps have been popular in the past, LED is now the lamp of choice. Popular architectural uses for lighting include but are not limited to cove lighting, cabinet lighting and toe-kick lighting.

Cove lighting directs light upward with the ceiling acting as the diffuse reflector.

- Usually require 20 footcandles or less.
- Cabinet lighting can provide general or focused lighting inside a cabinet by lighting from the face frame of the cabinet from top to bottom, or with downlighting from the top of the cabinet.
- Toe-kick lighting lights the floor and helps to highlight a path.
- In all architectural applications, it is very important to avoid direct views of the lamp. Thanks to color-changing LED lamps, it is easier to provide ambient mood lighting with architectural lighting.

#### **Kitchen Lighting: Ambient**

Adequate ambient light can be attained by several different types of lighting sources. This lighting can be indirect, aimed to bounce off pale walls or the ceiling and then into the room.

#### **Cabinetry Lighting Guidelines**

- Over cabinets. Placing the fixture at the front edge of the cabinet top will project light into the space and illuminate any displayed objects.
- **Inside cabinets.** Placing the fixture along the face of the cabinet will provide even lighting for the inside of a cabinet.
- Under cabinets. Placing the fixture at the front lip of the cabinet conceals the fixture from view, minimizes veiling reflections and provides maximum light on the working area of the countertop.
- **Kick spaces.** Fixtures at the front lip of the cabinet can be concealed with light rail.

Visit NARI.org to learn more about the CKBR online prep course.

On a more personal note, I want to let you know by the time you read this, I will have retired from NARI. I would like to take this opportunity to say thank you for the positive support you have provided over the past 18 years. However, they can't get rid of me that fast as I will not be leaving NARI entirely. I will be staying on as a consultant and continuing to support the industry from my new home in South Carolina. QR



### **Customer Experience**

Alan Archuleta works on ways to keep his clients happy and willing to refer the company to everyone they know.

Compiled and edited by Kyle Clapham

#### When and how did you choose this career?

I started working in construction as a laborer in 1990 at the age of 15. Soon after that, I realized that I was not meant to sit in an office and enjoyed the process of working with my hands and creating something tangible.

#### What does being part of NAHB Remodelers mean to you?

Although my local HBA does not have a strong remodelers council, I have been able to see the value of NAHBR through the national level. I have always enjoyed NAHBR for its resources, but also for its amazing bond with other members. In a world that is full of competition for everything, it is nice to lean on guys who work in the same industry for answers, ideas and help when you need it.

#### What keeps you engaged in your local chapter?

It didn't take long for me to realize that I would always be involved based on how much I learned about my industry and how much I was doing wrong in my own business. We often forget that we are not alone and that there are many resources that NAHB has set up for us small businesses in the home building industry.



Once jobs hit a certain price, they usually get bigger because people don't want to move, Archuleta notes.

#### How has remodeling changed since you've been involved?

It has changed dramatically not only with how customers purchase products, but how they find their contractors. It's all about what's on the internet now. We are constantly educating our customers on what works for them in their market and what a true budget should be, based on their needs and market. But being a professional in their market and aligned with the NAHB, NJBA and the local (Metropolitan Builders and Contractors Association of New Jersey) helps me sell my services and experience

#### Where are the greatest opportunities in the remodeling market?

Well in New Jersey we are out of "land," so remodeling is super strong and will never go away with the cost of the land. I feel like what you have is a huge aging housing market and a strong economy around New York City. For me, it's as simple as building a strong name and doing things right, and the business will follow.

#### What is the biggest challenge right now for your business?

Reputation is everything. I find that there are a ton of flippers and people who are doing remodeling without the proper contractor's license and insurance. By being the local expert and building a great name around the industry, you are constantly validating that you are a professional who

#### What is your focus as a remodeler and for your business?

I feel that the most important thing right now is the customer experience. And for us, it's getting the referrals that we need to keep the word of mouth going. Archuleta Builders is always working on ways that we can improve the customer experience inside and outside of our business to make



ALAN ARCHULETA. CGR, CGB, CGA, GMB, CGP. CAPS Archuleta Builders Morristown, N.J. archuletabuilders.com

TITLE: President/Owner **YEAR COMPANY FOUNDED: 2008 NUMBER OF EMPLOYEES: 5** 

sure that every single customer is happy at the end and will be willing to tell everyone they know that we are the ones they need for their job!

#### Have you seen a change in the average job size and/or types of projects?

Yes, and it's funny. The jobs are getting bigger than ever and smaller than ever. I feel like people are seeing the value of remodels, so the small ones are always there. But once they get to a certain price, they get super big because they don't want to move and like where they are—or they just buy new.

#### Where do you look for solutions/ideas for your business?

NAHB and the experts who are involved can help me in almost any possible way.

#### What is your No. 1 source of leads, and why is it working?

Word of mouth and signs and trucks. Local branding is what I call it.

#### What is the best advice you've received in your career?

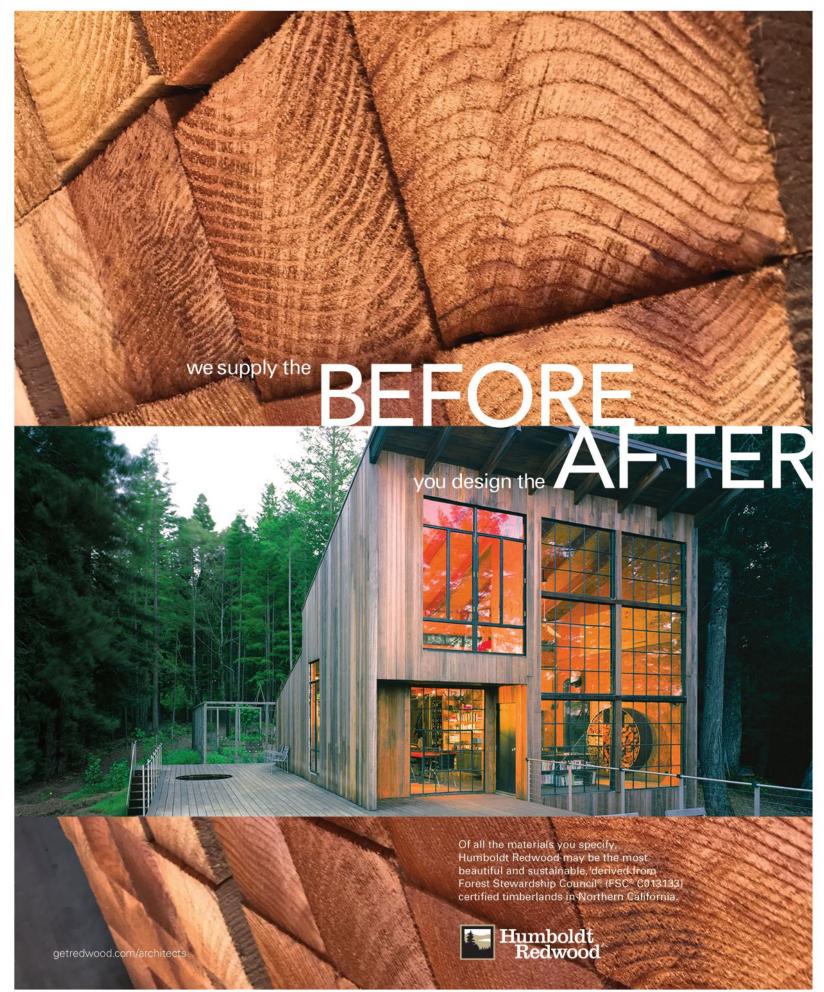
Stay lean. When you add personnel and/ or expenses, it's hard to adjust to the down markets.

#### What motivates you every day?

My kids, retirement and my passion to solve problems.

#### Anything else you'd like to mention about career accomplishments?

As someone who was not the best student and might not be the smartest one in school, I have learned to be the best in my field by hard work, honesty and leaning on the right people. These are all reasons that I really give back to NAHB and NAHBR, because of the people I meet and work with, and all that the association does on an ongoing basis for our industry. QR





## **Natural Extension**

Clark Richardson Architects expands an existing outdoor living space to create a multiuse pavilion with scenic views.

by Kyle Clapham

clients owned a lakefront property but sold the house because they were not using it enough throughout the year. They hoped to bring the waterfront home by building an outdoor living area and pool adjacent to their primary residence. The existing property, however, was sloped and did not have access to the scenic views beyond their backyard because the land had settled relatively low.

"They had land adjacent to the house, but it was a number of feet down and it wasn't graded flat; it was all sloping," says Ed Richardson, partner at Clark Richardson Architects in Austin, Texas. "The house sits at the top of the hill, and so this was a place that you could be next to the house, and it has a really nice view to the hills beyond."

"The design idea became rooted in the thought of grading the area and making the space an extension of the home, allowing the residence to flow out into the yard and the view beyond," adds April Clark, partner at Clark Richardson Architects.

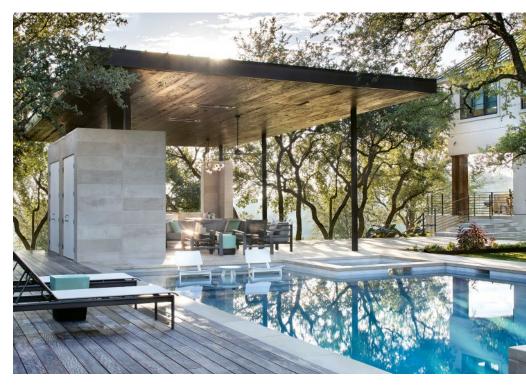
#### Working Together

Providing a minimal limestone plinth helps transition from the high deck attached to the house to the lower areas adjacent to the pool and pavilion. The architects expanded an existing stairway at the house and connected it to a pool deck. The use of dropped steel planters allows the project to meet the guardrail code requirements while eliminating the visual obstruction of a steel guardrail.

"It really is directly connected to the house," Richardson explains. "There was an existing stair off the balcony that we made into a two-sided stair that flows down, but it's right by the house. The project was not something that was intended to be distant, but instead connected to the existing outdoor spaces."

The volumetric diagram of the project consists of a spatial triad. A limestone plinth connects the ground plane between the home, pool and covered gathering. A floating steel canopy rests gently on the ground on top of minimal steel points, and the stained Douglas fir soffit provides a visual warmth. The raised limestone volumes of the fireplace, grill and perimeter walls frame the views while also creating privacy from neighboring properties and concealing the functional elements.

"They had some general ideas about the kind of pool, the size of spaces and basic functionality," Clark notes. "But we typically go through a structured programming exercise with clients, and we ask things like, 'What would you like the space to feel like? What times of the year do you anticipate using it?' We help them imagine different scenarios that might take place in this new space, so we can then design for that use to function in an elegant way."





#### **MASTER DESIGN AWARDS 2019 OUTDOOR LIVING BRONZE**

#### **COMPANY INFORMATION**

Clark Richardson Architects Austin Texas clarkrichardson.com

#### PROJECT INFORMATION

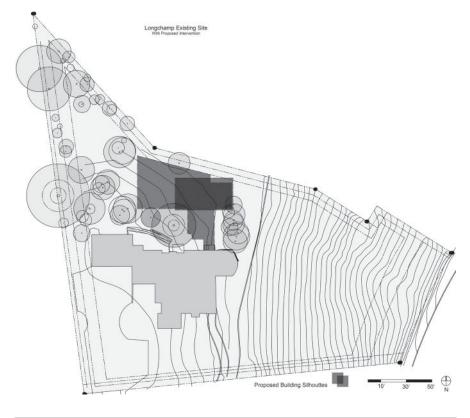
Name: Longchamp Outdoor Living Location: Austin, Texas Square footage: 915 Total cost: \$336,594

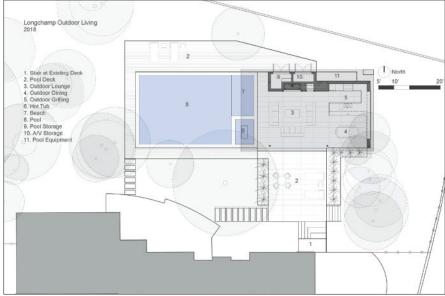
#### PRODUCT INFORMATION

Pavers/patio: Alkusari Stone Lighting: Arteriors Fire elements: Heatilator; Infratech Outdoor appliances: Wolf; Zephyr; Sub-Zero: Viking



The architects expanded an existing stairway at the house and connected it to a pool deck. The use of dropped steel planters allows the project to meet guardrail code requirements while eliminating visual obstruction of a steel guardrail.





The existing property was sloped and did not have access to scenic views beyond the backyard because the land was relatively low. Grading the area enabled the home to flow out into the yard and the views.

A pool and a spa topped the wish list of the clients, who also sought a wood-burning fireplace as opposed to a gas one. They wanted to be able to load wood into the fireplace and have an area to entertain both family and guests while watching big sporting events on the TV above the fireplace. A simple outdoor kitchen and grilling area with a sink opens the pavilion to a covered dining area.

"The structuring of the pool helped act as a retaining wall that worked in concert with the other outdoor spaces, so we could just grade around it," Richardson says. "The floating steel canopy had a fairly substantial cantilever—that

#### "WE LOOKED FOR MATERIALS THAT HAD AN ORGANIC FEEL TO THEM."

Ed Richardson

was something we had to think about with a structural engineer, how to make all that work together seamlessly."

The broad roof provides shade during the summer months as well as protection from inclement weather. Built-in flush heating elements help keep the space comfortable during cooler months, and the partially shaded hot-tub portion of the pool can be used year-round. Functional elements such as the pool equipment are tucked away from sight behind the partial-height limestone volume that houses the fireplace and grill.

#### **Functional Space**

The biggest challenge became coordinating the architectural languages of limestone-clad volumes and the wood underside of the steel canopy. Sitefinished steel panels act as necessary accents to call out areas of importance such as the living room space and outdoor kitchen, Richardson notes.

"The honed Lueders limestone we used is a local stone material," he says. "You'll see it a lot in the Austin area; it's pretty common for pool copings, so the idea of taking it and turning it up a wall into a volume was something that was compelling from a design perspective. We looked for materials that had an organic feel to them—such as the limestone masonry—with a lot of subtle color variations that are richly varied."

The architects chose materials that could be functional for outdoor use but would also weather beautifully over time. The locally honed limestone,





for example, attains a patina that matches the tone of the earth and varies in appearance depending on the weather. The oxidized steel panels will patina as well, helping to register their age as they increase in visual complexity following the project. The weathered ipe will silver and give contrast to the warm Douglas fir stained soffits at the pavilion, Richardson explains.

"We looked for a way to make it warmer and more welcoming [by using] materials that can be outside and that can weather [the elements], but also weather in a way that's beautiful," he says. "I think the steel panels are a great example of that. They weather into a variation that I think ends up being quite beautiful over time, [and they experience] those subtle kinds of differences in tone that we welcome."

The pavilion complements the simple stucco volume of the home but also brings new materiality to the property through its use of limestone and steel elements. The newfound space provides the homeowners a place within their property to observe the exceptional hill views, which are most striking at morning and afternoon twilight, Richardson notes. The graceful simplicity of the project—seamlessly transitioning between uses in a unified spatial and aesthetic whole-might be its most important characteristic.

"It's been a really functional space for them, and they use it all the time," he says. "The pool was obviously a fantastic [and] functional element for their kids, but overall the project has



really acted as an open-air expansion of their house. It's a whole other kind of living space they can have connected to-but outside of-their home. And because of Austin's temperate climate, they can use it almost year-round. While talking with them recently, they noted that they're using it consistently at the end of the day. They've got these great sunset views from the space every night after work. We're just excited it's been such a meaningful, functional space for their family life." QR

The architects chose materials that were functional for outdoor use but would also weather over time. The limestone, for example, attains an earth tone and varies in appearance depending on the weather.





## Regional **Insights on Top Trends** and Projects

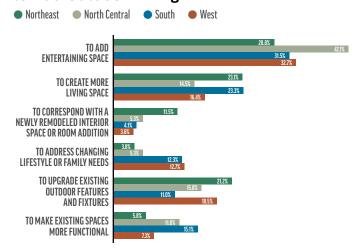
Outdoor living is a national trend, but a survey of QR readers suggests there are differences based on location.

by Qualified Remodeler staff



Photo: Drew Grey Photography

#### **Clients' Primary Motivation** to Add Outdoor Living

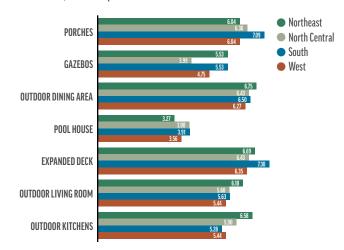


Adding entertainment space is the top motivation for embarking on an outdoor living project in all regions. More space generally is also a leading reason.

