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# Press Release

## Lower-maintenance vinyl fencing 'pays for itself' within 5 years

Orange County Register, CA, --- Southern California is usually ahead of the curve in landscape trends, except when it comes to maintenance-free vinyl fencing. Industry experts say "vinyl makes up about one third of fence sales in the rest of the country, but represents only eight percent of new fencing in California.

Orange County homeowners are catching on fast, though. There are profound advantages to attractive, high-quality vinyl fencing, decking, patio covers, railings, and gates - "attractive" and "high quality" being the operative words.

There is no better indicator of vinyl's growing popularity in Orange County than The Vinyl Fence Co. The business that debuted in December 2002 in a 1,800-square-foot Harbor Boulevard storefront grew so fast that it's moved twice to larger facilities.

Now its home is a 10,000square- foot showroom in Santa Ana, where custom fences and other landscape structures are built for everything from homeowners' association communities to multimillion-dollar estates.

Owners Gordon Knott and Gary Khatchoyan started The Vinyl Fence Co. knowing from personal experience that high- quality vinyl was greatly superior to wood or metal.

For their new company, they sought the producer of the best and most beautiful vinyl on the market and came up with DuraMax, a Los Angeles company that has been extruding top-quality vinyl for windows, fencing and landscaping needs since 1983.

"They had a real commitment to doing what they say they're going to do. That's a big deal. People with that kind of integrity are few and far between, as anybody in the service line of business can tell you," DuraMax Chief Executive Officer Viken Ohanesian said.

DuraMax made The Vinyl Fence Co. its exclusive fabricator in Orange County. It has proven to be a good decision- Knott and Khatchoyan have accumulated dozens of testimonials from customers thrilled at projects delivered on time and on budget.

Many factors make DuraMax superior, Ohanesian said. DuraMax has been manufacturing vinyl windows for the Southwest region for more than 20 years.

"We know exactly what's needed to withstand the hot Southwest conditions, so we've tailored the formulation of DuraMax fencing to meet those needs," he said.

Perhaps the most important ingredient of good vinyl is titanium dioxide, which protects the vinyl from yellowing and becoming brittle from UV rays. Most high-quality vinyl incorporates eight to 10 "parts," an industry measurement, of titanium dioxide in its product; DuraMax uses 12 parts.

Where some other vinyl companies use "regrind," or recycled material, in its composition, DuraMax uses only "virgin" ingredients. The wall thickness of its products is also thicker than the industry norm.

Every piece is designed for DuraMax's unique "route and lock" construction, which Ohanesian

describes as being like interlocking Legos: fencing, patio covers, railings, gates and decking structures fit together without nails, visible screws or glues.

The resulting product is structurally sound; never needs painting; won't rust, corrode, or warp; and will stay looking good for 30 years or more, Ohanesian said.

True, its up-front cost is slightly higher than wood, but within five years it more than pays for itself in maintenance savings. It is also much less expensive than custom ironwork, but provides the same great looks.

The Vinyl Fence Co. is at 2210 S. Ritchey St. in Santa Ana. For more information, call 714-2108888 or visit [www.vinylfenceco.com](http://www.vinylfenceco.com).