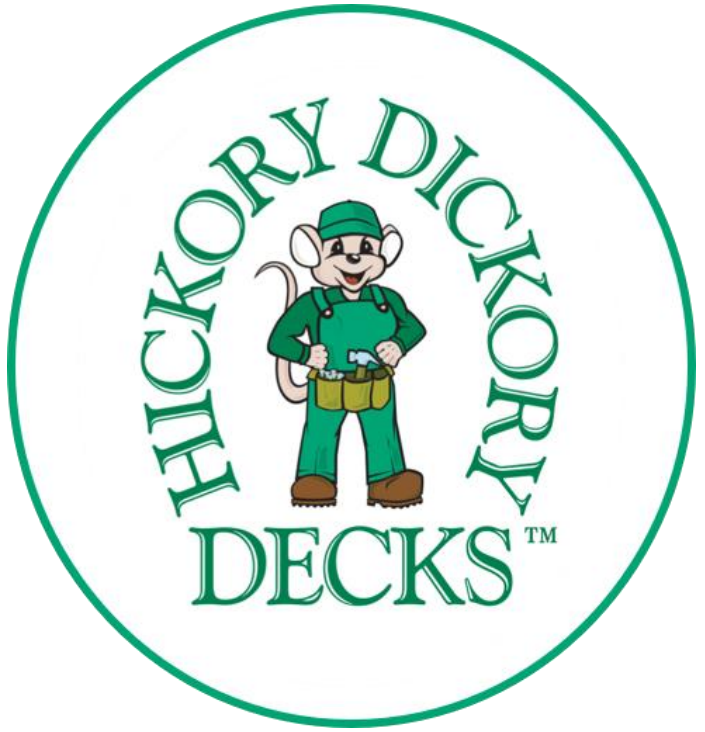
A Brief History Of Low Maintenance Decking In Ontario, Canada



Hickory Dickory Decks
Presented by: Tom Jacques, Founder and CEO

Agenda

- Introduction
- www.decks.ca
- History of Hickory Dickory Decks
- History of low maintenance decking
- Pictures of low maintenance decking
- Problems with low maintenance decking
- Opportunities in the general marketplace with low maintenance decking
- Hickory Dickory Deck's wish list for the perfect low maintenance decking