Qualified Remodeler, 2020

#### **Client Project Preference**

On a 1 to 10 scale, 10 = most preferred

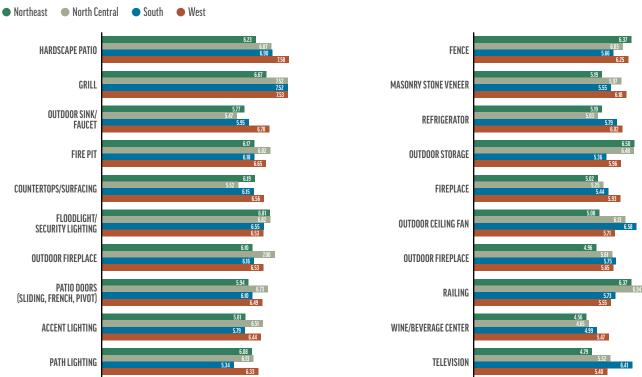


On average, bigger decks and upgraded porches are the projects undertaken most often by remodelers across the country. Outdoor kitchens also rank high.

Qualified Remodeler, 2020



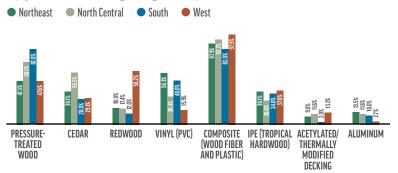
#### **Rank of Outdoor Features**



On a scale of 1 to 10, with 10 as the most preferred, the top 20 highest-ranked outdoor features indicate a high degree of accessorization along with the basics. For example, countertops and surfacing show that cooking and dining are prominent objectives.

Qualified Remodeler, 2020

#### Type of Decking Regularly Used (Select All)



Among QR readers surveyed last month, composite decking showed surprising strength across all regions. Industry stats show pressure-treated lumber remains on top overall.

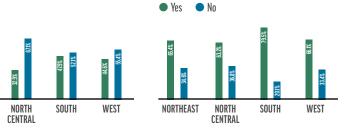
Qualified Remodeler, 2020

#### **Do You Market Outdoor Living Services?**



**NORTHEAST** 

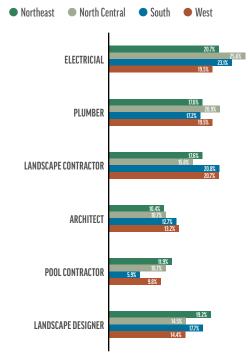
#### Did You Do an **Outdoor Living Project Last Year?**



Remodelers are being asked to design and manage outdoor living projects, even if they are not actively marketing those services.

Qualified Remodeler, 2020

#### Which Pros Are Part of the Job?



Outdoor living projects require the services of many professionals. Remodelers say they most commonly interact with these six.

Qualified Remodeler, 2020



**Gallagher Construction** creates an entertaining space that flows with the interior of the home in Bellevue, Wash.

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## **Coast to Coast**

Remodelers across the country extend living spaces to enhance views and also provide outdoor opportunities for cooking and entertaining.

by Kyle Clapham





#### **MARROKAL DESIGN** & REMODELING

**LOCATION: CARLSBAD. CALIFORNIA SQUARE FOOTAGE BEFORE: 200** (COVERED PATIO) **SQUARE FOOTAGE AFTER: 417** (+3,000 YARD/POOL)

The homeowners wanted to transform their backyard into their own personal getaway. By adding a lap pool, a fire pit, an outdoor living area and barbecue, it became the epitome for summer pool parties with their neighbors.

The company wanted to keep the integrity of their Spanish-style home, so it added blue tiles in the pool, which created the perfect amount of contrast with the clay roof tiles and white stucco.

#### PRODUCTS INSTALLED

Fuiiwa Tile Veniz-347 3x3 pool tile FBR Marble Ivory Tumbled Travertine Modern Edge 16x24 pool coping Eldorado Stone Infinite Fire Bowl

FBR Marble Ivory Tumbled Travertine French Pattern flooring Lynx Built-in 36" BBQ Lynx Sedona 20" Outdoor Refrigerator











**LOCATION: REDSTONE CANYON, COLORADO SQUARE FOOTAGE BEFORE: 1,230 SQUARE FOOTAGE AFTER: 2,267** 

The clients love their location in the foothills west of Fort Collins and wanted a larger outdoor living space to better entertain guests, enjoy views of the valley and keep their dogs safe from dangerous rattlesnakes.

A multideck design encourages outdoor dining, soaking in the hot tub and gathering around the gas fire pit on chilly nights. Sturdy, corrugated metal skirting-buried below grade around the fence and deck perimeter-keeps wildlife away from pets, people and the foundation.



#### PRODUCTS INSTALLED

Trex Composite Decking Atlantis Rail Systems cable railing Mission-style outdoor wall mount lights by Vaxcel String lights from American Lighting Cherokee Rubble natural stone by The Rock Garden Stucco exterior wall material Stained wood posts, beams, T&G materials







#### **CG&S DESIGN-BUILD**

**LOCATION: AUSTIN, TEXAS DESIGNER: SARA HADDEN SQUARE FOOTAGE: 1,068 (ADU)** 

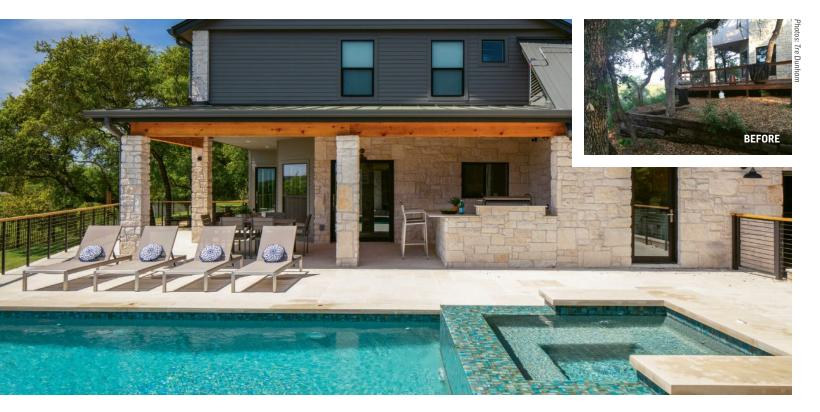
What was once a steep fall off into the wooded creek below is now a platform for relaxation. The company improved the outdoor living area dramatically by building out an infinity pool and pool deck along with a dedicated grill zone that ties in with the home. Improvements were made to the exterior façade as well as the terraced landscaping.

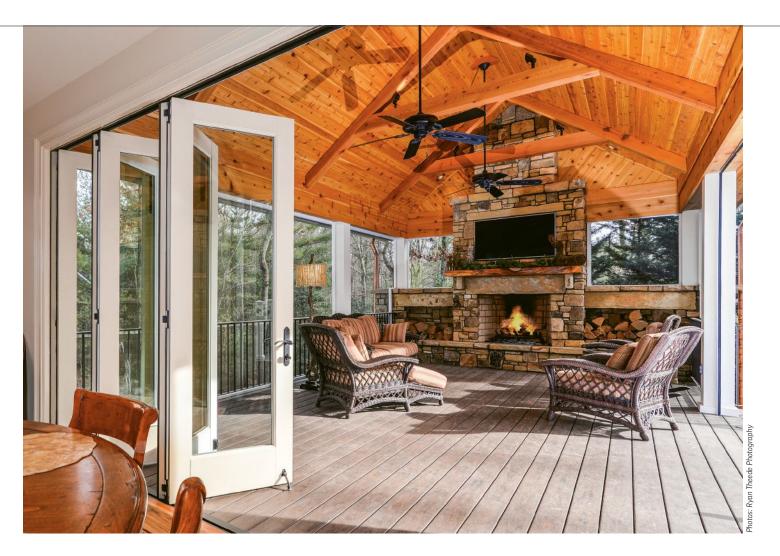
Across the deck, a new accessory dwelling unit (ADU) is built in a style similar to the home with features including a vaulted ceiling that rises above the new pool cabana area. The new versatile guesthouse plays various roles, from providing flexible cabana space off the pool to serving as a guesthouse or homework studio and creating an opportunity for an additional garage.

#### PRODUCTS INSTALLED

James Hardie siding Crossville wall tile Crossville backsplash Interceramic floor tile Benjamin Moore paint Silestone counters

Dekton outdoor kitchen counter Provenza floors Real Stone Systems fireplace surround Daltile powder-bath wall





# **JUDD BUILDERS**

# **LOCATION: ASHEVILLE, NORTH CAROLINA SQUARE FOOTAGE: 1,800**

The owners sought an outdoor living space that could be an extension of their remodeled kitchen, where everybody tends to gather. A bifold door creates a seamless transition from the indoors to the outdoors. The outdoor grilling area and smoke/game kitchen were requirements because the client is an avid hunter and outdoorsman.

The screened porch has cedar tongue-and-groove ceilings, a wood-burning masonry fireplace made of Tennessee fieldstone, composite decking and retractable screens. An outdoor kitchen area includes a Big Green Egg, gas grill and a storage area, and the lower level has a smoke kitchen with a commercial hood, fryer, sink, reclaimed barn-wood slider doors and a smoker.



AZEK decking WeatherShield bifold door Big Green Egg

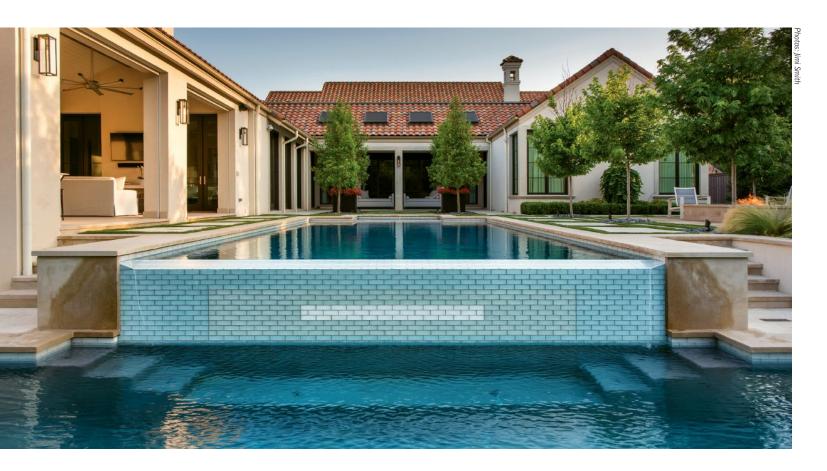
Alutech motorized screens RainEscape Drainage System LP SmartSide



















#### **RANDY ANGELL DESIGNS**

**LOCATION: DALLAS, TEXAS SQUARE FOOTAGE: 1,000+ (ADDITION)** 

With hot summers and mostly mild winters, the area lends itself well to outdoor living; but prior to the remodel, the backyard consisted primarily of just a large, grassy field and severely lacked in outdoor living options. The homeowners wanted to create an outdoor retreat that offered their family and prospective guests numerous entertainment options that could be enjoyed year-round.

The parents, former Olympic swimmers, have four boys who are following in their competitive swimming footsteps. The remodel included a covered cabana, fire-pit gathering area, concrete-pad sports court, three pools (an upper level spa pool and general use pool, and a lower level lap pool connected via infinity-edge waterfall to the upper level pools), as well as new fencing and landscaping.

#### PRODUCTS INSTALLED

Big Ass Fans Ann Sacks tile Lueders Limestone pool deck Pentair pool equipment Paramount in-floor cleaning system

### **MOM'S DESIGN BUILD**

**LOCATION: EDEN PRAIRIE, MINNESOTA DESIGNER: HEATHER SWEENEY** 

The owners bought their large home in a new development largely because it looked out over a pastoral preserve that can never be developed. But the foreground was nothing but an elevated screen porch on spindly posts and an expansive, flat lawn. They wanted an outdoor space that could accommodate 20 to 30 people and extend their lower-level entertainment area outdoors.

The space needed to reflect their favorite travel destination, Tuscany, and fit the home's modern farmhouse architecture. They credit the company with nailing the design and working into winter to have it ready for spring.



Acurio Panels laser-cut privacy screens Porcelain tiles Custom Living Stone Fire Feature

















**LOCATION: HIGHLAND VILLAGE, TEXAS SQUARE FOOTAGE BEFORE: 300 SQUARE FOOTAGE AFTER: 1,025** 

With many children and grandchildren living in the area, the clients wanted their backyard to be a place where the entire extended family could hang out. They had the existing pool and outdoor kitchen but no shaded area or anywhere to relax and enjoy the company. The home and pool had plenty of stone and rounded features that helped create a space that mirrors the existing structure.

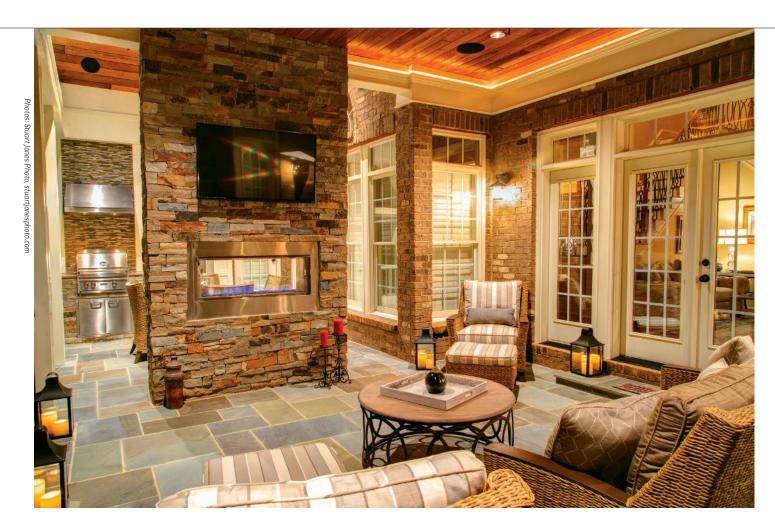
The homeowners desired a rustic and elegant feel in four different areas: a covered balcony with a fireplace, which is an extension of the upstairs kitchen and game room and now functions as an outdoor living room; a new dining area below the balcony; a pergola above the existing patio and outdoor kitchen; and a large fire pit with built-in seating for 16 guests that looks beyond the yard.





#### PRODUCTS INSTALLED

Stone Quarry flooring ABC Supply roofing Republic Stone Company Jewell Custom Stone Supply pavers J&G Welding LLC railing



### **WOOD WISE DESIGN** & REMODELING

**LOCATION: RALEIGH, NORTH CAROLINA SQUARE FOOTAGE: 550** 

Living beside a golf course has advantages, including long, green sightlines from the back of the house. The "two-room" porch gives the homeowners more than just a comfortable space to look out. They grill out, they entertain, and on cool days, they warm themselves by the contemporary fireplace.

The porch was designed to be a destination for entertaining and weekend family dinners. It has become the preferred work-from-home space for many months of the year. With an indoor grill (and required ventilation) the family cooks and dines on the porch frequently. Outdoor living can add another dimension, and this porch creates a comfortable, peaceful connection to the outdoors.



