

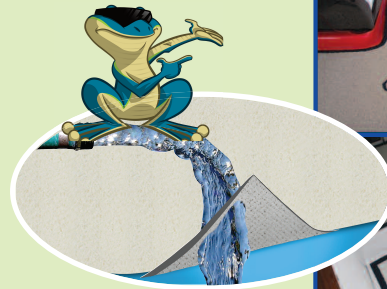
# DECKadence Marine Pricing: An educated boater ... is our best customer.

I think we can all agree that it's important to know what you're buying before you buy it. For example, you wouldn't expect to pay for leather if in fact it's pleather. In the interest of making an intelligent decision let's explore our options a bit further. Despite the plush appearance of the surface DMF is neither carpeting nor a hard PVC surface. DMF is a softened PVC extrusion process that's spooled in a design that allows water and debris to flow through the surface and then pass through the bottom with little resistance. Injected with UV stabilizers and antimicrobial composites DMF is premium non-slip, anti-fatigue deck covering designed specifically for the marine industry.

We polled Boaters and we asked them "if they could develop an ultimate marine product (without constraints) for their boat deck covering... what would that product be?"

I would develop something that:

1. Looks beautiful like a plush carpeting... but NOT carpeting
2. Stays DRY that won't retain water... so it won't mold or stink like carpeting
3. Is non-slip
4. Feels soft... and feels comfortable, not hard on my feet
5. Will grip to my deck so it wouldn't require adhesives
6. Is anti-fatigue... to reduce impact
7. Easy to clean... so I can hose it off
8. Can breathe stays cool and allows air to circulate
9. Is easily removable for storage and cleaning
10. Is durable so it holds up in harsh conditions
11. Will buffer engine noise and reduce heat on my feet
12. Can simply be rinsed off in the event of a spill without staining
13. Fish hooks can be pulled out easily and without dislocating my arm
14. Is affordable



In fact add custom design borders and logos to the list and welcome to the ultimate of Marine Deck Covering of our time welcome to DECKadence Marine Flooring.

## LET'S EXPLORE MORE OPTIONS:

**CARPETING** - (marine rated or otherwise) cannot withstand the elements of nature and falls apart, feels wet, stinks, stains. The black rubber backing sticks to the deck deteriorates into the fiberglass micro pores, and the labor required to scrub that out is exhausting. Carpeting belongs inside your home... not on your boats deck who ever started the trend was clueless! Regardless of the cost, even if it's free it's a complete waste.



**DECKadence**  
Marine Flooring

THE BANG FROM YOUR BUCK...  
YOU BE THE JUDGE.

**VINYL** - please it's hard on your joints, hard to glue down, hard to remove... and at that point... what is the point.

**IMITATION TEAK** - expensive (but forget that) when it's exposed to direct sunlight... is too hot to even stand on! In fact many boaters simply settle for nothing other than the factory hard deck forgoing any fatigue prevention at all.

**TEAK** - very nice but it's still hard on the feet, costs a fortune, and the markets are limited... well ok very limited!

"Apples to apples and oranges to oranges" the DMF cost is more than carpeting because it is so more than carpeting, and although comparatively speaking it's more likened to that of a PVC based product like imitation teak its far less in cost than imitation teak with many more advantages.