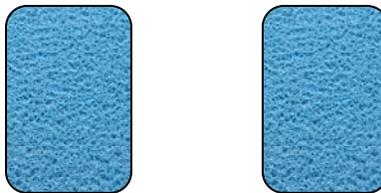




Can you tell the difference in these two products?



It never ceases to amaze me, they are "knocking off" every **Brand Name** you can think of watches, accessories, clothing, electronics just to name a few and the chances are if it's in demand... **China** or another country is producing an illegal copy of it.

It's always **cheaper, no warranty, and inferior in quality** but that doesn't stop them from producing it... and us from buying it.

Look at some of the popular "knock-off" watches, the diamonds aren't real, the components rust, they're not weather resistant, but they sure look like the real thing... and if you impress your friends for a mere \$50 bucks then that's a good deal!

While compromising the integrity of the product in the interest of saving money may be aesthetically and superficially acceptable for some things, when it comes to **Marine Flooring**... it's not going to cut it.

Just imagine for a moment what would happen if you took a "knock-off" Rolex dive watch... on a **real ocean dive!** I think we all agree that the results would be disastrous! Knock-offs are produced only look like the real deal but not perform like them.

Like most "knock-offs" the fake DMF is only superficially similar. The knock-offs carry no enforceable warranty, have no UV stabilizes and because their PVC is mixed with a combination of cheap ingredients like limestone composites (saving even more money) it breaks down rapidly, radiates a foul smell, and falls apart when exposed to the elements.

If you suspect that a similar looking product is being represented as DMF or just as good as DMF do the following;

1. Ask the salesperson the **origin** of the product
2. Ask if they are an **authorized dealer** for DECKadence Marine Flooring
3. Inquire about the **warranty**
4. **Contact us** to verify their affiliation
5. Smell the product, the fake radiates a **funky smell** like must or mold and gets worse when exposed to water
6. Finally, pull on the strands of the surface loops, if the strands start to **turn white** when stressed it's a good indication of limestone

In closing, most consumers don't realize that many of the knock-offs being produced are not without a price to pay. Child labor is often utilized; the revenues are often moved off shore, representation is deceitful, and the hard work that legitimate companies invest years in protecting the **Brand Name** is compromised.

Don't believe that the knock-offs are just as good, **be a smart consumer not a duped consumer!**