ClearView retractable screens AZEK custom columns Natural stone fireplace Lynx stainless steel grill and hood

VELUX skylights Powder-coated steel railing Prefinished cypress tonguein-groove ceiling







# **Taste of Paradise**

Ryan Hughes Design Build creates the ideal lounging experience with a contemporary pool and spa, elegant fire lounge and waterfront dining patio.

by Kyle Clapham

### **RYAN HUGHES DESIGN BUILD**

**LOCATION: ST. PETERSBURG, FLORIDA DESIGNER: RYAN HUGHES** 

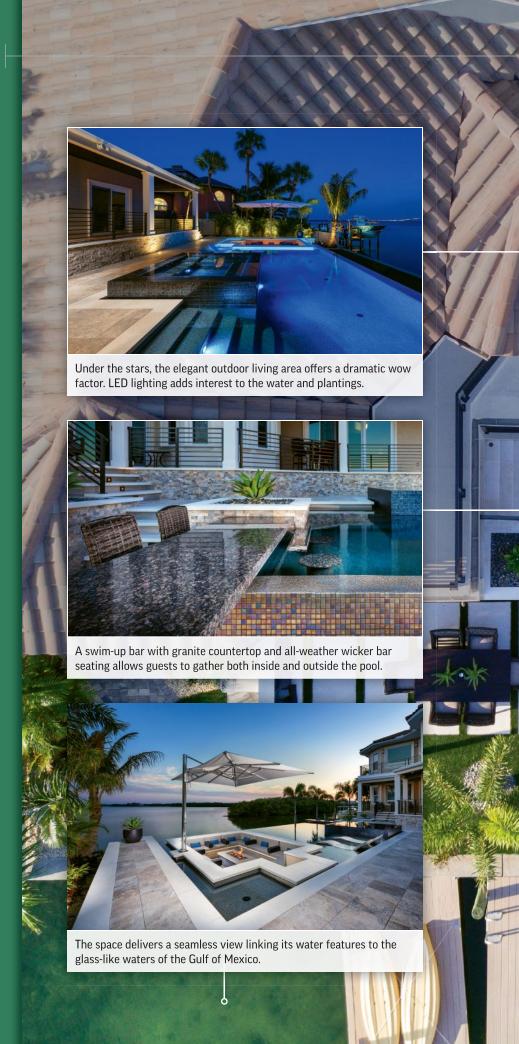
LANDSCAPE ARCHITECT: JEFF ZOCK

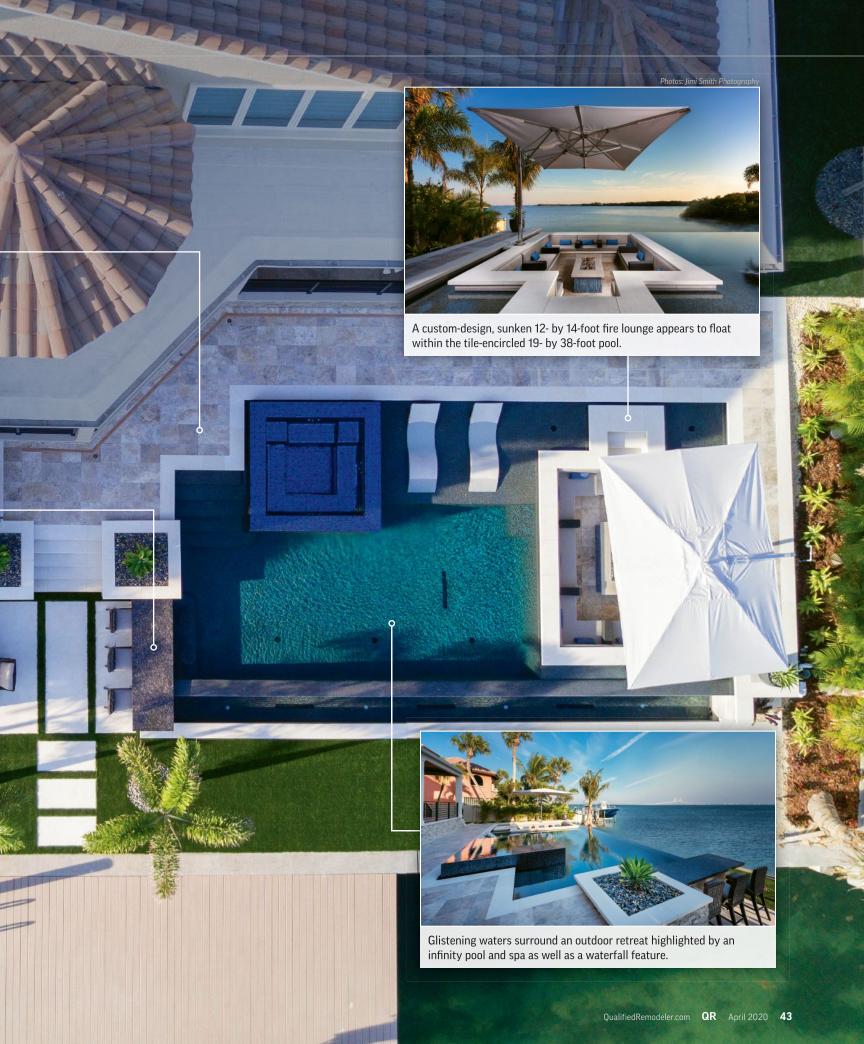
**SQUARE FOOTAGE: 4,000** 

With a great view of the skyway connecting the island to St. Petersburg, the outdoor living space sought to project simplicity by day and drama by night. The design packs generous amenities and experiences into an economy of waterfront area.

#### PRODUCTS INSTALLED







# **DECKING**



**ARMADILLO** Lifestyle Composite DeckingComposite Decking provides a low-maintenance, high-performance, long-lasting deck available in a variety of styles and color options. Armadillo composite decking is wrapped on all four sides with a polyethylene protective shell to create a natural wood gran finish and protect against fading, weathering, stains, mold and mildew. Visit www.armadillodeck.com or call (320) 243-7318 for more information.

Circle 100 on inquiry card



Easy to install and maintain, EVERNEW VINYL DECKING from CertainTeed features textured, nonslip surfaces that are cool to the touch and resist stains and water damage. Available in three colors-white, grey and almond-the vinyl decking offers excellent color retention to match a client's design preferences for years to come. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 101 on inquiry card



Profiled for use as residential and light-commercial decking, DASSOXTR FUSED BAMBOO comes in two colors: Classic Espresso and Epic Cognac. This product is pool side and aquarium safe, resistant to decay, mold and insects. Encapsulated in bowling-ball resin, the material does not attract rotting agent and is Class A Fire Rated and WUI compliant, made without formaldehyde. The decking comes in a reversible profile with smooth and reeded surface, as well as a tongue-and-groove end-matched locking system. Visit www.dassoXTR.com or call (404) 691-6872 for more information.

Circle 102 on inquiry card



Made with patented Eovations technology, **DECKORATORS** Voyage wood-alternative composite decking delivers the industry's best strength-to-weight ratio and unmatched stability. Voyage features unique textured embossing for 34% or greater surface traction than other leading brands of composite decking. All Deckorators decking is backed by an industry-leading 25-year structural, 25-year stain-and-fade, 25-year removal-and-replacement limited warranty. Boards come in solid and slotted-edge profiles and in 12-, 16- and 20-foot lengths. Visit deckorators.com or call (800) 332-5724 for more information.

Circle 103 on inquiry card



**DEKTEK TILE**'s new over-concrete installation are available in three collections Elevate, Radiance, and Mediterranean – in 12 color selections. DekTek Tile concrete tiles do not fade or grow mold/algae and are non-combustible, perfectly safe for fire pits on the deck. The concrete deck tiles are extremely durable and strong, holding over 1.000 pounds per tile, and structurally engineered to span 16 inches on center wood joists. Visit dektektile.com or call (218) 380-9330 for more information.

Circle 104 on inquiry card



Installed only by trained professionals, **DURADEK** vinyl deck membranes and Durarail aluminum railings projects have a single-source contractor and single-source warranty. Duradek offers class A and C fire-rated assemblies and meets building code as a roofing membrane and pedestrian surface. Vinyl stylings are aligned with current outdoor living design trends and offer a selection of nature-inspired textures. Visit duradek.com or call (800) 338-3368 for more information.

Circle 105 on inquiry card



#### **ENVISION BUILDING PRODUCTS'**

Ridge Platinum is a capped composite decking line with a fluted profile. Crafted with Compress Technology to physically bond the high-density cap to its fluted EverGrain Core, Ridge Premium is a light-weight, low-maintenance and long-lasting decking with the budget friendly nature of wood. Inspired by the hues found in popular natural woods, Ridge Premium is available in three colors: Black Walnut, Vintage Oak, and Gunstock. Visit envisiondecking.com or call (800) 253-1401 for more information.

Circle 106 on inquiry card



**FIBERON**'s new Sanctuary PVC decking, polyethylene composite decking features five bold, multitonal colors with rustic, embossing, in the style of exotic hardwood, complete with streaking, varied grain patterns and rich color palettes. Fiberon decking is backed by a 40-year performance warranty and a 40-year stain and fade warranty. Visit fiberondecking.com or call (704) 463-7120 for more information.

Circle 107 on inquiry card



GREEN BAY DECKING LLC's Duxxbak no-drip-through-decking eliminates the need for a secondary drainage system to create a dry space below decks. It is simply decking and drainage in one. Made using a patented compound that contains no wood and no PVC, DuxxBak is now available in five variegated capped colors, in addition to six brushed colors. Visit greenbaydecking.com or call (877) 804-0137 for more information.

Circle 108 on inquiry card



**DÉCOR DECKING** from Inteplast provides the look of natural hardwoods and none of the worries of splitting, rotting or cracking. The collection is engineered with an extra top-coat for added protection and to withstand harsh weather and time with minimal maintenance required. Available in four colors, made of 100% PVC, Décor Decking is backed by a Lifetime Limited Residential Warranty and a 25-Year Fade & Stain Warranty. Visit inteplastbuild.com or call (800) 521-4259 for more information.

Circle 109 on inquiry card



MBRICO porcelain tile decks offer residential and commercial projects a unique opportunity to carry tile outdoors. The tongueand-groove system is completely free draining, suited for any environment and is perfect for applications on standard code deck frames and available in over 60 colors including wood, stone, aggregate, contemporary and traditional porcelain tiles. The tiles are available in many sizes and formats to fit any project's aesthetic. All of the Mbrico systems are backed by a lifetime warranty and never need to be sealed, stained, refinished or maintained. Visit mbricotiledecks.com or call (844) 449-9214 for more information.

Circle 110 on inquiry card



Elevate Decking from MOISTURESHIELD features a strong, protective cap that shields each board from impact, corrosion and harsh weather. Elevate is available in two colors sure to match any exterior and is perfect for adding style and unmatched durability to any outdoor space. Trending browns and grays include Lake Fog, a soft gray shade, while Canoe is forest brown-both complementing any home's architectural style. Visit moistureshield.com or call (866) 729-2378 for more information.

Circle 111 on inquiry card



Zuri Premium Decking by ROYAL **BUILDING PRODUCTS** combines the beauty of hardwood with the durability and low maintenance requirements of PVC. Zuri's PVC substrate is capped with a photo-realistic wood-grain print and a clear acrylic that resists stains, scratches, fading and moisture, without the time and cost of maintenance of wood. All Zuri products are backed by a 25-year Color Fastness Warranty against color shifting. Visit royalbuildingproducts.com or call (800) 366-8472 for more information.

Circle 112 on inquiry card



**TIMBERTECH** AZEK product consists of three lines: Vintage, Harvest and Arbor, in realistic wood textures and low-maintenance durability. TimberTech AZEK is available in three widths including wide, standard and narrow, and it can accommodate nearly any customer design. All products come with a lifetime-limited product warranty and 50-year, fade-and-stain warranty for residential construction, and a 20-year limited warranty for commercial. Find out more at timbertech.com or call (877) 275-2935 for more information.

Circle 113 on inquiry card



**WOLF HOME PRODUCTS** offers three different low-maintenance PVC composite options. Wolf Serenity Decking is available in two collections: Tropical Hardwoods Collection in nine natural wood looks, and Seaside Collection in two colors. Wolf Perspective Decking comes in five popular colors. Wolf Serenity Porch is a low-maintenance PVC porch floor in three collections: Tropical Hardwoods Collection in four colors, Seaside Collection in two colors and Americana Collection in one color. Visit wolfhomeproducts.com or call (800) 388-9653 for more information.

Circle 114 on inquiry card



TREX makes its three high-performance, capped-composite decking collections from 95% recycled materials. The Trex Transcend collection is offered in three decking, two porch and two fascia profiles in five multitonal Tropicals and five monochromatic Earth Tones. Trex Select comes in three decking and two fascia profiles offered in five colors. Trex Enhance is available in two decking and two fascia profiles, offered in five multitonal and three monochromatic colors. Visit trex.com or call (800) 289-8739 for more information.

Circle 115 on inquiry card

# **DECKING: COATINGS, SEALANTS, TREATMENTS**



ArborCoat Waterborne Exterior Stains from **BENJAMIN MOORE** enhance the natural beauty of exterior wood surfaces with a wide variety of opacities and colors, with a finish that provides superior protection against mildew, UV damage and other harsh weather conditions. Visit benjaminmoore.com or call (914) 494-5483 for more information.

Circle 116 on inquiry card



**ROOF MAXX TECHNOLOGIES' Roof** 

Maxx is a 100% safe, plant-based roof rejuvenating spray treatment developed by Battelle Labs. Roof Maxx is innovating a new breed of sustainable roofers who are available in more than 500 locations across 48 states. When used every five years, Roof Maxx can extend the life of a roof by as many as 15 additional years. Visit roofmaxx.com or call (479) 721-3261 for more information.

Circle 117 on inquiry card



SHERWIN-WILLIAMS SuperDeck Solid Color Stain with Cool Feel color technology reduces deck surface temperatures by up to 20 degrees Fahrenheit. SuperDeck Solid Color Stain is available in 20 rich colors that help keep decks cooler to walk on, compared with conventional colors. The scuff-resistant stain can be applied to damp surfaces, allowing them to be prepped and stained in one day, saving time and money. Visit sherwin-williams.com or call (800) 474-3794 for more information.

Circle 118 on inquiry card

# **DECKING: FASTENERS & TOOLS**



AVON PLASTICS' Turboclip provides universal fasteners that make deck installation quicker, easier and more efficient. TurboClip comes in a stick of preloaded clips. Universal Hidden Deck Clip comes in two styles: Standard Gap, creating a 1/4-inch gap between deck boards, and Narrow Gap, creating a 3/16-inch gap between deck boards. Visit turboclipusa. com or call (320) 243-7318 for more information.

Circle 119 on inquiry card



The CAMO Lever from CAMO allows contractors to bend, straighten or align deck boards without time-consuming setup. Lever sets in one turn to lock boards in place for fastening with no strain and no hassle. The versatile CAMO Lever also speeds grooved decking installations by locking rows of boards and CAMO Edge and EdgeX Clips in place. The tool adjusts to single, double and even steel joists. Visit camofasteners.com or call (800) 968-6245 for more information.

Circle 120 on inquiry card



Decking Wing Clips from DASSO USA are available in boxes of 100 brown D-plug 5 millimeter Epic and Screw sets for wooden bases, with one complementary driver bit. The Decking Wing Clips are intended for use to install on joists as hidden fasteners. Visit dassoXTR.com or call (404) 691-6872 for more information.

Circle 121 on inquiry card



**DECKORATORS**' Stowaway Hidden

Fastener discreetly secures deck boards to joists with a single stainless steel, color-matched screw-resulting in a smooth and virtually fastener-free deck surface. The Stowaway screw comes preloaded and deck boards are automatically spaced at proper intervals, making the installation process faster. All Deckorators decking colors are available for the Pro Fastening Systems. Visit deckorators.com or call (800) 332-5724 for more.

Circle 122 on inquiry card



#### **ENVISION BUILDING PRODUCTS'**

EverClip Hidden Fastener is designed for grooved edge boards, creating consistent spacing between boards with no visible screw heads. Its design helps prevent board creep and movement and allows for quick installation of two board edges at one time. Envision also offers colormatched composite deck screws that are designed to face screw boards and are available in coated carbon steel and stainless steel. Visit envisiondecking.com or call 800-253-1401 for more information.

Circle 123 on inquiry card

# MAZE NAILS have weathered the test of time!



Available in Hot-Dip Galvanized or Stainless Steel, Hand Drive, Collated Sticks & Coils All MAZE NAILS are 100% Made in USA • It pays to buy MAZE!



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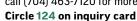


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FIBERON's Starborn Pro Plug Hidden Surface-Fastening System fastens through the board's surface and cover with a color-matched plug made from Fiberon decking. Fiberon offers universal end-clip hidden fasteners, hidden surface face-fastening systems, nailscrew fasteners and color-matched composite screws, along with Fascia screws. Visit fiberondecking.com/products or call (704) 463-7120 for more information.





**GREEN BAY DECKING** has a railing to match or contrast with any design with three independent railing options, including composite, aluminum and vinyl. GeoRail composite railing is available in four brushed-finish colors, while Optima Rail is a pre-assembled aluminium railing, and Basixx Rail is aluminium-reinforced vinyl rail. All rails are available in 6- and 8-feet lengths, and 36- and 42-inch heights. Visit greenbaydecking.com or call (877) 804-0137 for more information.

Circle 125 on inquiry card



Star Drive Screws from MAZE NAILS includes screws for decking, structural screws, trim screws in many lengths and even cap screws for interior and exterior projects. Made from hardened steel, the screws have many special features including a tapper point, a reamer thread, burrow pockets under the head to allow countersinking, and a nice tight star recess to allow for one-handed installation. Visit mazenails.com or call (800) 435-5949 for more information.

