

Contact: Dan Miller
The Vinyl Fence Co
2210 S. Ritchey St.
Santa Ana, CA 92705

PHONE: 714-210-8888
info@VinylFenceCo.com
<http://www.VinylFenceCo.com>

The Vinyl Fence Co.

Press Release

VINYL FENCING'S TIME HAS COME IN CALIFORNIA – FINALLY

Orange County Register, CA, --- Gary Khatchoyan faced an uphill battle when he began selling vinyl fencing in Southern California six years ago. Developers and homeowners heard the word “vinyl” and immediately thought of cheap vinyl patio chairs that became brittle and discolored after a few seasons - and who would want that in a fence?

But Khatchoyan, who owns The Vinyl Fence Company with partner Gordon Knott, knew a good thing when he saw it. A former stockbroker and investment professional, he discovered vinyl fencing through a friend who saw it for the first time while visiting family in Utah. The friend called Khatchoyan to suggest that the attractive and incredibly resilient product might present a great business opportunity in California, where few knew about vinyl fencing.

The more research Khatchoyan did, the more convinced he was that vinyl fencing was the smartest invention since sliced bread. Top-grade vinyl is high in titanium dioxide, a powerful UV protectorant that maintains vinyl's color and strength for 30 years and longer. Vinyl is non-porous and non-plastic, so graffiti comes off with a swipe of lacquer thinner; dust and dirt rinse away with water. Where wood fencing is subject to termites, warping, and water rot from irrigation systems, vinyl is impervious to all three.

Unlike wood or metal, it never needs to be repainted. It is strong enough to stand up to 110 mile-per-hour wind testing. It can be made to look like wood in a variety of colors, or can mimic wrought iron so well that it's nearly impossible to spot the difference. It's ideal for use in structures such as gazebos and patio covers not only because of its strength, but because its hollow posts and columns safely accommodate accessories like lighting, sound systems, overhead misters, and more.

Plus it has an added bonus for Californians: it's highly fire-resistant, and has been known to stop fires from reaching homes.

With such a great list of advantages, the product seemed like an easy sell-- but it sounded too good to be true, so developers and homeowners remained skeptical for several years, Khatchoyan says. Finally he convinced a developer to let him install vinyl fencing at a model home site.

“The response was incredible,” Khatchoyan recalls. “People took one look at our beautiful fence and heard about its low-maintenance properties, and everything went smoothly after that. We ended up installing 7,000 feet of fence for that project.”

That particular developer had originally planned for cinder block fencing at about \$90 per linear foot. The vinyl fencing cost half as much, was much more attractive, and immune to graffiti and cracking from earthquakes. Had the choice been to go with wood fencing, the up-front costs would have been about 20 percent less than vinyl, but the ongoing expense and hassle of repainting and repair would quickly have proven vinyl to be the true long-term money saver.

Vinyl fencing is finally starting to catch on in Southern California, Khatchoyan says. At The Vinyl Fence Company, a superior product is not the only reason for the company's success. As important as the fencing is the installation.

Khatchoyan and Knott have the hands-on technical experience to anticipate challenges that inevitably pop up in any installation. This makes for accurate estimates and time-tables. One client, a Lake Forest homeowners association, allowed for a five percent over-run in its budget for more than a mile of fencing and custom gates for 115 homes. To the association's happy surprise, the move proved unnecessary: The Vinyl Fence Company came in exactly on-time and on-budget.

The Vinyl Fence Company is at 3301 South Harbor Boulevard, Suite 112, in Santa Ana (at the corner of MacArthur and Harbor). For information, call (714) 210-8888.

For Immediate Release