



Facts About Tuffblock

- **Tuffblock** is an instant foundation system used in building floating decks and platforms.
- It replaces heavy concrete blocks used in the market and has been trusted for over 35 years!
- Ultra-Durable - **Tuffblock's** are made of high strength polyolefin material with an ultra high UV rating.
- **Proven** at over 11,000 lbs. / 5 tons. Each block is designed to support over 1,700 lbs.
- 28 times lighter than concrete – Each block weighs 1.5 lbs.
- Extremely Adaptable - Accepts all 2" nominal joists and 4" x 4" posts, as well as joists.
- **10 Year Manufacturer's Warranty**
- **Tuffblock's** low profile design is excellent for floating decks and platforms.
- **"Go Green"** - **TuffBlock** is made from 100% recycled high strength closed loop polyolefin.
- Made in America – **Tuffblock** recognizes the importance of local manufacturing. Currently produced in both America and Australia, **TuffBlock** has plans for global manufacturing.
- Product is designed with a ventilated underside to prevent moisture buildup and deter termites.
- **TuffBlock** is the only block product in the market that is able to be secured to the post / bearer for extra stability.
- With a slim line profile and satin black finish, **TuffBlock** blends easier into the landscape.



"No more ugly concrete blocks in your yard"



Facts About Decking

United States Market Overview :

- 3.5 Million decks are built in the United States each year.
- In 2009, the U.S. residential decking market totaled nearly Four 4 Billion dollars.
- Of the four billion dollar decking market in 2009, deck board (wood, composite, aluminum, etc..) consisted of 1.6 billion dollars.
- Of the four billion dollar decking market in 2009, railing (wood, composite, aluminum, etc..) consisted of 1.2 billion dollars.
- **In 2010 and 2011, the total market was down from 10-18%?**

Industry Innovation and Trends :

- Industry Innovation has focused on deck boards and railing systems, not sub structures or footings. **“Tuffblock has changed that trend”**
- 70% of residential decks built in the United States are rectangular in shape.
- Decks are getting larger, homeowners look at decks now as a destination for entertainment as well as everyday living.
- Women are increasingly becoming more involved in the decision making process pertaining to outdoor living and their homes.

Contractor Deck Building Trends / Concerns :

- 13% of deck-building contractors build over 40 decks per year.

“No more ugly concrete blocks in your yard”



Facts About Decking

Contractor Deck Building Trends / Concerns Cont. :

- 26% of deck-building contractors build between 20 and 40 decks per year.
- 61% of deck building contractors build between 10 and 20 decks per year. --the #1 concern to deck building contractors is the time (measured in days) that it takes to install a deck.
- The #2 concern to deck building contractors is the labor costs attributed to each deck they build.
- **30% of residential decks built in the U.S. are by homeowners / DIY'ers.**
- 29% of residential decks built in the U.S. are BIY (Buy It Yourself) / Contractor installed.
- 41% of decks built in the U.S. are both purchased and built by the deck building contractor.

***Source ; 2012 market Study ???**



“No more ugly concrete blocks in your yard”



Facts About Decking

United States Market Overview / Projections :

- US decking demand to rise 2.4% annually through 2018.
 - Expected to be at 3.5 billion lineal feet by 2018, valued at \$6.5 billion.
 - Demand will rebound from the lackluster performance during the 2008-2013 period, when a contraction in new housing construction caused a sharp drop. This caused homeowners to put off or cancel deck renovation projects.
 - Through 2018, decking demand will be spurred by rebounding residential building construction activity and continuing interest in decks to add leisure space and improve property values.

- Plastic & Wood - Plastic decking to grow fastest.
 - Among product types, plastic and wood - plastic composite materials are forecast to see the fastest gains going forward. Consumers will increasingly opt for these products because of their low maintenance requirements and long lifespans.
 - **Plastic decking demand will rise at a double-digit annual pace through 2018**, fueled by strong consumer interest in cellular PVC decking, which offers a grain and surface texture similar to natural wood.

“No more ugly concrete blocks in your yard”



Facts About Decking

United States Market Overview / Projections Cont. :

- Demand for composite lumber decking will be boosted by the rising use of capstock - coated decking, which looks like natural wood and provides enhanced protection against mold growth and premature degradation.
 - Wood decking will continue to account for the majority of demand in volume and value terms. However, wood decking demand is forecast to grow much more slowly than that for composite and plastic lumber, It's expected to rise 1.1 percent annually to 2.8 billion lineal feet in 2018.
 - Demand for wood decking will be supported by the material's low cost and the large installed base of wood decks, as some consumers will be reluctant to switch materials when renovating decks.
- Rebound in new housing to drive residential market
- The residential market was the largest end use for decking in 2013, with three-fifths of demand. Through 2018, residential decking demand is projected to advance 2.7 percent annually.
 - In the new housing segment, a rapid rebound in housing completions will drive gains.
 - Residential improvement and repair decking demand will be supported by rising home values and a more favorable lending environment that will make it easier for homeowners to obtain the home equity loans often used to finance deck installation and renovation projects

“No more ugly concrete blocks in your yard”



Facts About Decking

- Demand will also be supported by design trends that call for houses with larger decks featuring such amenities as outdoor kitchens and firepits, hot tubs, and areas for seating and gathering.
- These decks will require not only more deck boards but also such accessories as railings and stairs.

***Source - Freedonia Market Research Group 2012**



“No more ugly concrete blocks in your yard”



Additional Information

- **Tuffblock** is flexible – Willing to work with retailers to meet purchase “pack quantity’s” based off of retailer needs, turns, sales.
- **Tuffblock** offers an alternative solution
 - With Retailers – Our size and design allow us to sell as many units as our competition, but in a much smaller space. The stack ability of Tuffblock is a great solution where space is a premium.
 - With Consumers – A different alternative for your consumer who has been limited to the old concrete pier for blocks to be secured to the post/bearer for extra stability.
- Packaging / P.O.P – **Tuffblock** offers the market and it’s consumers with packaging that provides pertinent information for using this product and all of the information needed to build a successful platform or deck. Current wood pallets of product do not!
- User friendly – Simply put, **TuffBlock’s** lightweight and easy to install foundation system makes tackling a project at home easier and not as intimidating as traditional concrete blocks, and ultimately leaves you less fatigued.

“No more ugly concrete blocks in your yard”