Circle 126 on inquiry card



CableFX cable railing system from RAILFX combines stainless steel cables with aluminum railing and posts for both interior and exterior residential applications. All posts are pre-drilled for cable and conceal the fittings and hardware, available in tempered glass, cable and picket systems. All systems preserve views and are low maintenance. All RailFX Systems are made in the USA and carry a 10-year warranty. Visit railfx.net or call (206) 453-1153 for more information.

Circle 127 on inquiry card



The FlexFX Program by **RAILFX** is a simple and flexible railing fitting option for use with wood and metal posts. FlexFX features Push-Lock fittings, which don't require any special tools for installation. Simply push the cable into the fitting and it locks. Sleek and smooth with no sharp edges, the fittings are easy to tighten with no loose or sagging cables. Made in the USA, RailF products carry a 10-year warranty. Visit railfx.net or call (206) 453-1153 for more information.

Circle 128 on inquiry card



SPAX construction screws are German engineered and made in the U.S. in Bryan, Ohio. The multipurpose fasteners are designed to work with multiple materials from wood, masonry, concrete and plastic to sheet metal. SPAX designed fasteners won't split wood substitutes and countersink to a nice flush installation. The unique 4CUT point, patented serrated threads and multihead designs, ensure quick and easy installation. Visit spax.us or call (419) 636-6715 for more information.

Circle 129 on inquiry card



The Mantis hidden deck clip system by SUREDRIVE USA has easy-to-install grooved composite decking. The Mantis deck clip enhances the beauty of your deck by providing a safe, fastener-free surface that makes your deck look like a hardwood floor and automatically spaces the deck boards 3/16 inches to allow for adequate drainage. Visit suredrive.com or call (800) 951-2222 to learn more.

Circle 130 on inquiry card



The SIDELoc hidden fastener system from TIMBERTECH provides a fastener-free surface for TimberTech's AZEK capped polymer decking by securing a TimberTech AZEK board through the side of a square-edged board into the joist. SIDELoc Guides help make this install quick and easy with consistent gapping, and the SIDELoc Hidden Fastening System offers holding power but requires no pre-drilling. Visit timbertech.com or call (877) 275-2935 for more information.

Circle 131 on inquiry card



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Lean on Us.



TREX's Hideaway Hidden Fastener System installs between deck boards, fastening grooved-edge deck boards to the joists with no visible screw heads on the walking surface. All Trex decking collections are compatible with this hidden installation option, promising a clean finish no matter the design style. Also available are the Trex's Universal Fastener, Start Clip and Connector Clip. Groove Cutter, Gun Pail and the Trex Elevations Deck Clips. Visit trex.com or call (800) 289-8739 for more information.

Circle 132 on inquiry card



Star Drive Screws from MAZE NAILS includes screws for decking, structural screws, trim screws in many lengths and even cap screws for interior and exterior projects. Made from hardened steel, the screws have many special features, including a tapper point, a reamer thread, burrow pockets under the head to allow countersinking and a nice tight star recess to allow for one-handed installation. Visit mazenails.com or call (800) 435-5949 for more information.

Circle 136 on inquiry card

# **DECKING: STRUCTURAL ELEMENTS & FASTENERS**



FEENEY's Stainless Steel Intermediate Pickets leverage the appearance and durability of stainless steel and preserve an open railing aesthetic while maintaining cable spacing and minimizing deflection. Available in three configurations, the pre-drilled 316 stainless steel tubes can be used on frames with or without a bottom rail, are field-trimmable and have no visible fasteners for a clean. unobtrusive look. Visit feenevinc.com or call (800) 888-2418 for more information.

Circle 133 on inquiry card



FOOTINGPAD brand post footers are lightweight and replace the labor-intensive task of hauling and mixing concrete on site. When using FootingPad footers, no special tools are needed. Simply dig below the frostline and place the innovative composite footer in the bottom. This product is rigorously tested and is IRC and IBC code compliant. Visit footingpad.com or call (800) 900-5080 for more information.

Circle 134 on inquiry card



LP ELEMENTS Performance Fencing is an engineered wood fence solution offering an entirely new material category in privacy fencing. LP Elements fencing stands up to golf ball-size hail impacts, hurricane-force wind, high humidity and freeze/thaw cycles. It is protected by a proprietary zinc boratebased process designed to defy termite damage and resist rot and decay. Available in seven natural color options with consistent dimensions. Visit LPCorp.com/fence or call (615) 986-5600 for more information.

Circle 135 on inquiry card



MITEK's structural fasteners are designed for stability against extreme and unpredictable weather, recognizing a need for stronger decking structures with focused attention on decking codes. MiTek's range of structurally rated fasteners for wood-frame structures are available in hot-dip galvanized, stainless steel and Gold Coat corrosion-resistant finishes available for exterior applications. Visit mitek-usa.com or call (314) 851-7319 for more information.

Circle 137 on inquiry card



**SAKRETE** High-Strength bagged concrete mix, a preblended mixture of sand, coarse aggregate and cementitious materials, is a professional-grade product designed to tackle the toughest renovation or new construction job. Sakrete has the right prograde products for any project and a dedicated team of Technical Experts to help. Visit sakrete.com or call (866-725-7383) for more information.

Circle 138 on inquiry card



SPAX Powerlags structural wood-to-wood connections are available in two drive systems, T-Star washer and Hex washer, and require no pre-drilling. Powerlags has building code approval reports including the ICC-ES (ESR No. 1782) as well as DrJ Technical Evaluation Reports for Deck Ledger Attachment TER No. 1711-01 and Multi-ply (LVL Beams and Girder Truss Applications) TER No. 1802-03. Visit spax.us or call (419) 636-6715 for more information.

Circle 139 on inquiry card











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**SURE DRIVE USA** speciality construction screws and bits are manufactured in ISO 9002 quality certified mills and factories. All structural lab screws are ICC and IAPMO approved and come in a variety of lengths from 1 inch. to 16 inches. These fasteners work for ledger boards, decks, log homes, framing and landscape timber connections. Visit suredrive.com or call (800) 951-2222 for more information.

Circle 140 on inquiry card



The TREX Elevations steel deck framing system creates a stable and consistently flat substructure on which to build. Composed of 25% recycled steel, the triple-coated steel substructure system-comprised of steel beams, joists and tracks-includes a 25-year limited warranty. The system's neutral finish blends with most decking colors, so it is less visible from above. Visit trex.com or call (800) 289-8739 for more information.

Circle 141 on inquiry card

**DOORS: FOLDING, MULTISLIDE, PATIO** 



Siteline Inswing Patio Doors With Hydrolock Sill from JELD-WEN, constructed with AuraLast pine, helps resist rot, water saturation and termites. The exterior is made with aluminum cladding in 27 different color choices. Interior options include 12 different finishes and three wood species. The new sill design drains continuously to move water away from the home interior and achieve up to performance grade 45 rating. Visit ield-wen.com/en-us or call (503) 488-4402 for more information.

Circle 144 on inquiry card



JELD-WEN's Siteline Multi-Slide patio door utilizes a narrow, 3-inch stile and rail to increase the amount of natural light entering the home while minimizing vertical obstructions when looking to the exterior. This patio door system is offered with multiple threshold options. Available options include weather-resistant thresholds for varying degrees of weather exposure, an ADA-compliant ramp threshold, and a flush threshold for covered openings where a seamless transition is desired. Visit jeld-wen.com/en-us or call (503) 488-4402 for more information.

Circle 145 on inquiry card



ANDERSEN's MultiGlide Pass-Through Window creates a seamless transition between indoors and out, with traditional and contemporary panel designs to fit any architectural style. With space-saving designs to serve as an important access point from one space to another, this multifunctional window occupies less space than an open door but still offers ample convenience, ventilation and natural light. A flush sill creates a seamless transition between indoors and out and thermally controlled panels, performance sills or triple-pane glass meet performance requirements. Visit andersenwindows.com or call (800) 426-4261 to learn more.

Circle 142 on inquiry card



KOLBE's VistaLuxe Complementary Multi-Slide Doors have a contemporary style and slim frame-to-daylight dimensions and are Energy Star qualified, with U-values as low as 0.23. The doors stack open or pocket neatly into the wall, offering an expansive passage to a terrace, deck, lanai or patio, for luxurious indoor-outdoor living. The doors feature a wood interior in a variety of styles and a strong, durable extruded aluminum exterior in over 50 finish choices. Visit kolbewindows.com or call (800) 955-8177 for more information.

Circle 146 on inquiry card



FINESSTRA's Lift and Slide door systems create unique wide openings to seamlessly connect indoor and outdoor spaces. With thermally insulated steel profiles, a wide array of double and triple-pane glass combinations, and weathertight seals, these windows are available in a variety of designs and sizes. The smooth-rolling ball bearing wheel system delivers easy maneuvering, and the foldable doors easily stack to the inside or out. Visit finesstra.com or call (469) 677-0070 for more information.

Circle 143 on inquiry card



The MARVIN Modern Multi-Slide Door has an extremely narrow modern aesthetic, with sightlines less than 3 inches, and an ability to perform anywhere, even in demanding climates. Available in 30 different configurations, and sizes up to 12 feet tall and 60 feet wide, the Door features a high-density fiberglass exterior and an aluminum interior. The Multi-Slide Door achieves a low standard U-factor of 0.28 with Low E2 argon gas, and is rated up to PG40/PG45. Visit marvin.com or call (888) 262-4192 for more information.

Circle 147 on inquiry card





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**Express yourself with luxurious finishes.** 

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# BUILDING PRODUCTS

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The SL84 aluminum framed folding glass wall system from NANAWALL SYSTEMS utilizes continuous seals along the face of each panel frame, and two levels of insulating thermal breaks to provide optimal defense from heat and cold. The SL84 has been put through rigorous performance testing for air, water, structural and forced entry. With a frame profile intersection of just 99 mm, the SL84 reaches the slimmest aluminum profile available and minimal exposed hardware. Visit nanawall.com or call (800) 873-5673 for more information.

Circle 148 on inquiry card



**PELLA** Lifestyle Series of wood patio doors offer a combination of energy efficiency, sound control and value. The Lifestyle Series delivers style flexibility with purposeful innovations like integrated blinds, shades and security sensors, and in hinged and sliding patio door styles. The triple-pane design glass allows for mixed glass thickness that enhances sound dampening, resulting in an average of 52% noise reduction versus single-pane windows. Visit **pella.com** or call 877-473-5527 for more information.

Circle 149 on inquiry card



PROVIA's Endure vinyl sliding glass patio doors deliver energy efficiency and meet the most stringent industry standards for storm protection, ease of entry, and forced entry. Options for interior woodgrain colors and exterior paint colors, varying internal grid styles and patterns, and multiple choices for glass and hardware enable homeowners to customize to fit their own personal aesthetic. Endure patio doors are Energy Star certified and have been independently tested to meet strict energy efficiency standards. Visit provia.com or call (800) 669-4711 to learn more.

Circle 150 on inquiry card



**SOLAR INNOVATIONS**' folding, sliding, lift and slide, slide and stack, pivot, and swing doors fill the need of any design requiring an operational door, from a standard size opening to very large spans. The folding glass walls can be constructed out of aluminum, wood or vinyl and can meet impact and performance requirements. Available with many standard and custom finishes, the systems allow for a wide selection of glazing types and styles. Visit solarinnovations.com or call (570) 915-1500 for more information.

Circle 151 on inquiry card



THERMA-TRU's EnLiten flush-glazed designs create striking profiles with doubleor triple-pane glass built directly into the door. This design eliminates the need for a lite frame and screw plugs, achieving a seamless, consistent finish. EnLitenTM flush-glazed designs offer up to a 16% increase in visible glass area as compared to conventional lite frames, creating an airy, open feeling in the home with larger daylight openings. Visit thermatru.com or call (419) 891-7400 for more information.

Circle 152 on inquiry card



#### **WESTERN WINDOW SYSTEMS' Series**

7000 aluminum moving glass walls and windows address energy and structural requirements while promoting the thin profiles and large expanses of glass. With sizes up to 15 feet, the Series 700 products are available in folding, multislide and pocket door styles, and a variety of finishes. Visit westernwindowsystems.com or call (800) 266-1300 for more information.

Circle 153 on inquiry card

# FIREPLACES & FIRE ELEMENTS



**DEKTEK TILE's Non-Combustible Flooring** Element can be used in conjunction with wood burning, gas or electric fire tables, or as actual built-in fire pits. Whether designing the outdoor space on an elevated deck, outdoor kitchen, patio, porch or roof deck, DekTek Tile's Non-Combustable Flooring gives homeowners the option to choose whichever fire feature they want, without melting the composite decking or burning a wood deck. Visit dektektile.com or call (218) 380-9330 for more information.

Circle 154 on inquiry card



The Isokern Modular Component Fireplace from **EARTHCORE INDUSTRIES** utilizes volcanic pumice to create a chimney and fireplace component that are insulating with high refractive qualities. Due to the material's properties, the components are lightweight while retaining UL 127 for the Modular Masonry Fireplaces and UL 103HT for the Dual Modular Chimney System listings respectively. Built for residential, commercial, and institutional projects, the Isokern Fireplace is intended for ease of construction and customization. Visit earthcore.co or call (904) 363-3417 for more information.

Circle 155 on inquiry card



The Plaza Outdoor Linear Gas Fire Pit from **HEARTH & HOME TECHNOLOGIES** is available in 2, 4, 6, 8 and 10 inch lengths. With optional framing kit to finish the unit with whatever non-combustible material they choose, customers can also add a wind guard to contain the flame, even on breezy days. The Gas Pit also comes in a variety of finishes. Visit hearthnhome.com or call (612) 297-9520 for more information.

Circle 156 on inquiry card



#### KINDRED OUTDOOR AND

**SURROUNDS**' Kindred Fire Bowls. Fire Pits and Fireplaces are made with a strong, glass-fiber reinforced concrete (GFRC) and hand-sanded through a four-step finishing process. Each piece renders a one-of-a-kind creation with subtle variations in color and texture similar to limestone. Available in nine styles of hand-forged fire bowls in a variety of sizes, each color has a honed or travertine finish. Visit mykindredliving.com or call (800) 925-1491 for more information.

Circle 157 on inquiry card



NAPOLEON's patio firetables, heaters and outdoor fireplaces are available in gas and propane and can be set up anywhere outdoors. Efficient patio heaters generate infrared radiant heat-heating objects rather than surrounding air-to create a comfortable environment by the pool, spa or on a deck. Napoleon's firetables are available in cast aluminum construction, and the fireplaces are available in stainless steel. Visit napoleon.com or call (866) 820-8686 for more information.

Circle 158 on inquiry card



Crystal Fire Plus burners and burner inserts by THE OUTDOOR GREAT ROOM COMPANY include a burner plate, readyto-finish fire pit base and other accessories. UL Listed for safety and quality, the burners are available in linear, round, rectangular and square, and a wide range of sizes to fit any outdoor space. The company offers custom options as well. Visit outdoorrooms.com or call (866) 303-4028 for more information.

Circle 159 on inquiry card







Tight tolerances and cramped areas make it tough on dryers. Larger appliances can leave you with doors that won't open all the way and less room for handling the laundry.



Not that the dryer would complain, but now is the time to give it some push-back.

Enter the Dryerbox<sup>®</sup>. By recessing transition-hose connections in the cell of the wall, the dryer has room to be pushed back. This delivers more living space, safer protection of the ducting, and it allows the dryer to work at peak performance.



Model DB-480 Shown With DrverFlex<sup>6</sup> Sold Separately

# **Give the Dryer Some Space™**

Install the Dryerbox for Safer, Roomier, and More Efficient Homes

888-443-7937 **Dryerbox.com** 



The TREX Outdoor Fire & Water collection offers stylish and durable outdoor fire features, water elements and decorative planters designed to add a touch of drama to any outdoor space. The collection is comprised of fire pots, fire tables, water spillways, water bowls and planters, all made with heavy grade copper and/or stainless steel and also manufactured in the U.S. by skilled artisans. Visit trex.com or call (800) 289-8739 for more information.

Circle 160 on inquiry card



Scenix porch windows from LARSON with retractable screens protect the home from pesky bugs, pollen and dust. They are available in white, sandstone, brown and black, as well as a tempered glass available in standard, bronze tint and gray tint. The Scenix porch window's sizes can be customized to fit each customer's specific needs. Visit larsondoors.com or call (888) 483-3768 for more information.

