



**Continental Press Kit**

**NAHB IBS Show**

**February 17-19, 2026**

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**Press Release**

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## **Reimagining Outdoor Surfaces: Continental Showcases Exterior Laminates and Vinyl Decking Solutions at IBS 2026**

- **Company to showcase exterior laminates for windows, doors and siding, along with maintenance-free vinyl decking solutions ideal for balconies, porches, decks, rooftop decks and waterproof surfaces**

Winchester, Virginia, February 3, 2026 – At the 2026 International Builders’ Show, February 17–19 in Orlando, Florida, [Continental](#) will showcase its portfolio of exterior laminate products and vinyl decking solutions designed to enhance outdoor living spaces from floor to ceiling. These easier-to-install, lower cost solutions can be used in a variety of applications.

Through its Woodec Collection and Mattex Shine Series, 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 engineered to withstand demanding outdoor conditions. Continental exterior films for building components have a modern look, a wide range of applications and almost indestructible material properties. Continental exterior films feature cool colors technology which reduces heating of window profiles, even when exposed to intense sunlight.

“There is truly no limit in how Continental’s exterior laminates can be used from enhancing railings and fencing to using laminated products in outdoor kitchens, on cladding, siding and garage doors,” said Marco Patermann, Continental Surface Solutions, North America. “We want to inspire builders and architects to think beyond traditional applications and create seamless transitions between indoor and outdoor spaces.”

Popular in Canada, and gaining traction in the American market, Continental’s Vinyl Deck Membrane is a code-approved membrane that offers a durable, fully waterproof solution in a wide variety of patterns and finishes. It is ideal for rooftop decks, balconies, porches, traditional decks, and other applications requiring reliable 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.

Show attendees can interact with Continental's products through an outdoor living space experience that features exterior films used in a variety of ways and vinyl deck membranes and can engage with Continental's experts at Booth # W5843.

Visitors to the booth will experience live demonstrations, including the innovative cool colors technology that sets a new industry standard with the lowest heat development for Conti® exterior laminates, and to explore the newest innovations in exterior films for building and construction applications.

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

Continental is a leading tire manufacturer and industry specialist that develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. Founded in 1871, the company generated sales of €39.7 billion in 2024 and currently employs around 95,000 people in 54 countries and markets.

ContiTech is one of the world's leading industry specialists. The Continental group sector offers its customers connected, environment-friendly, safe and convenient industry and service solutions using a range of materials for off-highway applications, on rails and roads, in the air, under and above the ground, in industrial environments, for the food sector and the furniture industry. With about 39,000 employees in more than 40 countries and sales of some 6.4 billion euros (2024), the global industrial partner is active with core branches in Asia, Europe and North and South America.

## Press Contact

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**Websites** <https://www.continental-industry.com/en/solutions/surface-materials/living-spaces/exterior-design/vinyl-deck-membrane>

<https://www.continental-industry.com/global/en/products-solutions/interior-exterior-surfaces/exterior/exterior-films>

**Press Portal** [www.continental-press.com](http://www.continental-press.com)  
**Media Center** [www.continental.com/media-center](http://www.continental.com/media-center)

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Vinyl deck membranes are a great choice for builders. Engineered for long-term performance, Continental vinyl decking resists moisture, wear, and the elements, without sacrificing style.

Vinyl Deck Membranes



Designed for outdoor living that lasts, Continental's vinyl decking combines sleek aesthetics with low-maintenance performance.

Vinyl Deck Membranes



Mattex Shine Series

This line includes innovative, scratch-resistant grain with a sand-matte feel, just like powder-coated aluminum.



Woodec Tropea Oak Cognac

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

## Continental Spokesperson Biographies



**Jude Sparrow** is Senior Sales Manager for Decking at Continental, where he leads sales efforts for decorative waterproof decking and rooftop membrane solutions across North America. Based in Winchester, Virginia, Jude works closely with architects, designers, and builders to deliver durable, design-forward exterior surface solutions manufactured in the U.S.



**Marco Patermann** is an entrepreneur and surface-finishing expert with more than a decade of experience serving the global architectural industry. Based in Ohio, Marco specializes in exterior and interior laminates, application equipment, and finishing solutions that support profile wrapping, flat lamination, and coil coating across international markets.



**John Morley** is Head of Marketing for the Americas at Continental, where he oversees marketing strategy for the company's pool, commercial vinyl decking, and exterior films divisions. With more than 25 years of experience in brand leadership and digital marketing, John focuses on driving growth through innovation, customer-centric strategy, and data-driven decision-making.