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# Press Release

## HOMEOWNERS AND HOMEOWNERS ASSOCIATIONS HAVE GOOD REASON TO GO WITH VINYL INSTEAD OF WOOD OUTDOORS

Orange County Register, CA, --- Vinyl fencing wasn't even on Gordon Knott's radar a couple of years ago, when he volunteered to head the fence committee of the large Aliso Viejo homeowners' association where he lived. His mission: to replace 197 gates and two-and-a-half miles of wooden fence.

He did some research on the pros and cons of wood fencing and vinyl fencing. Sure, the wood option was less expensive in the short run, but overall, it would have been an extravagant choice.

"The maintenance was a big thing. We were painting every five years, and it was \$20,000 a pop to paint the fence," Knott recalls. "Then there were gate problems, termites, fences falling down -- we ruled out wood pretty quickly."

Instead, they decided on vinyl, and not just any vinyl. Knott did his research there, too. Top-grade vinyl, he discovered, was graffiti-proof, impervious to termites, never needed paint, wouldn't fade or become yellowed, and all it took to clean it was a good squirt with a garden hose, or in the case of stubborn stains or graffiti, a quick wipe with some lacquer thinner.

In the course of managing the project, Knott became friends with Gary Khatchoyan, the contractor with the company selected by the fence committee to do the job. About a year ago, Khatchoyan and Knott became business partners and opened the Vinyl Fence Company in Santa Ana.

Now, homeowners' associations and private homeowners make up the bulk of Knott and Khatchoyan's growing clientele. Aside from fencing and patio covers, their company also sells and installs vinyl decking, which is barefoot-friendly in the summertime, as vinyl doesn't get warm even in after basking all day in the direct sun.

Knott has discovered that what he first learned about vinyl's advantages barely scratched the surface. Vinyl's hollow posts and columns easily accommodate electrical wiring. In fences, gates, and especially patio covers, this means all kinds of great accessories can be added: lighting, overhead misters, sound systems -- the possibilities are endless.

Even more important in California are vinyl's fire-proof qualities. Knott shows a news article about a fire in North Port, Florida in the summer of 2000, set off when lightning struck a pine tree near a large one-story home, burning thousands of trees. The home probably would have gone up in flames, too, if not for the six-foot-high vinyl fence that surrounded it; an official from the local fire department told the homeowner that he'd never seen anything stop a fire like that vinyl fence.

"This vinyl's melting point is about 900 degrees, and when it does melt, it extinguishes itself," says Knott, who buys his material from Homeland Vinyl Products in Alabama.

If he'd had any doubts about the longevity of vinyl's good looks, they were dispelled when, doing a job in Anaheim Hills, he saw a vinyl fence that looked like new. Curious, he asked the owners when they had it installed. Their answer: some 20 years ago, and they couldn't be happier with its maintenance-free performance.

Knott warns that not all vinyl is created equal. The product that he uses is very sturdy, and ten percent of its makeup is titanium dioxide, a powerful UV protectorant. Less expensive vinyl typically sold at home improvement centers is flimsier and prone to yellowing and fading.

At the Vinyl Fence Company showroom, visitors can see the huge variety of styles available, from wood-grain to wrought-iron look-alikes, as well as photographs of the company's many local projects. Anything done in the yard with wood, can also be done with vinyl and will last longer and be virtually maintenance-free, says Knott.

The Vinyl Fence Company is at 2210 S. Ritchey St., in Santa Ana. For information, call (714) 210-8888.