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FRANCHISE OPPORTUNITIES

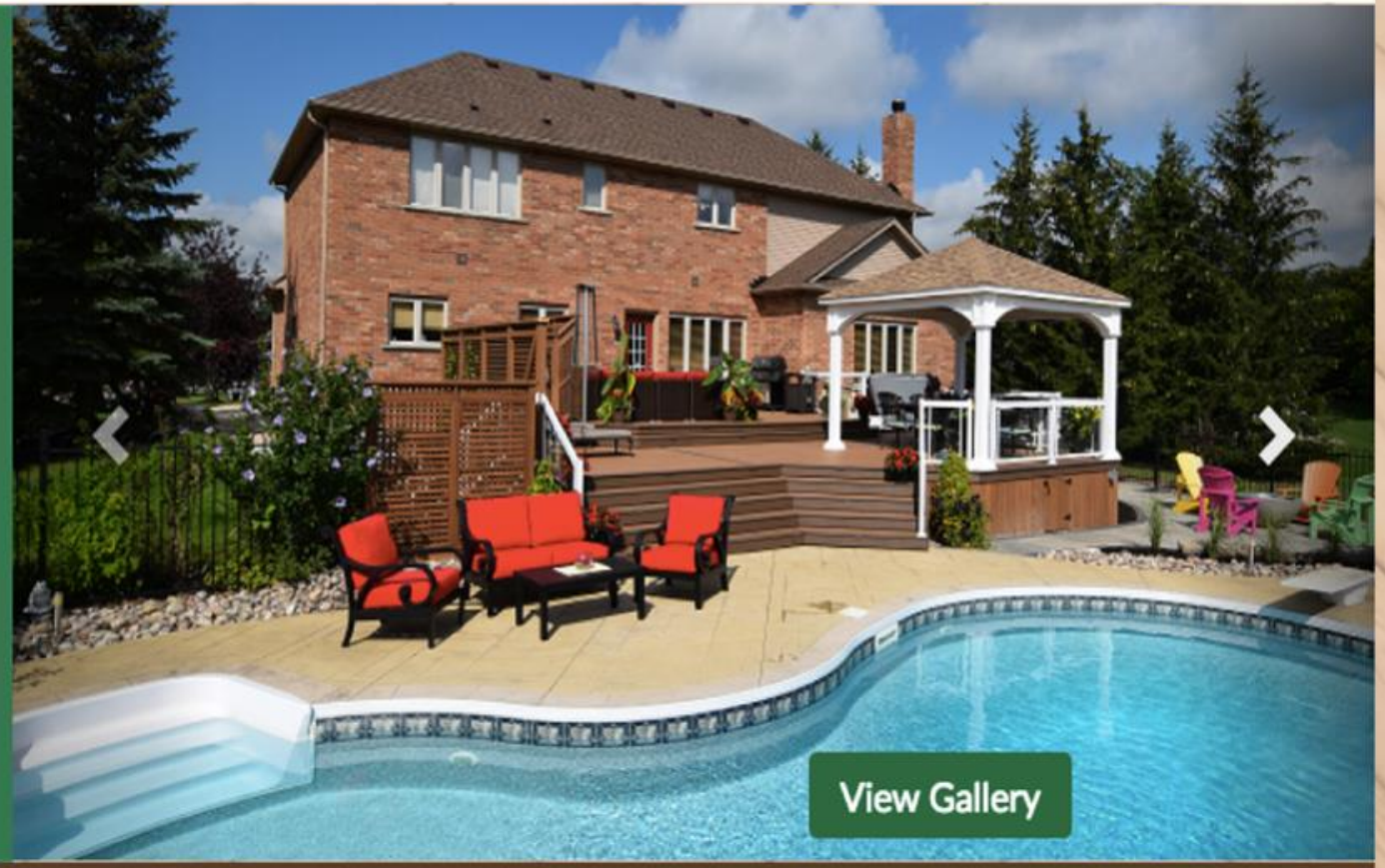
HICKORY DICKORY DECKS

ABOUT US | DECK PRICING | COMPOSITE DECKING | RESOURCES | GALLERY | BLOG | CONTACT

IT'S NOT JUST A DECK.

★★★★★

It's a Hickory Dickory Deck.



Enjoy Life...Outdoors!

SELECT YOUR LOCAL DECK BUILDER:

Hamilton Ancaster Burlington Oakville

VIEW ALL LOCATIONS

Their craftsmanship was beyond our expectations. The final outcome was beyond what we were expecting.

If we ever do decking work again we'd choose Hickory Dickory Decks because we know we can rely on them.









The Leader In Composite Decking.

Hickory Dickory Decks has satisfied over 22,000 customers since 1995 with their composite decks. The best choice for an attractive, low maintenance deck, composite deck materials are environmentally friendly, made from recycled plastics and a fibre filler, and are also termite resistant.

LEARN MORE

Quality Decks For All Budgets.

At Hickory Dickory Decks, our aim is to provide the best quality decks and outstanding service to all our customers at a fair price.

We invite you to browse sample decks we have built for every budget.

VIEW PRICING

Industry Leading Warranties.

We always stand behind our work. You can rest assured knowing that your composite or PVC deck is, in most cases, backed by a 25 year or more residential product warranty plus a two-year guarantee that covers you should any issues arise relating to our workmanship.

LEARN MORE

Stay Informed! Sign up to the Hickory Dickory Decks Newsletter

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We collect your information for the sole purpose of contacting you regarding Hickory Dickory Decks. We will protect your information with the appropriate safeguards and your information will not be sold to any third parties.

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A Brief History Of Hickory Dickory Decks

- Started in 1987
- Started using low maintenance decking in 1996
- Acquired www.decks.ca in 1997
- Sold first franchise unit in Whitby, Ontario in 1999
- In 2018, more than 55 franchises and 10 corporate units
  - 61 franchises located in Ontario, 3 in Alberta, 1 in Bangor, Maine, USA
- In 2018 Hickory Dickory Decks in the largest custom deck builder in the world
- More than 27,000 projects have been built and 16,000 with low maintenance decking materials
- Our model has always been quality work, excellent service, at a fair price