SCREENEZE screened porch allows you to screen in an area as large as 150 square feet, and it can handle wind gusts up to 140 mph

with unobstructed views. Available in a variety of screen option styles and four different color options-bronze, white, sand, and clay-Screeneze allows you to screen in any arch or

gazebo and can be attached to any smooth,

uniform surface such as brick, wood or con-

crete. All Screeneze products come with a

files available. Call (800) 884-6697 or visit

10-year limited warranty. CAD and Revit

screeneze.com for more information.

Circle 165 on inquiry card

Circle 164 on inquiry card

# GAZEBOS, PERGOLAS & SHADING ELEMENTS



**CERTAINTEED**'s vinyl pergolas and arbors can become the focal point of any outdoor living space. Offered in a white vinyl, the Aristocrat II Arbor, Vineyard Pergola and Beaumont Arbor complement most outdoor areas with a vide variety of aesthetics, and they will not need painting or staining. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 161 on inquiry card



Ideal for creating custom pergolas, KLEER **LUMBER** Cellular PVC Trimboards offer the look and workability of wood without the durability issues or high maintenance. Kleer trimboards will not splinter, rot, delaminate or swell. The product can be left white or painted. The trimboards can be installed in direct contact with the ground, masonry and other potentially wet surfaces. Visit kleerlumber.com or call (800) 521-8486 for more information.

Circle 162 on inquiry card



STRUXURE's PergolaX is a louvered-roof pergola that features pivoting, interlocking louvers that rotate a full 170 degrees. The PergolaX is made of ultra-strong, low-maintenance extruded aluminum, and its unique design and fabrication make it the most water-tight on the market. A patented 360-degree gutter system collects water when the system is closed and channels the water to downspouts concealed in the structure's weight-bearing posts. Extruded aluminum is non-corrosive and resilient as well as non-combustible. Visit struxure.com or call (866) 384-9272 for more information.

Circle 166 on inquiry card



The LARSON Retractable Wall Screen with Panoramic Views is an ideal solution for bi-folding, lift-n-slide and other large opening doors and windows. The screen panel offers a pleated fabric with easy, touch-of-a-finger operation. The LARSON Retractable Wall Screen is custom designed to fit openings up to 26 feet wide and 10 feet high and is available in four colors: white, brownstone, desert tan, black. Visit larsondoors.com or called (888) 483-3768 for more information.

Circle 163 on inquiry card



The Lodge Pergola from **THE OUTDOOR GREATROOM COMPANY** is available in multiple sizes in a Mocha UV-resistant finish for a unique, rustic feel in your backyard. It's available with a green metal roof to further reinforce that one-of-a-kind style and with an optional lattice roof kit and privacy wall sold separately. It's also made in the U.S. Visit outdoorrooms.com or call (866) 303-4028 for more information.

Circle 167 on inquiry card



The TREX Pergola collection features seven models offered in a choice of 12 standard colors. Custom designs and finishes are also available. All Trex Pergola designs are made from aluminum or aluminum-reinforced cellular PVC offering strength and almost unlimited design options. Stainless steel hardware and detailed installation instructions are included with each pre-fabricated kit. Visit trex.com or call (800) 289-8739 for more information.

Circle 168 on inquiry card



BIG ASS FANS' i6 industrial fan is composed of aircraft-grade aluminum airfoils that prevent corroding and include automated temperature and humidity sensors to monitor environment and adjust fan speed accordingly. Universal mounts allow an easy install with a guick connect and twist-on hub, and no screws for airfoils. The fan's technology integrates with Bluetooth remote and free mobile app to work with Amazon Alexa and Google Assistant. Visit bigassfans.com or call (895) 899-5343 for more information.

Circle 170 on inquiry card

# **INSTALLED ACCESSORIES**



AQUOR's House Hydrants are composed of high-quality, durable materials that are built to last and ideal for retrofits. They are leakproof, frost-free and lay flush against siding. Aguor offers several hose bibs, hose connectors, debris covers and ultralight garden hoses. Visit aquorwatersystems.com or call (800) 458-1749 for more information.

Circle 169 on inquiry card



**FEENEY**'s Architectural Awnings provide protection in a variety of climates. Crafted of durable, powder-coated aluminum and available in two styles, the Class 4-impact rated awnings feature a built-in rain gutter and can withstand snow and wind loads of up to 35.5 pounds per square foot. The frames come in standard and custom hues, and neutral polycarbonate panels. Visit feenevinc.com or call (800) 888-2418 for more information.

Circle 171 on inquiry card

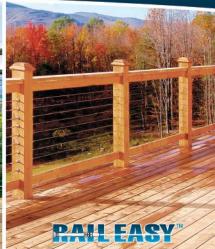


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FURRION's AuroraTM 4K LED Outdoor TV is engineered for outdoor viewing. The 4K Ultra-High Definition screen delivers clear images, and the weatherproof housing protects internal components from UV rays, weather, dust, insects and humidity. It delivers IP54 waterproof protection and can withstand extreme temperature variations with two brightness options, a full shade with 350 nits of brightness or a partial sun with 700 nits of brightness. Visit **furrion.com** or call (574) 327-6571 for more information.

Circle 172 on inquiry card



**PHANTOM's Motorized Retractable** Screens appear at the touch of a button and disappear out of sight when not in use, blending indoor and outdoor spaces without compromising home aesthetics. The screens can be recessed into walls, columns and ceiling cavities, allowing them to be easily integrated into outdoor structures such as pergolas. The products include features such as sun and wind sensors and home automation integration, and can be tailored to fit custom large openings. Visit phantomscreens.com or call (888) 742-6866 for more information.

Circle 173 on inquiry card



Deck Mounted Skylights from VELUX **SKYLIGHTS** include a pre-attached deck seal, adhesive underlayment for secondary water protection, and engineered flashing for easy installation. Skylight options include fixed and venting, available in solar powered and electric models, all with a no-leak guarantee. For screened-in porches, venting skylights come with a bug screen. Curb mounted skylights included a pre-attached skylight gasket that provides a tight seal, adhesive underlayment and flashing as well. Visit whyskylights.com or call (800) 888-3589 for more information.

Circle 174 on inquiry card

### **KITCHEN**



**BELGARD**'s Tandem Modular Block system allows interconnection of structural units by using their tenon and mortise features. This creates the advantage of being able to build stronger walls by adding units in the back and is perfect for outdoor kitchen elements, such as grill islands, seat walls and fire features. The Block system works for a range of applications, including retaining walls, double faced walls, setback walls, corners, curved walls and columns. Visit belgard.com or call (877) 235-4273 for more information.

Circle 175 on inquiry card



Elements by Tecno is **BROWN JORDAN OUTDOOR KITCHENS'** latest collaboration with Dekton by Cosentino, taking a modular approach and embracing a pared back, European aesthetic. Elements by Tecno further blurs the lines between cabinetry and furniture with accentuated, movable legs and a frameless design featuring nested drawers, as well as doors and drawers with integrated handles. Visit brownjordanoutdoorkitchens.com or call (203) 626-5625 for more information.

Circle 176 on inquiry card



**CAESARSTONE's Solaris Collection** includes three off-white colors with versatile surfaces for outdoor environments like patios, outside kitchens, rooftops and more. Premium, highquality quartz that is nonporous, durable, flexible, scratch and stain resistant, mold and mildew resistant. and UV protected, the surfaces carry a 10-year warranty and have been extensively tested in high heat, harsh sunlight and temperature variations where its color consistency and product integrity remain intact. Visit caesarstoneus.com or call (877) 978-2789 for more information.

Circle 177 on inquiry card



The Rockwell by CALIBER SOCIAL GRILL is made from 304 grade stainless steel, with 360 degree walk-around ability designed to foster socializing. The Rockwell comes with 20,000 BTU patented Crossflames burner with radiant technology and zone dividers. Available in 48 and 60 inch models. Visit caliberappliances.com or call (714) 848-1349 for more information.

Circle 178 on inquiry card



Aluniq Aluminum Cabinets from COUREY International are constructed out of anodized aluminum and 304 stainless steel, making them extremely durable, weatherproof, rot resistant, anticorrosive and antimicrobial. Constructed for exterior use, the hardy materials are also fire and climatic shock resistant. The cabinets are available in three Durakast varieties with modular designs. Visit coureyusa.com or call (786) 559-7018 for more information.

Circle 179 on inquiry card



The Post and Panel System from **DANVER** offers a unique and cost-effective solution for shared spaces in multifamily environments, engineered to provide valuable workspace while eliminating unnecessary storage. Its powder coated stainless steel offers a modern aesthetic with durability for high-traffic areas and heavy use, with five door styles and dozens of powder-coat colors. Visit danver.com or call (203) 269-2300 for more information.

Circle 180 on inquiry card



Aspire by **HESTAN** has added two new exclusive color finishes, Orion blue and Reef pink. From grills to refrigeration, its offers storage with door and drawer combos, side burners, accessories and more, Aspire combines performance with style, and the new exclusive colors allow users to complement their grilling style with the perfect vibe. Visit aspire.hestan.com or call (888) 905-7463 for more information.

Circle 181 on inquiry card



### KALAMAZOO OUTDOOR GOURMET's

Hybrid Fire Grill is a high-performance gas grill that also burns wood and charcoal. Fitted with cast-bronze burners and heat circulation, the grill allows for the whole spectrum of temperature control to ensure high-heat sears and low, slow cooking. Kalamazoo also manufactures outdoor kitchens, including products such as pizza ovens, smokers, under-counter refrigeration, warming drawers, cabinetry, beverage centers, kegerators and cook tops. Visit kalamazoogourmet.com or call (312) 380-6846 for more information.

Circle 182 on inquiry card



**DUST BARRIER SYSTEM** 

800-718-2255





#### KINDRED OUTDOORS & SURROUNDS'

Building Blocks quickly assemble into custom barbecue islands, fireplaces and fire pits, ready to be dressed with stone or brick within hours. Each pre-designed piece is made of glass-fiber reinforced concrete (GFRC), which can be installed on any solid flooring surface without concrete footings or rebar. Cut-outs for custom features such as barbecues, sinks and burners can be done on-site. Finalize the design by selecting a stone finish, appliances and countertop material of choice. Visit mykindredliving.com of call (800) 925-1491 for more information.

Circle 183 on inquiry card



LIEBHERR's 24 in. RO510 outdoor undercounter beverage/wine cooler chills beer, wine and soft drinks, and it keeps meats and veggies on hand and stocks all essential condiments in the outdoor kitchen. The RO510 fits seamlessly under the countertop, doubling as an outdoor food prep station. Visit home.liebherr.com or call (786) 314-8862 for more information.

Circle 184 on inquiry card



NAPOLEON's Prestige PRO and Prestige series of grills provides the backyard chef with rear infrared burners; dedicated sizzle zone and proximity lighting; commercial quality rotisserie with rear infrared burner; dedicated infrared sizzle zone; integrated wood chip smoker tube; and reaches cooking temperatures up to 1,800°F and 123,000 BTUs. Available in stainless steel, gray and black. Visit napoleon.com or call (866) 820-8686 for more information.

Circle 185 on inquiry card



PERLICK's RAPIDcool forced-air refrigeration system pulls down product temperature twice as fast as any other brand in the industry, so food and beverages get cold quicker. RAPIDcool is integrated into all of Perlick's variety of outdoor kitchen refrigeration products including ice makers, under-counter refrigerators, freezers, wine reserves and beverage centers. Visit perlick.com or call (414) 760-5041 for more information.

Circle 186 on inquiry card



#### THE OUTDOOR GREATROOM

**COMPANY** offers custom outdoor kitchen islands, manufactured in the U.S. Available as completely finished products or deliver a ready-to-finish unit for finishing on-site in a variety of construction materials and colors, the kitchen islands are built to order for each customers' needs. Visit outdoorrooms.com or call (866) 303-4028 for more information.

Circle 187 on inquiry card



THOR KITCHEN's Pro-Style Modular Outdoor Kitchen Suite features a sleek, modern design aesthetic. Available in 304 stainless steel finish, the suite's modular configuration allows homeowners the flexibility to put the appliances in any arrangement. Including recessed handles and larger surface areas, ensuring a comprehensive and cohesive appearance. The six-piece suite also has the option to incorporate THOR's 24-inch Indoor/Outdoor Undercounter Refrigerator Drawer or Dual Zone Wine Cooler. Visit thorkitchen.com or call (877) 288-8099 for more information.

Circle 188 on inquiry card



The new outdoor kitchen lineup from TREX provides stainless steel cabinetry solutions for today's outdoor kitchens with style, durability and easy maintenance. It includes seven door styles comprised of Danver's top-five sellers and two designs exclusive to Trex Outdoor Kitchens: The Newport, which features two stiles and rails with a center stile, and the Craftsmaninspired London, boasting two stiles and rails with cross mullions. Trex offers 14 ultra-durable powder coated colors and wood-grain-inspired finishes, along with dozens of cabinet styles in hundreds of sizes. Visit trex-outdoorkitchens.com or call (203) 726-0094 for more information.

Circle 189 on inquiry card



The new TREX Outdoor Kitchens collection features stainless steel cabinetry and components from Danver, including Trexexclusive door styles and more than 20 luxurious finishes. Drawers feature double-wall construction and under-mount glides with self-close/soft-close technology, and doors come with soft-close hinges and rain gaskets. All components are delivered fully assembled for quick and easy installation and come with a lifetime warranty. Visit trex.com or call (800) 289-8739 for more information.

Circle 190 on inquiry card



TRUE RESIDENTIAL's large repertoire of undercounter refrigeration units are UL-rated for the outdoors. Sizes range from 15 to 24 inches, and each unit is available in the Build Your True program of custom finishes and hardware options. A wide array of finishes are available in matte and gloss colors. In addition to complimentary hardware options. the options yield 54 unique color combinations. Visit true-residential.com or call (888) 616-8783 for more information.

Circle 191 on inquiry card



U-LINE's 15 in. Outdoor Nugget Ice Machine delivers up to 90 lbs. of ice per day and a storage capacity of 30 lbs. of ice. Featuring U-Line's U-ChooseT ice adjustability, it offers five levels of ice density from soft and chewable to dense and compact cylindrical cubes. The cabinet, toe-kick and full-wrap door are finished in stainless steel. U-Line's Outdoor Collection makes the perfect outdoor kitchen or bar companion. Visit u-line.com or call (800) 779-2547 for more information.

Circle 192 on inquiry card



The new Brama Outdoor Refrigerator by VINOTEMP makes adding freestanding or built-in installation refrigeration to any outdoor entertaining space simple. In addition to properly refrigerating food and beverages, the latest offering in Vinotemp's new Brama appliance line also features pull-out glass shelving. LED display control panel and interior lighting, automatic defrost and a door lock, Visit vinotemp.com or call (800) 777-8466 for more information.

Circle 193 on inquiry card



WEATHERSTRONG Outdoor Cabinetry is manufactured with All-Weatherboard. a waterproof composite material, and features stainless steel hardware and handles. The cabinet doors and drawer fronts are crafted from high-density polyethylene and marine-grade polymer, available in solid colors and woodgrain-inspired designs. Cabinets are custom made to order in just 10 days. Visit weatherstrong.com or call (888) 745-0004 for more information.

Circle 194 on inquiry card



YES! FootingPad® post footers help you build faster with less hauling and labor. These code compliant post foundations eliminate the need for time-intensive mixing of concrete and waiting for cure.

Deck contractors, post frame and other builders have used over 300,000 FootingPad brand post footers. Extensively tested and IRC/IBC compliant, they come in five sizes. Maximum load capacity is over 9,300 lbs!



Code Compliant

www.footingpad.com



800-522-2426



WOLF HOME PRODUCTS offers Wolf Endurance outdoor cabinetry, an aluminum cabinet collection, in three high-quality powder-coated finishes and sealed storage to withstand the elements. Both free-standing and insert cabinets designed for hardscaping applications are available. Aluminum counter tops in four complementary colors are also available. Quickly turn an outdoor living space into the ultimate oasis with Wolf Endurance, Visit wolfhomeproducts.com or call (800) 388-9653 for more information.

Circle 195 on inquiry card

# **LIGHTING**



The **CERTAINTEED** EverNew Solar Post Caps and Wedges feature eco-friendly LED lights for solar-powered accent lighting. Because the solar-powered lights are easy to install, low maintenance and require no electricity, the lights fit remote locations. Available in five metallic, tarnish-resistant finishes or four nonmetallic colors, the post caps can finish any railing system. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 196 on inquiry card



The Luna Collection from **DECKORATORS** offers a wide selection of 12-volt LED post cap, step light and deck sconce low-voltage options in modern and elegant angles. This new line of lighting adds modern and elegant angles to an outdoor space. All options offer ease of installation and a five-year LED and manufacturing defects limited warranty. For more, visit deckorators.com or call (800) 332-5724.

