

Continental to Unveil Vinyl Decking Solutions for the American Market at 2025 International Builders' Show

- **Company to showcase its maintenance-free, lower cost vinyl decking product for the American market**
- **Vinyl decking is ideal for rooftop decks, balconies, porches, decks and surfaces that require waterproofing**

Winchester, Virginia, February 19, 2025. [Continental](#) will show its vinyl deck membrane at the 2025 International Builders' Show, February 25–27 in Las Vegas, Nevada.

Popular in Canada, Continental's vinyl decking product is designed for its ease of use, waterproof surface and variety of patterns and finishes. Vinyl decking is ideal for rooftop decks, balconies, porches, decks and surfaces that require waterproofing. The vinyl deck membranes shield areas underneath to create a variety of living and storage possibilities, which is especially useful for builders. Continental's vinyl decking comes in many patterns that complement outdoor living spaces.

"Vinyl deck membranes are a fantastic solution for builders who are looking to get as much use out of every outdoor space as possible," said Josh Snyder, head of industries, exterior solutions at Continental. "They've been widely used in Canada for a number of years and we're excited to be bringing vinyl decking to the American market. It's a product that cuts down on costs and maintenance, which can provide builders some much-needed relief."

Continental will also be showcasing the latest advancements in exterior films for the building and construction industry. Continental offers sophisticated window profiles, surfaces for front doors and garage doors, and stylish façade elements that are maintenance-free, wind and weather resistant and highly durable.

Specifically, Continental will highlight the following solutions in its booth:

1. **Naturals Collection of Vinyl Deck Membranes**, including a variety of attractive new patterns that seamlessly blend with outdoor spaces.
2. **Mattex Shine Series of Exterior Films**, featuring an innovative, scratch-resistant grain with a sand-matte feel, just like powder-coated aluminum. The series includes the cool

colors technology for effective surface temperature reduction, and a special top coat that makes the surface easy to clean and temperature and chemical-resistant.

- 3. Woodec Tropea Oak Cognac Exterior Films**, an in-demand color with a red hue that completes the woodec line's color collection and is designed exclusively for the North American market to imitate red cedar.

"Continental brings decades of industry experience to the International Builders' Show, and we're showcasing products that help builders lower costs, increase durability and decrease maintenance while still providing the highest quality," said Marco Patermann, responsible for North America for Continental. "Our line of exterior films is meant to mimic the natural environment so indoor and outdoor spaces blend seamlessly together."

Attendees can see the vinyl deck membranes and exterior films and can engage with Continental's experts at Booth #C7319.

Visitors to the booth can engage with Continental's team and can experience live demonstrations, including the innovative cool colors technology that sets a new industry standard with the lowest heat development for Conti® exterior laminates.

Click [here](#) more information about Continental Surface Solutions, [here](#) for more information on vinyl decking, or [here](#) for more information about Continental's exterior films.

About Continental:

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent, and affordable solutions for vehicles, machines, traffic and transportation. In 2023, Continental generated sales of €41.4 billion and currently employs around 200,000 people in 56 countries and markets.

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Images and captions



Launching in America, vinyl deck membranes are a great choice for builders. They're waterproof, low maintenance, and can create more living and storage space.

Vinyl Deck Membranes



New to the North American market, this line includes an attractive, matte-sandy surface that adds noticeable value to construction elements. It looks and feels like powder-coated aluminum.

Mattex Series



Designed for the North American market to imitate red cedar, this hue completes the color spectrum of the woodec line.

Woodec Tropea Oak Cognac