Hickory Dickory Decks History with Low Maintenance Decking

1. Heritage Vinyl – 1994 – Two-part system in 250ft rolls.
2. Brock Decking – 1995
3. Trex – 1998 – Started by Mobile Oil.
4. Nexwood – 1996 – HDD Began using in 1999. Out of Business in 2005.
5. Choice Decking – 1999 – First board manufactured in 1988. Currently sold by HDD as MoistureShield.
6. Dexx (Dura) – 1996 – Basic but tough (best board carried for price).
7. WeatherBest – 2000 – First board with colours and wood grain. HDD brought to Ontario.
8. Extrudawood – 1999 – Became Eon decking. HDD bought first truckload.
9. Xtendex – 2001 – Closed in 2007. First clip system.
10. Brite – 2002 – Currently out of Business.
11. TimberTech – 1995 – One of the first 5 companies in North America to manufacture composite decking.
12. Sensibuilt
13. Procel – 2004 – Became Azek. HDD first customer in the world and brought to Canada.
14. Cross Timbers
15. Geo Deck – 1999 – Major problems in 2003. Now called I-Dekk. HDD brought to Ontario in 2006.
16. Veka Deck – Invented in 1997. First PVC decking. HDD brought to Canada in 2002.

Hickory Dickory Decks History with Low Maintenance Decking

17. Correct Deck – 1998 – HDD brought to Ontario in 2004. GAF bought company in 2009 and stopped selling in Canada.
18. Xccent – Steel covered decking. HDD brought to Ontario in 2002.
19. GSW – Invented in Japan. Ontario manufacturer only made 4” per minute. Closed in 2 years.
20. Monarch – 2004 – First streaked product. Had many failures. Currently out of business.
21. DexLok
22. Luxrae – 2006 – Made in China.
23. Millennium – Made in Canada.
24. Rock Deck

15. Guard Deck – Guardian 2010. Exists in marketplace 4 years later. HDD brought to Ontario in 2010.
16. Fiberon – 2009 – HDD brought to Ontario.
27. Oasis – 2005 – Closed in February 2008. HDD brought to Ontario. Made for Alcoa.
28. Kodiak – 2008 to 2012. HDD brought to Ontario.
29. Northern Composites – 2009 – Sold to Visions Plastics.
30. Clubhouse – 2012 – Called Kodiak Vinyl, then changed name to Solstice, and finally to Clubhouse. Sold in 2016.
31. Evolution – Steel substructure with stone floor. Deck lasts for 75 years.
32. Gem Deck – Made in China. Lasted 2 years in Canada.

Hickory Dickory Decks History with Low Maintenance Decking

33. Gemthane – 2009 to 2014 – Factory prefinished cedar.
34. Geolam – 2011 – Made in Japan.
35. Nylo Deck – 2013 – Out of business in 2016. Made from recycled carpet. HDD brought to Canada.
36. Armadillo – HDD brought to Ontario in 2014.
37. TruNorth – Started in 2016. Made in Brantford, Ontario. Purchased Clubhouse in 2018.
38. Tru Grain
39. Zuri – 2016 – HDD built first deck in Canada.
40. Palram – HDD brought to Ontario in 2015.
41. Thermory – Thermally treated ash hardwood.
42. Weatherdek Vinyl Flooring

Products Hickory Dickory Decks Brought to Ontario

- EZ Deck
- WeatherBest
- Sensibuilt, Procel, Azek
- Geo, I-Dekk
- Veka
- Correct Deck
- Xccents
- Guard Deck
- Fiberon
- Oasis, Kodiak
- Solstice, Clubhouse
- Nylo Deck
- Armadillo
- Palram

Clear Cedar Deck



This is a 3,000 square foot clear BC western red cedar deck. This was our top product before low maintenance decking came to market.

Trex Deck



This is a custom low maintenance Trex deck in Oakville, Ontario.

EZ Deck



This is a 20 year old EZ Deck that looks like the day it was built.

EZ Deck



This was a $46,000 EZ Deck sold in 1997. It would sell for over $150,000 today.

Nexwood Deck



This curved Nexwood composite with cedar was built in 1999.
We sold this product until they went out of business in 2005.

MoistureShield Deck



This deck was built using MoistureShield composite decking. AERT made their first deck board in 1988.

