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Trends 2002: Eon Stacks the Deck in Homeowner's Favor

The popularity of outdoor living in the United States is evidenced by the popularity of the outdoor deck. The maintenance of a wood deck is a daunting task. With cleaners, strippers and wood brighteners to apply, power cleaners to rent, and masking, sanding and staining to do, homeowners expect their decks to look good forever. But, there is no product on the market today that's going to make a wood deck maintenance free.

According to Ed Costik of Middletown Lumber, "People spend thousands of dollars on their decks. They go into their project with good intentions, but after four or five years of cleaning, prepping and finishing, they're ready to throw in the towel. They've had enough."

Thus, composite decking was born. Rivenite, manufactured by a company in Philadelphia, was one of the first products to hit the market. Mobil Oil acquired the manufacturing rights to Rivenite, and as it has evolved over the last thirteen years, it has come to be known as Trex. Numerous companies over the last decade have tinkered with different formulations and ingredients to attempt to produce a superior composite decking. Most of these products use processed wood fiber and polyethylene as the primary components. Others are made from polyvinylchloride (PVC). And while some have been successful from a maintenance standpoint, none have had much aesthetic appeal. Now, consumers can have the best of both worlds with the development of eon.

Eon represents the latest in technology, and has been subjected to torturous lab tests that have simulated years of wear and tear. In onsite tests from the rain-soaked forests of the West Coast to the intense dry heat of Arizona, eon has consistently outperformed its competitors. Crafted from 100% virgin thermoplastic polystyrene, admirers are convinced that eon must be turning Mother Nature on her head, because not only have they created a maintenance-free decking, they managed to capture the natural beauty, warmth, and charm of real wood!

"At first glance you'd swear you were looking at a real cedar deck." says Ed Costik, "eon is unlike any other product on the market. It doesn't fade because the ultra-violet inhibitors are part of the chemical composition of the pigments that make them colorfast. They're oriented and extruded in such a way that they create the figure or grain appearance that a person associates with real wood."

eon is guaranteed by its manufacturers to be free of defects and the company will replace at no charge to the original purchaser any material that fails to perform in its application. eon never turns gray, never twists, it never cracks, it never splits, it never cups and it never decays. It's free from insect infestation. It never needs to be painted, stained or power cleaned. eon has excellent traction when it's wet, and uses a concealed fastening system, making it an ideal candidate for use around swimming pools. Eon isn't affected

by chlorine, salt water, bleach or bromine. It never needs power cleaning. As a matter of fact, a simple garden hose and a bucket of soapy water are the only tools a family will ever need to keep their deck looking the way it did when it was new.

Middletown Lumber is a regional supplier of eon decking. Initially, Ed Costik was skeptical of all composites, because he had never seen any composite decking that impressed him. However, he realized that the national trend was moving away from wood not composites. After leaving a set of eon samples in a sealed box for the entire summer of 2000, he finally opened it and was amazed at the beauty of eon. He placed his first order the next day.

A bard once said, "Only God can make a tree." And while that's true, eon's dedicated inventors have come pretty close to achieving what until now seemed impossible. So, when Ed Costik promotes Middletown Lumber as "anything but run-of-the-mill," that also includes man-made wonders that could have any nature-loving human embracing the marvels of technology, not to mention the relaxing lifestyle that comes with it.