



PERFORMANCE CHALLENGE

Made
for Living.™

Experience Benefits Beyond the Beauty.

If you plan to spend thousands of dollars
on a great looking deck,
why not get the most from your investment?

Procell decking is specially engineered with solid-core, cellular vinyl technology that *has no wood fillers* that can compromise performance. Benefits include:

- **Grain Retention and Scratch Resistance** – Strong, dense surface helps prevent grain loss or scratching, even in high-traffic areas
- **Low Maintenance** – Easy soap and water clean up
- **Long-Lasting Color** – By Colorfast Solutions™ from Americhem, one of the industry's leading color experts
- **Stain and Mold Protection** – Surface does not allow absorption so it resists long-lasting stains and mold growth
- **Easy Installation** – No pre-drilling necessary; permits countersinking with no surface distortion, splitting or cracking
- **Minimized Expansion and Contraction** – Exclusive Fibertech™ flax additives help prevent movement during harsh climate changes
- **Insect and Termite Protection** – Procell formulation does not attract insects and termites
- **Environmentally-Friendly** – No harmful chemicals
- **Limited Lifetime Warranty** – Backed by one of the strongest in the industry
- **Lightweight** – 30-40% lighter than the average alternative decking
- **Aesthetically Pleasing** – Proprietary embossing system gives the appearance of stained wood. Color-matched screws and a unique hidden fastener system are available.

If you seek a decking system that is truly top-of-the-line, you've found it. Procell delivers all the benefits you'd expect from the best. Take the Procell Performance Challenge to find out firsthand.

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1 Stain Test

with BBQ Sauce,
Cooking Oil or Ketchup



It can happen at any time. A greasy hamburger slips off the plate, landing face down on your deck. Will your deck's surface stand up against this and other unavoidable mishaps? Take the stain test to find out.

a. Apply a quarter-size amount of BBQ sauce, cooking oil or ketchup to the Procell board.

Let it soak in while you make the same application to the competitor board.

b. Wait 15 minutes, blot the competitor board and wipe dry.

Leave the spot on the Procell board for as long as you'd like, then blot and wipe the board dry.

Summary

Many deck boards are made with wood fillers, so everything from grill splatter to leftover fall leaves can absorb into the surface. This leaves long-lasting spots and also opens the door to mold growth. Procell's vinyl formulation does not harbor mold, which is a major problem in the industry today. To combat this problem, many competitor boards are coated with a polymer for stain protection, but this coating diminishes as it is exposed to the elements. Procell materials are engineered without wood fillers so that the surface resists stains and mold from the inside out.

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2. Scratch Test with a Key

One simple scratch can cost a fortune. Many deck refinishers charge up to \$2,000 to refinish alternative decking, stripping the surface of grain. Can your deck resist the impact of moving furniture, scuffing shoes and dog paws at play? Will the grain hold up in high-traffic areas? Use a key to test the surface.



a. Try to scratch the surface of the Procell and competitor boards with your fingernail.



b. Then, drag a key across both boards, using slight pressure.

Try again, using more pressure.



c. Notice the superior grain retention and scratch resistance of the Procell board.

Summary

This scratch test demonstrates how resilient the Procell surface is, which ensures grain retention as well.* Typically, many composite boards will lose grain in high-traffic areas. In fact, many manufacturers recommend "No Power Washing" because this may remove protective polymers. The Procell surface features a unique Celuka top-layer that is fusion-bonded with the board during the manufacturing process so it won't wash off... and you can enjoy your deck without worry.

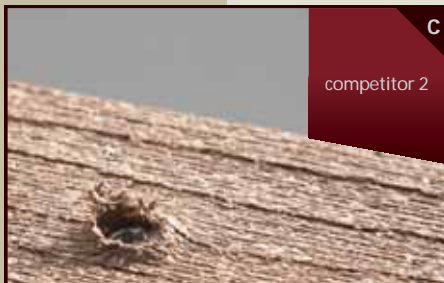
*Third party lab testing has shown Procell has superior surface durability.

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3. Workability Test

with a Screw



Workability is imperative. Why spend more time installing a deck if there is an easier alternative? This test demonstrates the workability of these materials. As you'll notice, without pre-drilling, competitor materials split or crack along the edges and mushroom, causing unattractive dimples across the deck's surface. Time will only worsen these problems. Grab a screw gun and see the difference.

- Many times, installation requires butting two boards together and screwing at the edge. Simulate this effort by driving a screw 3/8" from the edge of the competitor board without pre-drilling.
- Drive the screw into the Procell board wherever you'd like. Notice that the screw does not split or crack the Procell board, no matter how close to the edge you position it.
- Take another competitor board and screw 2" from the edge to review the effects of mushrooming without pre-drilling. This is a common result of boards that require pre-drilling.
- Screw 2" from the edge of the Procell board. Notice that the screw easily countersinks without mushrooming or unsightly surface distortion.

Summary

Installers must prepare typical decks for installation by pre-drilling and double joisting when butting two boards together. With Procell, they can install the deck quickly and easily, without spending time on these extra tasks, without mushroom distortion and split or cracked edges. When contractors spend less time installing the deck, they pass the savings along to the homeowner, resulting in less labor costs on the bill. Additionally, surface beauty is enhanced with color-matched screws and unique hidden fasteners.

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