Xtendex Deck



This is a custom Xtendex deck built by HDD. This product has changed names over 6 times with new owners. It is now made in Brantford, Ontario and known as TruNorth.

Dexx Deck



This 1,400 square foot custom deck was built for the owner of Dexx (Dura) decking. The plant in Toronto burned to the ground.

Dexx Deck



Dexx (Dura) with cedar trim rail and skirt

WeatherBest Deck



This was a first generation of WeatherBest decking.
The first product to come in a colour besides grey.

WeatherBest Deck



The first WeatherBest built in Canada with my daughter Willow who is 19 years old now, working this summer at Hickory Dickory decks, and going to the University of Guelph in her 2nd year in kinesiology.

Brite Deck



A Brite Composite deck. Was made in Bolton, Ontario.

Eon Deck



An early 1999 Extrudawood polystyrene deck. We had over 100 complete failures in 2001.

Eon Deck



A Complete Eon (Extrudawood) deck using their entire system. We sold 5 transport trucks in our first year and sold the same amount as 120 Home Depots in year 2 at a higher price.

TimberTech Deck



This large 2 level custom deck was built using a steel substructure and TimberTech XLM vinyl decking.

Procel Deck



This is a custom Procel (Azek) deck built in Ottawa.

Procel Deck



A very custom Procel (now Azek) deck. Hickory Dickory Decks brought this product to Canada and was the first customer in the world.

Procel Deck



This deck was built in the first year we sold Procel in Canada. We sold 9 transport trucks in year 2.

Veka Deck



A curved Veka vinyl deck. It is a good product to bend.

Veka Deck



This beautiful curved custom deck uses Veka vinyl decking.

Correct Deck



A Correct deck built by Hickory Dickory Decks. It became our number 2 product in the mid 2000's and then a 50 Billion dollar roofing company bought it and overnight stopped selling in Canada.

Correct Deck



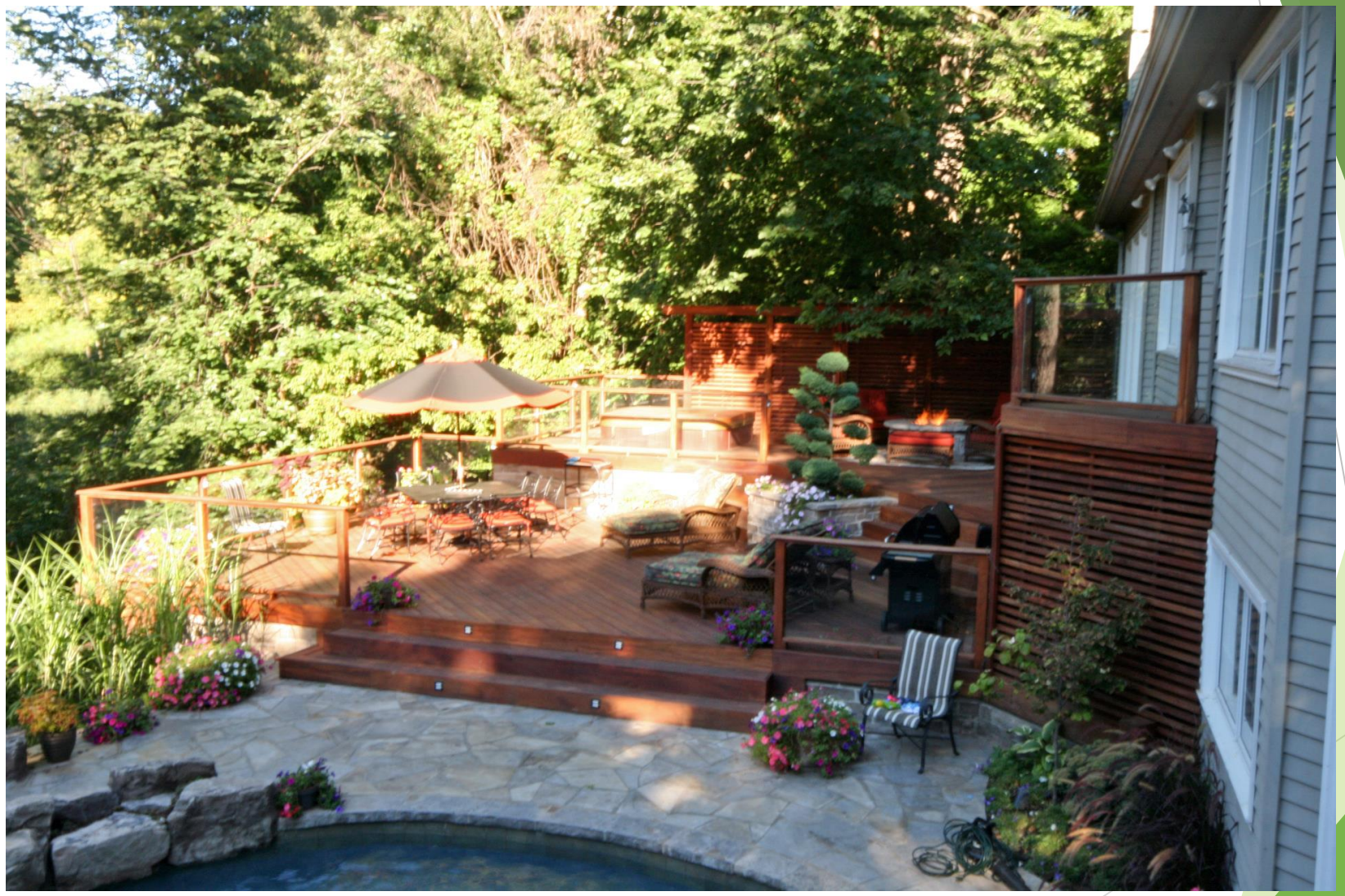
Correct Deck CX the first wood composite with a plastic wrap.

