

Zuri® Premium Decking by Royal® Case Study

Washington, DC Metro Area

Cathy Carr and her partner, Charlie Bessant, owners of GreenHeart LLC, a garden design firm in the DC metro area, recently had Zuri® Premium Decking installed at their home studio. As a landscape designer, Cathy has designed dozens of decks for her clients and has weighed the pros and cons of all decking products available on the market; from natural woods like Ipe, black locust and cedar, to pressure-treated wood and composites. When it came time to update her own deck, Cathy wanted a material that would give her a beautiful outdoor environment without requiring constant maintenance.

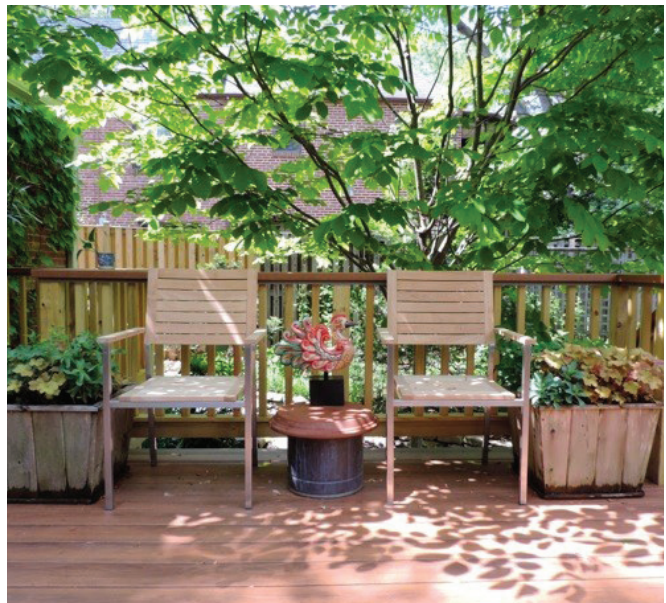
“The aesthetic-minded designer wants high-quality wood, but the educated consumer wants sustainable products that are also low maintenance,” she said.

Like many homeowners, Cathy uses her deck to entertain guests and enjoy the outdoors. Cathy’s deck also serves as an office where clients can experience her design intuition and see how she incorporates plants and various landscape elements into her native habitat.

Willing to make a significant investment to update her outdoor space, Cathy extensively researched many of the popular decking products on the market before landing on Zuri.

Cedar, which was the most commonly used material when Cathy began designing decks in 2001, was too soft, and Cathy was concerned that it would wear quickly over time with high traffic. “I have seen some gorgeous decks become mediocre after just a few years due to the normal wear and tear of an active family with kids and dogs,” she said.

With low maintenance a priority, Cathy considered PVC decking, but aesthetically, it didn’t fit the bill. Teak and mahogany were attractive options due to their weather and insect resistance, but they weren’t locally available. Ipe, a Brazilian hardwood, was also in the running because of its durability and design appeal, however, as a sustainably minded homeowner, Cathy decided against it.



After several months of research, Cathy chose Zuri because of its unique combination of beauty, sustainability and durability. Zuri replicates the natural colors and textures of exotic hardwoods by utilizing new technologies to preserve these natural resources for future generations. Homeowners never have to stain, paint or reseal it, and it's resistant to just about everything—stains, scratches, moisture and fading.

“Zuri combines the natural beauty of premium hardwood with unsurpassed durability and exceptionally low maintenance,” said Cathy. “It’s allowed us to create a one-of-a-kind outdoor living and working environment for our home. I couldn’t be happier with the results.”

While other synthetic decks have promised low maintenance in the past, Zuri delivers and is backed by a 25-year warranty. Zuri offers homeowners incredible design versatility that can be used on porches, stairs, ceilings and docks. Zuri is available in five colors including Chestnut, Walnut, Pecan, Brazilian and Weathered Gray.



For more information on Zuri visit
zuri.royalbuildingproducts.com.