Circle 197 on inquiry card



DesignRail Aluminum Railing Systems, FEENEY's UL-certified, 24V LED lighting, integrates into the top or bottom rail for a finished look. Crafted using weatherproof materials, the lighting features an optional remote-controlled dimmer for adjusting lighting levels, while plug-and-play connectors make it easy to link lights and components. An exclusive polycarbonate lens diffuses light evenly across railing. Visit feeneyinc.com or call (800) 888-2418 for more information.

Circle 198 on inquiry card



The Lozano Collection from KICHLER **LIGHTING** offers wall lights and pendants in black, white and Catalina blue, with each fixture featuring a brilliant white interior to reflect light for maximum effect, and a band of iron for contrast. Constructed from aluminum, this large outdoor lantern has an ETL safety rating and comes with a one-year limited warranty. Visit kichler.com or call (866) 558-5706 for more information.

Circle 199 on inquiry card



Practically invisible by day, OELO's LED Outdoor Changing Lights blend in with the building's fascia for a seamless look, while these color-changing lights are expressive by night thanks to Oelo's customizable color app. The lights only need to be installed. For mood or task patio lighting, the white patio lights can illuminate a space. Visit oelo.com or call (970) 212-3670 for more information.

Circle 200 on inquiry card



TIMBERTECH's energy-efficient LED lighting offers six different styles of lighting, providing elegant illumination for outdoor living. Riser, Accent and In-Deck Lights enhance visibility and safety by artfully illuminating stairs and transition points. Achieving an evening ambience, the Post Cap and Under-Rail Lights both add a soft, subtle glow. Visit timbertech.com or call (877) 275-2935 for more information.

Circle 201 on inquiry card



TREX OUTDOOR LIGHTING offers a complete system of LED energy-efficient components designed to complement the company's high-performance outdoor products and add safety and ambience to any outdoor space. Styles available include post cap lights, deck rail lights, riser lights and recessed deck lights. Visit trex.com or call (800) 289-8739 for more information.

Circle 202 on inquiry card



**WOLF HOME PRODUCTS** offers low voltage outdoor lighting in a variety of configurations and finishes for use with decking and railing. Wolf Outdoor Lighting is designed for several decking areas, from posts to stairs to railings, and is available in three colors: White, Black and Textured Black. Rated at 50,000 hours, the 3,000 Kelvin LED lights offer soft lighting options. Visit wolfhomeproducts.com or call (800) 388-9653 for more information.

Circle 203 on inquiry card

# **PAVERS, HARDSCAPE & TILE**



BELGARD's Melville Wall offers a simplistic design and allows for the easy installation of walls and other outdoor features. The matching cap offers a seamless aesthetic, which can be integrated into the wall design to create depth and custom appearance. Part of Belgard's Metropolitan Collection, its 2-foot maximum height makes it perfect for garden and planter walls and pairs well with Belgard's Melville Plank, Paver and Curb products. Visit belgard.com or call (877) 235-4273 for more information.

Circle 204 on inquiry card



**CASALGRANDE PADANA's Limpha** transforms any wall into an element of natural beauty. With integrated Bios Self-Cleaning photocatalytic technology, Limpha mimics a natural wooded area by improving air quality and reducing pollution upon interaction with the sun. When pollutants make contact with the surface, they decompose and wash away with rainwater. Limpha porcelain stoneware slabs are available in four colors and are ideal for application on exterior facades. Visit casalgrandepadana.com or call (305) 461-3896 for more information.

Circle 205 on inquiry card



#### AZULEV GRUPO, a TILE OF SPAIN

member, offers Sandstone pavers, a soft press relief reinterpretation of quartzite stone. Made of rectified porcelain, Sandstone is an option for indoors and outdoors spaces. It is available in several formats, allowing it to be carried on both wall and the floor. Visit azulevgrupo.com or call (305) 446-4387 for more information.

Circle 206 on inquiry card



**CERAMICHE REFIN's Risseu is inspired** by the Ligurian pebbles typically found in Genoese gardens and churchyards. Available in three natural colors, the porcelain pavers feature a 3D structure with a graphic pebble effect. Measuring 36 by 36 inches, the tiles can be dry-laid on top of gravel or soil, installed with adhesives, or even used to create a raised flooring system for terraces, patios, pool decks and more. Visit refin-ceramic-tiles.com or call (305) 461-3896 for more information.

Circle 207 on inquiry card



Dekton by **COSENTINO** is an ultra-compact surface with a high resistance to UV rays, scratches, stains and thermal shock, making it the perfect surface for a wide range of applications outdoors, including paving, facades, cladding, worktops, sinks and more. Dekton is offered in dozens of colors and five different thicknesses. Visit cosentino.com or call (786) 686-5060 for more information.

Circle 208 on inquiry card



**DEKTEK TILE**'s concrete pavers offer the versatility of a low-maintenance patio, and its hardscape tile can also be used on elevated decks. Instead of the hassle of expensive dirt work and worries about freeze/thaw shifting the pavers over time, a DekTek Tile patio can be built right off the ground and is also an option for outdoor spaces in flood zones. The tiles are designed to be permeable but can also be installed non-permeable. Visit dektile.com or call (218) 380-9330 for more information.

Circle 209 on inquiry card



### DID YOU KNOW?

- 11 New HDPE Door Colors, Over 50,000 SKUs
- Built to Order Ships in 10 Days to Home or Jobsite
- Stainless Steel Handles, Hinges & Runners
- Complementary Design Service 24 Hour Turnaround





EMILCERAMICA's Externa Quarzite collection provides a high-performance porcelain paver flooring solution for public outdoor spaces. The graphic nuances and patterns are inspired by quartzite, with miniature crystals that catch and reflect the light for a subtle gleam, Externa Quarzite is available in Gold Grev and Rust Grev, offering two sizes. These pavers are have high durability and resistance to extreme temperatures, so they are ideal for public parks, sidewalks, terraces, pool decks and more. Visit emilgroup.it/en or call (305) 261-3896 for more information.

Circle 210 on inquiry card



#### **GRES ARAGON, a TILE OF SPAIN**

member, offers a Tibet porcelain collection. Inspired by natural sandstone, this collection is manufactured using extrusion methods, with non-slip finishing. Using digital printing allows for custom decoration on all visible faces. Visit gresaragon.com/en or call (305) 446-3387 for more information.

Circle 211 on inquiry card



MBRICO porcelain tile pavers are suitable for any outdoor application including patios, driveways, pavers, stepping stones and pools for both residential and commercial projects. The pavers are all ADA-approved skid resistant, stay cooler to the touch and require no sealing, staining or maintenance. Mbrico porcelain tile decks are available in over 60 colors including wood, stone, aggregate, contemporary- and traditional-look porcelain tiles. Visit mbricotiledecks.com or call (844) 449-9214 for more information.

Circle 212 on inquiry card



#### PINE HALL BRICK COMPANY Clav

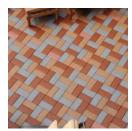
Pavers are durable enough to withstand vehicular traffic in extremes of heat and cold. Installation is easy because they are made to be consistent in size. All products are eco-friendly because they are made out of shale and water, and are available in a variety of edges and permeable with special pavers available that are ADA compliant. Colors include a range of neutrals, with textures including smooth and antiqued. Visit pinehallbrick.com or call (800) 334-8689 for more information.

Circle 213 on inquiry card



Dry Digital System by ROCERSA is the new family product made entirely with digital technology. Available in three different collections in neutral tones, the ceramic product does not contain glaze, hence the design is no longer a superficial element as it is developed within the body of the piece. Sediment losses are drastically reduced because the exact quantities are applied to each piece, making it more sustainable. Visit **rocersa.es** or call (196) 450-6242 for more information.

Circle 214 on inquiry card



TIMBERTECH PAVERS are manufactured from 95% post-consumer recycled materials including truck tires and plastic containers for an eco-friendly alternative to conventional pavers. Installed with a patented grid system reduces installation time by two-thirds compared to conventional pavers. The engineered composite material makes the pavers considerably lighter than traditional pavers. Softer than traditional stone, concrete or tile pavers, they are pet and child friendly as well. Visit timbertech.com or call (877) 275-2935 for more information.

Circle 215 on inquiry card

# **RAILINGS, POST CAPS & DECKING ACCESSORIES**



ATLANTIS RAIL'S NOVA II System features powder-coated aluminum posts, handrails and foot rails and horizontal stainless steel cable infill. The cable infill utilizes HandiSwage fittings with 1/4 inch cable .The NOVA II System is offered in black, white and bronze color options. This system is completely off-the-shelf and features minimal components. Each post and rail kit includes everything needed for installation. Post mounting hardware, cable and cable mounting hardware are sold separately. For more information atlantisrail.com or call (800) 541-6829 for more information.

Circle 216 on inquiry card



**CERTAINTEED** EverNew Railing Systems are low maintenance and will not rot, split, warp or corrode, available in aluminum, composite and vinyl. The Panorama Composite Railing System is available in white, almond or black. The Oxford Vinyl Routed Railing System, Oxford Vinvl Bracketed Railing System and Kingston Vinvl Railing System come in the same colors, in addition to clay, warm spice, rustic rose-with baluster styles to match any design taste. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 217 on inquiry card



**DECKORATORS** railing systems include ALX aluminum and SLX stainless, cable railing and secondary handrail options. Deckorators new ALX Contemporary pre-assembled aluminum deck railing in welded panels saves deck builders valuable time and effort on railing installation. The panels come in four colors that feature a sleek and modern look. Featuring stainless steel railing systems, Deckorators SLX Railing has options for cable and glass, and additional available components include connectors, lattice, postcovers, an aluminum deck gate, and deck stones. Visit deckorators.com or call (800) 332-5724 for more information.

Circle 218 on inquiry card



**DURADEK's Durarail Powder coated alumi**num railing systems offer quality manufactured railings in Picket, Standard or Topless Glass, Horizontal Bar, Cable Railing Systems. and Wood Grain Finished Aluminum Plank Systems. Fencing, gates and privacy dividers are also available. Railings are available in 12 standard colors and over 180 custom colors. All Durarail railings are installed by waterproofing professionals, who will ensure the railing installation does not compromise the waterproof integrity of a membrane deck surface. Visit duradek.com or call (800) 338-3368 for more information.

Circle 219 on inquiry card



**ENVISION BUILDING PRODUCTS' Tam-**Rail system provides code-approved strength with no metal inserts with its patented triple-layer construction. The system comes with a convenient kit packaging for simple installation and variety of available post caps. Tam-Rail composite railing comes in white and a variety of post cap colors, including solar options. Visit envisiondecking.com or call 800-253-1401 for more information.

Circle 220 on inquiry card



**EXCELL RAILING SYSTEMS** offers a huge selection of durable aluminum railing and privacy options. Traditional Picket or Glass railings combined with Wood Grain Finished aluminum planks creates an ideal combination that furnishes both view and privacy needs. The company also recently introduced three new textured paint finishes to bring its standard color options up to 12, with custom colors available. In-house fabrication and powder coating (non-VOC) ensure the highest level of quality control. Visit excellrailing.com or call (866) 999-7245 for more information.

Circle 221 on inquiry card



FEENEY's DesignRail Wood Grain Top Rail offers the organic look of wood without the maintenance requirements. Well suited for both interior and exterior applications, the ultra-durable, powder-coat finishes adhere to AAMA 2604 coating specifications for impact, weather resistance and color retention. The Wood Grain Top Rail can be mixed with any DesignRail frame color, including standard and custom colors, and matched to the wood used on a deck to create a seamless look. Available in 10 and 20 foot lengths. Visit feeneyinc.com or call (800) 888-2418 for more information.

Circle 222 on inquiry card



FIBERON's HavenView CitySide PVC Composite Railing has a minimalist design that maximizes the view beyond the deck or porch, while the durable, long-lasting black PVC composite aluminum construction minimizes maintenance time and expense. Engineered with a pre-punched bottom rail for ease of install, the lightweight railing solution delivers on reliability, beauty and performance. Visit fiberondecking.com or call (704) 463-7120 for more information.

Circle 223 on inquiry card



Al13 Home residential aluminum railing from **FORTRESS BUILDING PRODUCTS is a** railing system with custom infills that is easy to install and virtually maintenance-free. Fortress further enhances the lightweight metal with FortressLock coating technology, engineered to weather the elements and provide years of maintenance-free enjoyment. Available in standard aluminum pickets, vertical cable or Pure View Glass inset, all infills offer a polished feel that don't detract from views while matching a customer's desired aesthetic. Visit fortressbp.com or call (866) 323-4766 for more information.

Circle 224 on inquiry card



KLEERWRAP cellular PVC porch and column wraps from Boral Building Products encase existing treated posts to create a finished look without the long-term maintenance hassles of wood. Available in sizes of 2-inch intervals, it can be painted if desired. The post wraps come with three sides pre-assembled for simple installation with just one person. Customize the look with available accessories including Base Cap Moulding, Crown Moulding, Bed Moulding and Outer Wrap. Visit kleerlumber.com or call (800) 521-8486 for more information.

Circle 225 on inquiry card



CableFX cable railing system by RAILFX is comprised of 316 stainless steel cables with aluminum railing and posts. All posts are pre-drilled for cable and conceal the fittings and hardware. GlassFX is a tempered glass offering an unobstructed view and an excellent windbreak. PicketFX is an all-aluminum construction system consisting of pickets for a classical and economic solution. All RailFX Systems are made in the U.S. and carry a 10-year warranty. Visit railfx.net or call (206) 453-1123 for more information.

Circle 226 on inquiry card



The FlexFX Program by RAILFX is available in two cable thicknesses: 1/4 and 3/16 inches in 100- and 500-foot lengths. It easy to incorporate these fittings into any residential railing application, both interior and exterior projects. Sleek and smooth with no sharp edges, the fittings are easy to tighten with no loose or sagging cables. Made in the U.S. with pride and carry a 10-year warranty. Visit railfx.net or call (206) 453-1123 for more information.

Circle 227 on inquiry card



TIMBERTECH offers a complete line of high-strength, durable, low-maintenance engineered composite railing systems. The composite systems are made in the U.S with high-recycled content and a variety of designs, colors and in-fill options. The aluminum railing systems are designed for quick and easy installation with AAMA2604 powder-coatings. All systems are designed and tested to meet or exceed code standards and come with a full range of lighting and other accessories. Visit timbertech.com or call (877) 275-2935 for more information.

Circle 228 on inquiry card



Offering three railing lines, TREX matches any vision with a variety of colors, finishes and deck rail options ranging from traditional to modern. Trex Transcend railing is made with high-performance composite materials, Trex Signature and Trex ADA-compliant Handrails are built from aluminum, and Trex Select is manufactured with PVC composite. Visit trex.com or call (800) 289-8739 for more information.

Circle 229 on inquiry card



VIEWRAIL's glass railing systems are all designed to hide every possible piece of hardware and every possible fastener. Yet the solid glass panels provide safety and make a very effective windbreak. Frameless side-mount, base rail and standoff pin glass systems utilize ½ in. tempered and % in. laminated glass, while framed systems (with posts) accepts % in. and ½ in. tempered or % in. laminated glass. Visit viewrail.com or call (574) 360-3114 for more information.

Circle 230 on inquiry card



WOLF HOME PRODUCTS offers low maintenance vinyl railing in Traditional and Deck Board styles and eight colors. Baluster options include square, colonial and black round aluminum as well as glass and other options. Seven non-lighted post cap options and three warm-toned LED lighted post caps are available. Visit wolfhomeproducts.com or call (800) 388-9653 for more information.

Circle 231 on inquiry card

### STONE & MANUFACTURED STONE



The **CERTAINTEED** STONEfaçade Architectural Stone Cladding System provides an alternative to traditional masonry work. Delivering the look of natural ledgestone in four color options-Adirondack Snowfall, Pocono Autumn, Harbor Sunset and Appalachian Twilight-the panelized system fits today's exterior mix-and-match trend and features a fully integrated rain screen that provides support as well as ample drainage. A line of matching accessories adds the finishing touch. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 232 on inquiry card



Arctic Hewn Stone from CULTURED STONE's fair color palette contemporizes an European aesthetic with a modern twist. Furthering its versatility, Hewn Stone's wide patterns and five unique sizes offer ultimate customization in design, in addition to the more than 21 textures available. Each piece meets ICC Evaluation Service's AC-51 criteria. Visit culturedstone.com or call (800) 255-1727 for more information.