GeoDeck (I-Dekk)



A custom Geo deck built by HDD. We brought this product to Ontario in 2008. It has changed owners 3 times and is now owned by Green Bay Decks and called I-Dekk.

Tigerwood Deck



This 1,500 square foot custom deck was made with Tigerwood a Brazilian hardwood.

Xccent Deck



This 1,500 square foot multi-level deck was built in 2004 with a steel substructure and Xccent vinyl coated steel decking. The product on this deck failed 3 times.

Luxrae Deck



This beautiful deck was built using our very unsuccessful first made in China vinyl decking. All three colours faded very quickly to grey. Luckily for us, this one was grey.

Rock Deck



This custom deck was built using Rock deck, a stone tile in an aluminum frame.

Fiberon



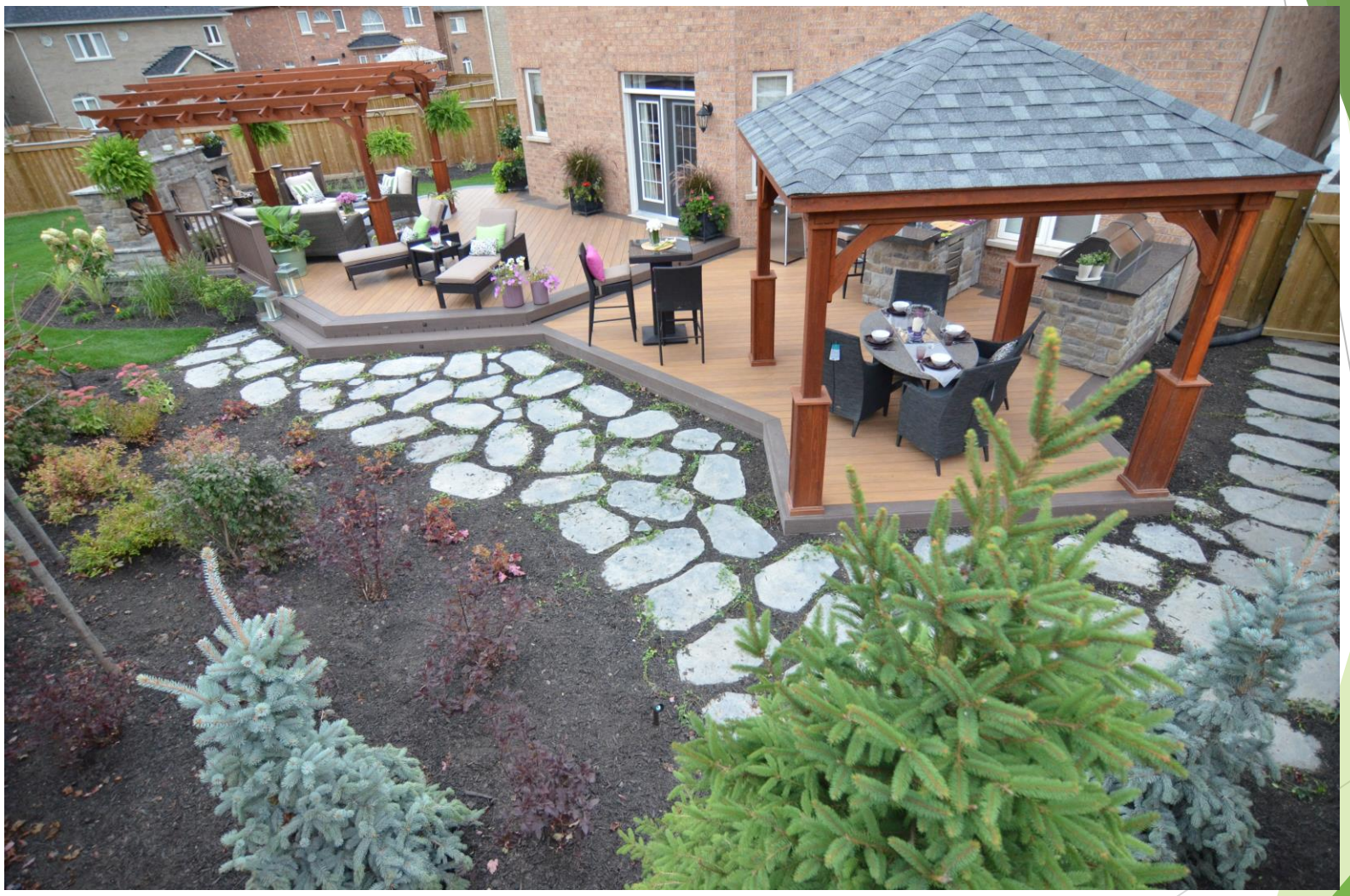
This is a custom curved Fiberon deck. HDD brought Fiberon to Ontario.

Fiberon Deck



The first Fiberon composite wrapped deck sold in Ontario.

Clubhouse Deck



This custom Clubhouse vinyl deck was built by Hickory Dickory Decks for a Canadian TV show.

Clubhouse Deck



This 2 level custom deck uses Clubhouse vinyl decking. It has been owned by 4 companies in 8 years. It is now owned by TruNorth in Brantford Ontario.

Clubhouse Deck



This custom made Clubhouse deck was built in St. Thomas Ontario for our own HDD franchise.

Evolution Deck



This is a 1,400 square foot stone deck built on a steel substructure. It will last over 75 years.

Armadillo Deck



This is an Armadillo composite deck that HDD buys direct and distributes in Ontario.

