



Capped Products Grow

Performance is a key ingredient, as products promote more benefits. "There's been an evolution from natural-wood composites to colored-wood composites to variegated wood composites to PVC and now to PVC-capped composites," says TimberTech's Brennan. "It's hard to provide a strict good-better-best scale, because they offer different attributes."

PVC-capped composites are growing quickly, with a number of recent introductions. Capped composites offer strong aesthetic value as well as more resistance to staining, scratching and fading.

An emphasis on warranties offers a way to sell customers up to premium products, adds TimberTech's Brennan. "Longevity is the key, because you can either pay me now or pay me later," he says. "The key is to ensure you're using trusted brands. There are so many companies, you want to be sure the company you're buying from will be around when a warranty problem arises."

ABOVE LEFT: Capped with a poly shell that features the company's HydroLock technology, Earthwood Evolutions composite decking from TimberTech combines scratch, stain and fade resistance with warm, natural hardwood style and authentic, variegated color and graining.