Circle 233 on inquiry card



Loire Valley RoughCut from **ELDORADO** STONE presents a gradient of ivories and muted creams with touches of sand and rust. The hand-formed shapes of RoughCut incorporate embedded, fossilized artifacts on a roughly cleaved, pronounced face to mimic limestone. Offering more than 150 color palettes, 20 national profiles and 30-plus regional profiles, Eldorado Stone casts every piece of its stone and brick veneer from a special mold of natural stone. Visit eldoradostone.com or call (800) 925-1491 for more information.

Circle 234 on inquiry card



TANDO's new Nordic Mist, a cool subtle gray with warm accents, and Glacier Bay, an array of frosty gray hues complement today's on-trend, dark-colored composite stone shake and siding options. TandoStone features realistic design, easy installation, moisture resistance and expansive color options. Visit tandobp.com or call (844) 698-2636 for more information.

Circle 235 on inquiry card



**VERSETTA STONE** stone siding panels provide the texture of authentic stone masonry without the added skill and time required for installation. The mortarless panels install easily with nails or screws with no scratch coat or metal lath needed. They feature an integrated moisture management system, and they do not require additional footings for support. Northern Ash, the newest color, meets today's demand for dark colors and accent options for the exterior. Visit versettastone.com or call (800) 521-8486 for more information.

Circle 236 on inquiry card

# **UNDER-DECK SYSTEMS**



The UnderShield Water Diversion System from **CERTAINTEED** turns unsightly deck undersides into dry, aesthetically pleasing areas for entertaining or storage. Featuring easy-to-install vinyl panel shields that can run parallel or perpendicular to the home, the system includes stainless steel hardware to provide further security and performance. Two styles of the low-maintenance panels, chamfer or beaded, come in Colonial White and Savannah Wicker color choices. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 237 on inquiry card



DeckWrap PowerBond from MFM **BUILDING PRODUCTS CORP.** is a self-adhering, waterproofing membrane designed for use on ledger boards, joist tops and ends, and posts to prevent premature rot from water damage. The product is available in three roll sizes. Its PowerBond adhesive system aggressively adheres to treated wood products even at temperatures as low as 25°F. It can be left exposed for 30 days and comes with a five-year warranty. Visit mfmbp.com or call (740) 622-2645 for more information.

Circle 238 on inquiry card



Inside Out Underdeck Ceiling by QUALITY EDGE is a specially designed and pre-engineered ceiling system that transforms the unsightliness of the underside of your deck into a desirable outdoor living space. Made from a durable titanium-aluminum alloy, its installation uses a uniquely designed clip system that mounts under the deck boards to provide a ceiling that moves water away from the house. Lifetime warranty on material, fade and leak if installed by a certified dealer. Visit qualityedge.com or call (888) 784-0878 for more information.

Circle 239 on inquiry card



The TREX RainEscape Drainage System keeps rain, spills and snow melt from dripping through elevated deck boards, to create a dry area below. Featuring a network of troughs and gutters, the under-deck system can be installed on a new or existing deck by removing the flooring. Once installed, utilities can be added then covered with soffit or ceiling of choice. Visit trex.com or call (800) 289-8739 for more information.

Circle 240 on inquiry card

# **VISUALIZERS**



The Virtual Remodeler online visualization tool from **BORAL BUILDING PRODUCTS** allows remodelers and customers to see how their home will look with different profiles, textures and colors from the

company's portfolio of exterior brand. Images update in real time to reveal how the exterior will appear with each product and color selection. Once a finished look is chosen, Virtual Remodeler will generate a product list for easy ordering. Visit boralbuildingproducts.com or call (800) 521-8486 for more information.

Circle 241 on inquiry card



**CERTAINTEED** offers multiple design tools to inspire and aid with visualizing a transformed exterior space, including its EverView EverNew Railing Visualizer and Fence-It tools. The EverView EverNew Railing Visualizer is a mix-and-match railing and deck tool that allows a user to select different combinations of deck color, railing,

baluster and post caps. Fence-It helps visualize an outdoor space by selecting different fence categories, styles and colors. Visit certainteed.com or call (800) 233-8990 for more information.

Circle 242 on inquiry card



The **DECKORATORS** Deck Visualizer tablet application for iOS and Android offers a robust tool for deck design and project consultations on the go. Available as a free download from iTunes and Google Play, the intuitive app works seamlessly with the

web-based program available at Deckorators.com/DeckVisualizer. The Deck Visualizer app includes everything remodelers need to create a personalized outdoor space. Visit deckorators.com or call (800) 332-5724 for more information.

Circle 243 on inquiry card



FEENEY's online VisualBuilder enables users to create their own deck from scratch or use one of seven pre-built templates as a starting point. Decks can be viewed in either 2D or 3D representations, and intuitive click-and-drag sizing tools and "smart" icons make it easy to

change dimensions, add stairs and additional tiers, and modify the shape of the deck. Visit feeneyinc.com or call (800) 888-2418 for more information.

Circle 244 on inquiry card



MITEK Deck Designer is a free online software that anyone can use to design their dream deck. The program allows homeowners to easily create 3D designs and visualization for decking projects. Users can even upload images of the home to get a virtual replica of what that project would look like on the home once finished. Once the design is complete, a comprehensive list of materials is provided along with cut lists and permit submittals. Visit mitek-us.com or call (314) 851-7319 for more information.

Circle 245 on inquiry card



The Zuri Visualizer is an online tool from **ROYAL BUILDING PRODUCTS that** allows remodelers to visualize the various different colors and styles for Zuri Premium Decking using preloaded examples. Choose among colors and styles, deck boards, the surrounding feature boards, railing and railing fills. Visit royalbuildingproducts.com or call (800) 366-8472 for more information.

Circle 246 on inquiry card



TANDO's interactive design tools include the My Tando Home Creator and the Tando Design Atlas. High-definition samples offer an up-close and personal look at a wide selection of product textures and colors. Tando's exterior building products leverage innovation and manufacturing technology to solve market challenges such as labor shortages, long lead times and moisture concerns all while meeting consumer demand for mixed material exteriors and low maintenance. Visit www.tandobp.com or www.beachhouseshake.com or call (844) 698-2636 for more information.

Circle 247 on inquiry card



**TREX** aims to help improve communication and collaboration as well as offer inspiration with its online tools and resources. Online tools include: Deck Design Plan templates, a Deck and Railings Duo feature and a Deck Cost Calculator. Additionally, a library of user-friendly resources addresses common questions and showcases the company's offerings. Visit trex.com or call (800) 289-8739 for more information.

Circle 248 on inquiry card

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# **Bringing the Farmhouse Home**

Homeowner siding tastes vary by region, but many seek profiles that recreate traditional styling. Manufacturers are launching new designs and darker colors to meet this demand.

by Chuck Ross

phrase "modern farmhouse" is front of mind for siding manufacturers these days. HGTV stars Chip and Joanna Gaines have made this clean-lined interpretation of vernacular rural architecture the go-to choice for many homeowners. Of course, since remodeling customers are working with existing homes, how that look plays out can vary with every project.

"That classic look but with more crisp, angular lines," says Ben Drury, brand manager for Boral Building Products, which manufacturers Foundry and Grayne composite shingle-style siding along with TruExterior siding, trim and beadboard products fabricated from a proprietary mix of fly-ash and polymers. "It's keeping those traditional lines, but with a little bit of a modern flair."

Transitional approaches also are becoming more popular, according to Steve Booz, marketing vice president with Royal Building Products, which makes Celect composite siding along with Royal and Exterior Portfolio brands of vinyl siding and Royal Aluminum, its aluminum brand. "People taking an original-style colonial and turning it into something else," he says, describing one way a transitional design could play out. "It's got elements of both, but the intent is to get it as close as you can" to a new, possibly more contemporary look.

What's often key to both modern farmhouse and transitional styles is a mix of materials and textures across the home's exterior. "We're continuing to see this whole notion of mixed materials continuing to grow," says Ralph Bruno, president and CEO of Derby Building Products, maker of TandoShake and Beach House Shake polymer offerings. "Masonry, then some shakes and then some board-and-batten—we continue to look at that becoming a mainstream design trend."

Of course, not all homeowners are looking for a complete makeover, notes Marc Setty, James Hardie's marketing director. "Some homeowners are just looking to refresh the look of their home—so if they had lap siding, they're going with lap siding again," he says. "There's another sgement of the market that wants to re-imagine their dream home. In that case we're seeing more mixed-material use and a lean-in to more modern designs, especially on the West Coast."

Robert Clark, siding and shake product manager with CertainTeed, says a mixed-material approach can help update a home's exterior, even when it's only added as a highlight. "If a home doesn't need a full siding replacement, shake or shingle-style accents or board-and-batten vertical panels on dormers and gables can provide that wow factor," he says. "This includes using accessories such as soffit vertically as an accent. Accent colors are also often used within gables or on additions, making unique architectural features stand out from the primary wall color."



TANDO Beach House Shake is fabricated from a polypropylene material and designed to be almost indistinguishable from traditional cedar shake. The siding can be installed by a single worker and is available in shades of fresh cedar, weathered grays and a redwood-stained look (shown here). Circle 5 on inquiry card



### **Color Their World**

When it comes to color, manufacturers see a dark future—and they're OK with that. They say the move toward darker colors seen over the last several years has moved past "trend" status, with a number of companies expanding their color offerings to meet this growing interest. "We're definitely seeing dark colors and mixed

colors, but the dark color trend has continued," says Mark Lipsius, business development manager with Chelsea Building Products, maker of Everlast composite siding. His

company launched three new darker hues-Storm

Gray, Blue Spruce and Saddle Woodearlier in the year.

Booz agrees, while adding that location also plays a role in color preferences. "There are definite regional variations in color trends, but across the country there is a continuation of dark color palettes-and not just

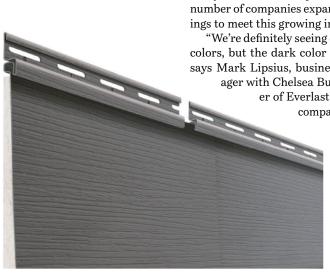
dark siding, but also dark trim," he says. "We've seen a surge even in navy, which doesn't seem to be tied to any region."

Drury is very specific about the regional preferences that Booz mentions. For example, he sees homeowners in the Southeast often opting for darker shades of burgundy and beige as accents, while black trim and white siding top the list in the Southwest. On the West Coast, he sees tans and beiges, along with olive-colored siding, and greens and yellows remain the most popular in the Pacific Northwest. In some cases, he adds, there are differences in color choice based on whether a project is a renovation or a new build.

"In the Northeast, black is now trending with windows," he says. "A lot of it, though, will be new construction—a lot of the remodelers aren't changing to black."

Similarly, Bruno sees regional preferences in the buyers of Tando's Beach House Shake, which is offered in four cedar-replacement colors: the reddish Pacifica, tan Sandcastle, light gray Atlantica and dark gray Hatteras. "With our Pacifica color, we see that more in mountain and valley cottages off the coast," he says. "The northern coast goes with the Atlantica, and the southern coast goes more for the darker gray."

Clark says remodeling customers also are interested in contrasting approaches. "Homeowners



CERTAINTEED CERTAplank siding features an extra-thick panel and a reinforced foam backer to provide added rigidity. The single-course panels have a 7-inch exposure and are available in 18 low-gloss designer colors. Circle 7 on inquiry card

are looking for bold colors that stand out," he says. "Mixtures of dark and light colors, such as dark blue or red with white trim, are very popular these days. I have spoken with a lot of remodeler salespeople who tell me they show this to all homeowners for in-home selling. Other popular colors are natural hues, like forest greens, and neutral tones, like gray."

Of course, this interest in darker and more vibrant colors can pose a challenge for manufacturers because these hues are more susceptible to fading over time. As a result, many are developing proprietary formulations to address this issue. PlyGem now offers what it calls SolarDefense Reflective Technology for two of the product lines under its Mastic vinyl siding label.

"Instead of absorbing the sun's heat, the newest, darkest colors are engineered to resist fading and heat distortion," says David Johnston, director of product marketing for the company's siding group. "A tough UV-stable polymer stands up to damaging rays, and new cooling compounds scatter more light to reflect more heat away from the siding."

## **Revealing Choices**

Reveals and profiles are becoming more important to homeowners alongside bolder colors. This can play out as a combination of materials—lap siding with shake-style accents, perhaps—and fits into that contemporary farmhouse look that's become so popular lately.

"Board-and-batten is becoming a lot more popular and, additionally, vertically applied siding," says Drury, who breaks down the looks that homeowners are seeking by region. "In the Southeast, we're seeing a lot more of the largesize, nickel-gap siding. In the Northwest, lap siding is still dominant. In the Northeast, they're accenting their gables with board-and-batten and shiplap. In the Southwest, we're seeing a lot of stone, some vinyl mixed, with hardboard siding and then stucco."

Kevin Mickle, a product manager with ProVia, which manufactures several varieties of vinyl siding, says many of today's homeowners are simplifying their exteriors. "For a while, it seemed like everyone was trying to put every available siding on the nose. Now they're using a primary cladding



MASTIC SolarDefense finishes are available for the manufacturer's Carvedwood 44 and Ovation lines of vinyl siding. The SolarDefense reflective technology is designed to allow for dark, rich colors that won't fade over time. Circle 8 on inquiry card



JAMES HARDIE Artisan V-Groove fiber cement siding can help create the clean-lined—and yet still traditional—modern farmhouse look. The Artisan line also includes lap, shiplap, square channel, bevel channel and beaded designs.

Circle 9 on inquiry card

with accents," he says, noting that he too sees varying taste in reveal size across the country. "In the South and Southeast, 4-inch seems to be predominant. In New England, they like the 3-inch, but also often see a 5-inch. In the Midwest, it's 4- to 5-inch Dutch lap and clapboard."

Vertical installations, along with a combination of traditional lap siding with board-and-batten are high on the list of trends James Hardie's Setty sees, along with a demand for a more contemporary

# THE MOVE TOWARD **DARKER COLORS HAS MOVED PAST** "TREND" STATUS.

no-lap, flat-wall look. And, where budgets prevent owners from cladding an entire home in that manner, they might reserve this higher-end approach as an accent for gables or bump-outs.

# **New Offerings**

Siding manufacturers are meeting these evolving color and pattern preferences with a range of recently introduced offerings and line extensions. CertainTeed, for example, launched CERTAplank Reinforced Siding at this year's International Builders Show. The plank-style vinyl product features a 7-inch reveal and incorporates a foam backing. According to Clark, it can be paired with any standard 3/4-inch siding accessories for trim. He adds the company expects to introduce a new shake and shingle product later in 2020.

Royal Building Products has boosted its color offerings with the addition of a deep blue, called Indigo, to its Exterior Portfolio series of vinyl siding. It's also added the uniquely customizable Canvas line to its Celect series of cellular composite siding. "It's a very paintable product," Booz explains, "and it makes it easy to create any look homeowners want."

James Hardie's Aspyre Collection includes the Artisan Siding line of fiber cement offerings. Setty says these products, which are offered in a range of profiles and reveals—including lap, shiplap, V-groove and square-channel—are a good match for those seeking a flat wall or modern farmhouse look. "This is a product that looks like traditional cedar," he says, noting it also enables some onsite customization. "You can miter the corners."

ProVia has added polypropylene shake and scallop shapes to its lineup with the Timberbay series. The products are designed with cedar-like details



The 2-inch batten incorporated into EVERLAST SIDING's Board & Batten offering is integral to the panel, so no attachment or caulking is required. It has a 9-inch reveal and is available in 14 colors. It's shown here in Blue Spruce. Circle 10 on inquiry card

and can be ordered in 30 solid colors and six blended colors. "It really allows the homeowner to create the exact palette they want to see," Mickle says.

Last fall, Chelsea Building Products introduced the Board & Batten profile to its Everlast line. According to Lipsius, "our Board & Batten has a reveal and a batten strip built into one profile." This means no need to attach a separate batten strip and no extra caulking.

### **Contractor Programs**

Recognizing remodelers as a primary market channel, siding makers offer these pros a range of incentives, including various rebate and credit programs, along with installation training assistance. CertainTeed, for example, has its 5-Star Contractor Program, which incorporates a broad training effort that can lead to cash bonuses and rebates for related company purchases. PlyGem also offers a training and certification plan, along with marketing assistance—including referrals, extended warranties, discounts and rebates—as loyalty benefits.