Weatherdek



This second story deck is built with water proof Weatherdek vinyl flooring.

Nylo Deck



This beautiful deck was first built in 2000 using Eon decking. In 2015 it was resurfaced in Nylo deck. It was made with recycled carpeting.

Zuri Deck



A Zuri vinyl deck manufactured by Royal Plastics. It is the best looking deck board on the market.

Palram Deck



The first Palram deck built in Ontario by Hickory Dickory Decks in 2014.

TruNorth Deck



This 2017 custom deck was designed and sold by myself in 2017. The decking is TruNorth composite.

Some Problems Over The Years With Low Maintenance Decking

- Mold
- Cracking
- Fading
- Scratching
- Warping
- Colour issues
- Expansion / contraction
- Manufacturer production problems
- Manufacturer goes out of business
- Manufacturer does not address repairs or warranty claims
- Massive failure
- Delivery issues
- Cover cracks on peels
- Manufacturer changes ownership
- Manufacturer stops selling in Canada
- Manufacturer blames installation
- How to build with it - difficulties
- Wood pattern wears off
- Squeaky
- Lack of high quality decking companies that carry and install custom decks properly
- Supply – oversell and under produce

Trex



A completely covered moldy Trex deck.

Trex



A new Trex select deck with colour fade in less than one month.

Trex



An early Trex deck with skirting boards faded before we got paid for the job.

Trex



Early generation Trex deck with lots of mold.