James Hardie has two signature efforts directed toward contractors, according to Setty. "The Contractor Alliance Program is designed for the business owner who's selling every single day to consumers. It's about helping these contractors with training, tools and marketing support to boost sales and profitability for their business," he says. Benefits include jobsite training for crews and working with owners to help boost sales. Approximately 12,000 contractors have signed up in the last five years, he adds. The company's SIDE Master program is intended for installers, specifically those companies that do siding installation. It too incorporates proprietary training with a focus on jobsite safety, crew efficiency and business growth.

ProVia also offers marketing and business development assistance, according to Mickle. "We can help remodelers with their business plans, and we'll provide them with anything from scripts to billboards, and we'll even help them with timelines and budgets," he says. "We also have an in-house design team."

Chelsea Building Products has boosted its existing training with

the launch of its Board & Batten line, Lipsius says, and it also offers financial incentives, especially for first-time users. This can include providing some material free with a minimum purchase.

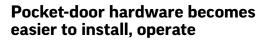
Royal Building Products joined the Contractor Rewards program last year, according to Booz. "It's not just a Royal program—it's a coalition program," he says. Through purchases from participating building products companies, contractors can earn points that can be redeemed for merchandise, events and vacations. The company also recently launched a training road show, Booz says, "with trailers going across the country to teach contractors tips and tricks."

Boral also sends its Foundry and Grayne experts out into the field, according to Drury, with teams based around the country with trucks and trailers. "They talk directly with contractors about how to install the products—they're not salesmen," he says, adding that the company has modified products based on feedback received from these jobsite visits. "Our contractors are very open with them." QR

LP BUILDING SOLUTIONS ships its SmartSide Smooth Finish Vertical Siding in 16-foot lengths to eliminate horizontal joints. Fabricated from a treated engineered-wood strand substrate, it can be used to create a board-and-batten look—and it's preprimed for better paint adhesion. Circle 11 on inquiry card

# What's New





**KOVA** releases a re-engineered pocket-door hardware option that easily retrofits on a traditional pocket-door handle cutout. Available as part of the KOVA SELECT line, the lock is one element of an optimized pocket-door hardware assembly system that includes a more robust frame kit and a high-quality soft-close track. The hardware is available as a non-locking passage handle or as a privacy handle for integration into spaces requiring a locking option. The latch slides vertically, so locking the system requires no tight grasping, pinching or twisting of the wrist.

Circle 13 on inquiry card







# Smart Wi-Fi deadbolt connects to home from virtually anywhere

The **SCHLAGE** Encode works with Amazon Key to enable secure remote access from virtually anywhere, without the requirement of an additional hub for control. The multifunction Encode contains features that revolutionize smart-home automation by providing homeowners with more secure, convenient and reliable capabilities. Everything that is needed is within the lock, and it's available in a variety of styles and finishes. The Encode also pairs perfectly with Schlage interior door hardware to create a cohesive look throughout the home.

Circle 14 on inquiry card

# Waterproof panel system protects walls from moisture

FIBO SYSTEMS unveils its 100 percent waterproof wall panel system for kitchens and bathrooms. The Fibo waterproof wall paneling system provides an eco-friendly, durable and cost-effective alternative to wall systems that guard against water, mildew and other moisture-related problems. The product has an Aqualock click system that simplifies the installation process and minimizes joint lines for a seamless look. The wall panel system does not require a water vapor barrier or waterproof membrane behind the panels, helping save on both labor and material costs.

Circle 15 on inquiry card





# Composite panels replicate appearance of stacked stone

**ROYAL BUILDING PRODUCTS** presents Atlas Stone Composite Stone Panels by Royal, which capture the look of real stone but weigh far less and install as easy as conventional siding. Designed with a contemporary stacked profile, Atlas Stone comes in five on-trend shades that can complement popular home styles, exterior color palettes and materials. The panels are created with SandGrit technology to render a fine grit texture that replicates the appearance of real stone. They install in a day, in any weather, with no special tools needed by the contractor. Circle 16 on inquiry card



# Stop tool allows siding material to be cut two times faster

Boral's **TAPCO TOOLS** adds to its lineup with the S2X gauge, a material stop accessory that allows for cuts and repeat bends two times faster than traditional methods. Securing onto the back of Tapco Tools siding brakes, the S2X gauge comprises two orange anodized aluminum material stops on two long bar/pivot assemblies. The user slides the stops along the bars to the desired measurement and secures in place with thumb screws. When material is inserted into the brake, the accessory stops the material at the precise spot.

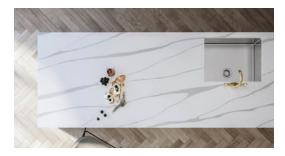
Circle 17 on inquiry card



# loist reinforcer installs around utilities already in place

The **METWOOD** 2810HR is a joist reinforcer that allows up to a 6-inch hole to be placed through a 2x10 floor joist. Its main purpose is to allow plumbing, HVAC, and other utilities to be placed through the floor joists. To avoid the need to reroute the utilities and add additional time to the project, the 2810HR Reinforcer can be utilized to meet the new code requirements. The product is a two-piece unit and can be installed around utilities already in place. Metwood has obtained a Code Compliance Research Report for use across the country without additional engineering support.

Circle 20 on inquiry card





# Innovative surface engineered for indoor, outdoor use

GEOLUXE debuts Calacatta GLUXE, its first surface with cross-vein effect formulated for both indoor and outdoor use. With properties that make it stain-, heat- and UV-resistant, Calacatta GLUXE can maintain its whiteness and finish in outdoor settings. The pyrolithic stone surface comes from a complex, 100 percent mineral-based material without the resins that limit surface performance in other manmade stone products. The stone is defined by bold, free flowing gray veins set against a pure white backdrop inspired by distinctive Italian Calacatta marble.

Circle 18 on inquiry card

# Lighting control adjusts individual devices, room scenes

**LEVITON** announces a new professionally installed smart lighting control, the Decora Smart Wi-Fi 4-Button Controller. The multi-button wall station allows users to adjust their light fixtures and overhead ceiling fans connected to Decora Smart Wi-Fi devices in a single room or throughout the whole home with the push of a button. The four individual buttons can be easily programmed for each specific user's needs via the My Leviton app and are compatible with Leviton's Decora Smart line of dimmers. switches and plug-in outlets for easy integration and control.

Circle 19 on inquiry card





# Extra-large quartz slabs answer current design needs

**DALTILE** launches its new ONE Quartz Surfaces American Reserve collections. the Historic Series and the National Marble Series. Made in the U.S., the two collections are the largest quartz slab products in the world. The Historic Series features four marble designs, each one inspired by one of America's famous landmarks: Niagara, Arches (St. Louis), Rocky Mountain and Golden Gate. The National Marble Series offers four different white marble looks: Freedom Calacatta, Liberty Calacatta, Rushmore and Washington.

Circle 21 on inquiry card

# **Kitchen**

# Faucets incorporate touch technology, forceful spray

GROHE releases the Ladylux L2 Kitchen Faucet Collection, a minimalist design combined with advanced features to deliver efficiency and convenience. Magnetic docking provides easy, secure retraction while touch technology starts and stops the flow of water hands-free. Triple- and dual-spray toggle controls allow users to switch easily from regular to shower spray functions, and the triple-spray function incorporates a new forceful Blade spray that uses 50 percent less water. The Comfort Height neck minimizes splashing, and a SpeedClean nozzle prevents limescale buildup.

Circle 22 on inquiry card





# Refrigerator culminates 60 years of innovation

LIEBHERR designs Monolith with an impressive size, clean lines, innovative interior features and whisper-quiet operation to integrate seamlessly into any kitchen motif. An impressive 84 inches from top to bottom, the refrigerator takes food preservation to a new level with superior energy efficiency and food-saving advancements such as BioFresh-Plus, PowerCooling and Liebherr's SmartDeviceBox. Monolith also comes with the exclusive InfinitySwipe electronic touch-control panel and smartphone app, and its infinite finishes and size configurations can match any décor.

Circle 23 on inquiry card

# Sink increases interior basin size with thin walls

**BOCCHI USA** introduces Forte, a fireclay apron-front sink that provides oversized functionality in a slim design that saves counterspace. Blending organic materials with aluminum, the Forte sink maintains the warmth and elegance of fireclay while adding the strength of metal. This increased strength permits walls that are nearly half the thickness of traditional fireclay sinks and brings an updated look to the classic farmhouse sink. Forte allows for roughly 15 to 20 percent more cubic volume than the average apron-front sink.







# **Cooktop uses induction** to maintain temperatures

**ELECTROLUX** delivers faster and more precise cooking than electric and gas ranges with its 36-inch Induction Cooktop. The cooktop includes a Precise Temperature Control with advanced sensing technology that continuously monitors pan temperature and automatically adjusts heat to ensure the pan maintains the exact set temperature. Users can boil, sear, or sauté on the front burner and, when finished, the Power Slide allows them to simply slide the pan to the back burner while the cooktop will automatically adjust to keep food warm and ready to serve.

Circle 25 on inquiry card





# Cabinet furniture blends soft texture with metallic look

LINEADECOR unveils the Otto kitchen model, which has a bold style with metallic-looking surface and robust design. Its brushed surface, designed with a distinctive and unique approach, creates a timeless and modern look. Inspired by the neutral color transitions of oxidized metals, minerals and elements, Otto provides an affective user experience and helps people interact with the latest technology. With the perfect blend of soft fabric texture and hard metallic look, the new kitchen model captures a flawless harmony.

Circle 26 on inquiry card

# **Tools**



Saw blades feature ultra-tough teeth for extra-long life

SPYDER PRODUCTS expands its range of circular saw blades with the release of four new options. The line of circular saws now spans from 6-1/2-inch to 12-inch sizes for use in miter, table and portable circular saws. Each blade features ultra-tough NiCo (Nickel Cobalt) teeth for longer-lasting cutting efficiency, alternating tooth bevel design (ATB) to create clean rip and crosscuts, and an interfused

anti-friction coating. The NiCo teeth are triple sharpened and, when combined with the ATB design, deliver a much smoother cut for a range of applications.

Circle 27 on inquiry card

# Two-in-one tool takes advantage of more power, efficiency

**BOSCH TOOLS** updates the Bosch Freak, a half-driver, half-impact wrench that offers even more power as the Bosch GDX18V-1800C by delivering 1,800 inchpounds of max torque. A 1/4-inch quick-change hex shank holder with Power Groove to secure bits combines with a ½-inch square drive impact wrench for sockets. The updated Freak also features Bluetooth connectivity, which connects the tool to the free Bosch Toolbox App on a connected device to customize settings and provide detailed feedback.









# Circular saw gives cold-cutting solution for thicker metals

MILWAUKEE TOOL harnesses the power. performance and run-time of M18 FUEL technology to develop the industry's first cordless 8" Metal Cutting Circular Saw. Generating 15-amp corded power on a cordless platform, the new tool is thoughtfully designed to perform in the toughest applications-such as 1-inch plate steel, angle iron, corrugated decking and 2-inch black pipe-without slowing users down. M18 RedLithium Battery technology eliminates the hassle of cords and delivers the power to cut up to 120 feet in corrugated decking per charge.

Circle 30 on inquiry card



# Technology can identify battery, adjust power output

**DEWALT** announces Power Detect Technology on four new 20V MAX XR Brushless Tools: a 7-1/4-Inch Circular Saw, Reciprocating Saw, 5-Inch Angle Grinder and a Hammer Drill. Newly developed electronics in tools with Power Detect Technology can identify the battery the tool is paired with, and it can adjust power output accordingly. The new tools also have upgraded motors and components compared with their predecessors and durable housings. They are also paired (in kitted units only) with the newly available 20V MAX 8.0Ah battery.

Circle 28 on inquiry card



# New bits, accessories help eliminate common pain points on jobsite

MAKITA releases Impact XPS, a new line of bits and fastening accessories engineered to last up to 90 times longer than standard bits. Three unique features-exact fitment, pulse torsion rings and zone and a unique steel blend-help eliminate the common pain points of bits. Impact XPS bits are made to withstand the hardest-hitting impact drivers, drills and screwdrivers. The line offers 117 SKUs including insert bits, power bits, insert bit holders, magnetic nutsetters, sockets and socket adapters.

Circle 31 on inquiry card



# CALL FOR ENTRIES

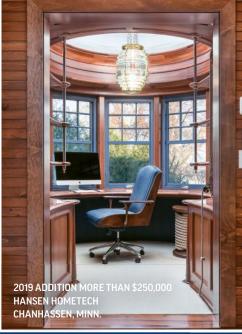
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# **Upcoming Events**

### **APRIL 15**

"Prevail: Referrals + Rehash" Prevail – A COVID-19 Webinar Series www.leadsummitseries.com

# **APRIL 22**

"Markup What-If: Clarity Regarding Remodeling Markups" Qualified Remodeler webinar www.QualifiedRemodeler.com/ **McCaddenSeries** 

### **APRIL 22**

"Prevail: Internal Reviews and Processes" Prevail – A COVID-19 Webinar Series www.leadsummitseries.com

# **JUNE 2-4**

**Home Improvement Profitability** Summit 2020, Chicago Dave Yoho Associates

www.hipsummit.com

# **JUNE 10-11**

PCBC, San Francisco California Building Industry Association www pcbc.com

### **AUGUST 26-29**

JLC LIVE, Providence, **Rhode Island** Informa Markets ne.jlclive.com.

# **OCTOBER 13-15**

Remodeling Show, Baltimore Informa Markets remodelingdeck.com.

# **NOVEMBER 2-4**

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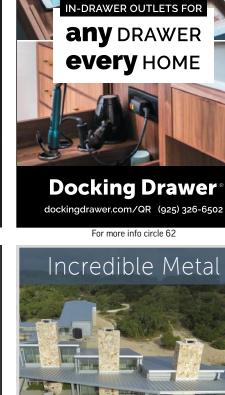
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Cabinet Refacing





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# Remodelers' Choice



The following product received the most reader inquiries from the February issue of Qualified Remodeler:

# DAP

DAP Tank Bond Heavy Duty Advanced Epoxy delivers military-grade adhesive technology and offers superior bond strength and impact resistance that eclipses typical epoxies.

An aggressive adhesive, Tank Bond is formulated to be four times tougher than typical epoxies. As a result, it can be the ideal solution for repairing items that undergo heavy force or vibrations, such as lawn mowers, bikes, exercise equipment and power tools. It can even be used on minor automotive repairs such as fixing cracked bumpers.

While substrates bonded with brittle epoxies often fail under these conditions, Tank Bond retains its hold even when substrates are bent or warped by force. Beyond its strength, the product offers an easy-to-use application that requires zero surface preparation.

In addition, Tank Bond cures in as fast as 30 minutes on most substrates, enabling users to tackle tough repairs quickly and then move onto the next one. To use, simply mix the Tank Bond Resin and Accelerator components together and then apply to the substrate. Tank Bond works on metal, plastic, tile, ceramic, glass, stone and wood-and is particularly suited for metal bonding.

Both the Tank Bond Resin and Accelerator are packaged together in convenient squeeze tubes for easy application. DAP Tank Bond Heavy Duty Advanced Epoxy is available on Amazon and at select hardware retailers nationwide.

For more information, visit www.tankbond.dap.com or circle 32 on inquiry card.

The following product received the most pageviews on QualifiedRemodeler.com in the month of February:

# MITSUBISHI ELECTRIC

Mitsubishi Electric Trane HVAC US (METUS) announces the expansion of the SUZ universal outdoor unit to include Hyper-Heating INVERTER (H2i) technology. The single-zone outdoor unit is part of the M-Series product line from METUS, which includes indoor units, outdoor units and controls for residential and light commercial applications.

Available in 9,000, 12,000, 15,000 and 18,000 BTU/H capacities, the SUZ with H2i technology delivers indoor comfort in extreme cold weather conditions, maintaining performance at outdoor temperatures as low as -13 degrees Fahrenheit. At 5 degrees Fahrenheit outdoors, the system is designed to deliver up to 100 percent of its rated heating capacity.

Ideal for residential or light commercial applications, the SUZ outdoor unit is designed with a built-in base heater and Blue Fin anti-corrosion coating over the coils. SUZ with H2i is now available for use with the following indoor units and capacities:

- SLZ-KF 2'x2' four-way ceiling cassette with 3D i-see Sensor in 9, 12, 15 and 18 KBTU/H
- EZ FIT recessed ceiling cassette (MLZ) in 9, 12 and 18 KBTU/H
- SEZ-KD low-static ducted unit in 9, 12, 15 and 18 KBTU/H
- PEAD mid-static ducted unit in 9, 12, 15 and 18 KBTU/H
- SVZ multi-position air handler unit in 12 and 18 KBTU/H

For more information, visit www.mitsubishicomfort.com or circle 33 on inquiry card.





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