TimberTech



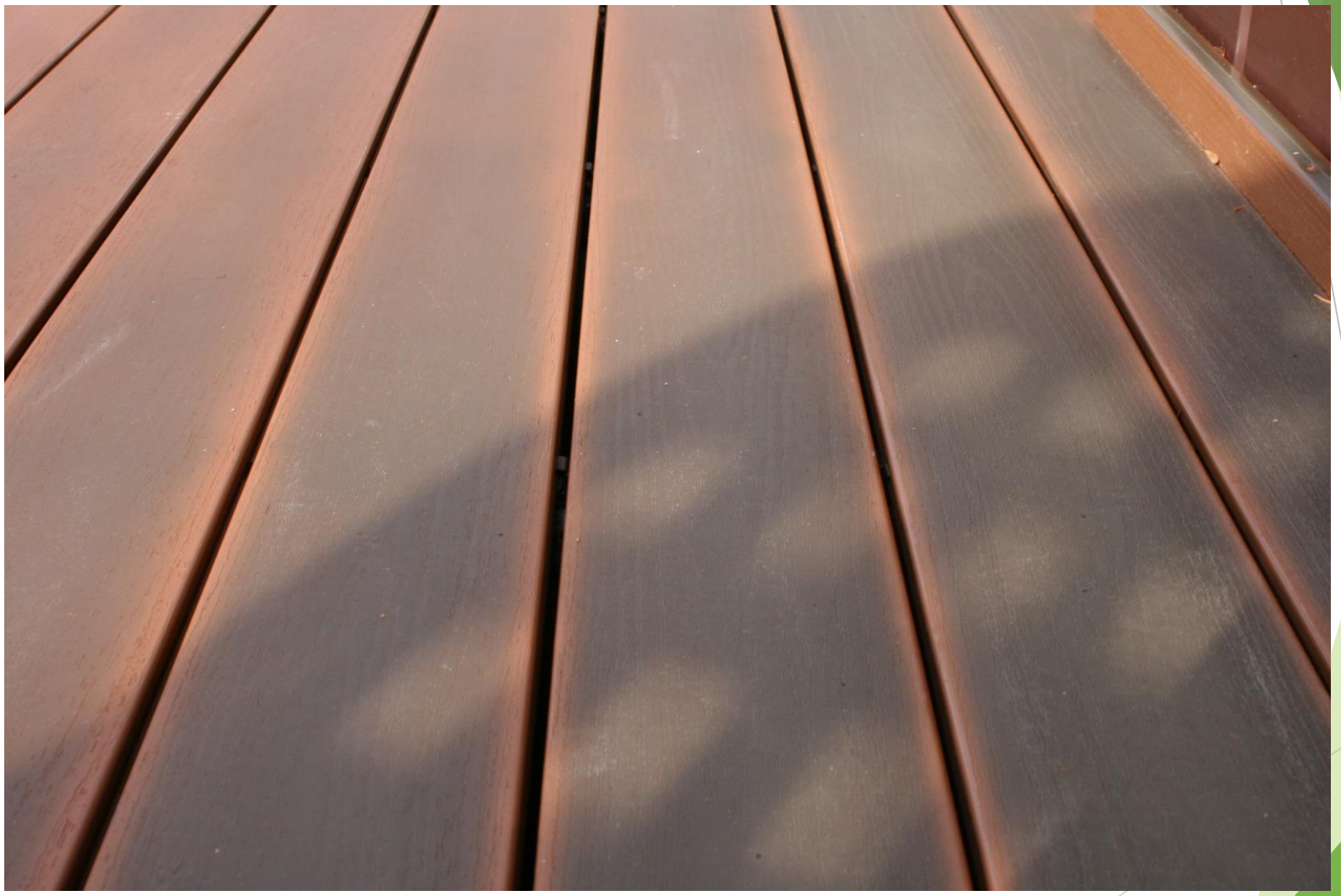
TimberTech XLM fade issue in 1 year. We replaced $350,000 of these.

TimberTech



Another picture of lifetime TimberTech XLM.

TimberTech



TimberTech boards up close.

TimberTech



Another TimberTech XLM. They turned White or Black

Cross Timber



Cross Timber warped decking.

Cross Timber



Cross Timber decking with sideways expansion.

Xtendex



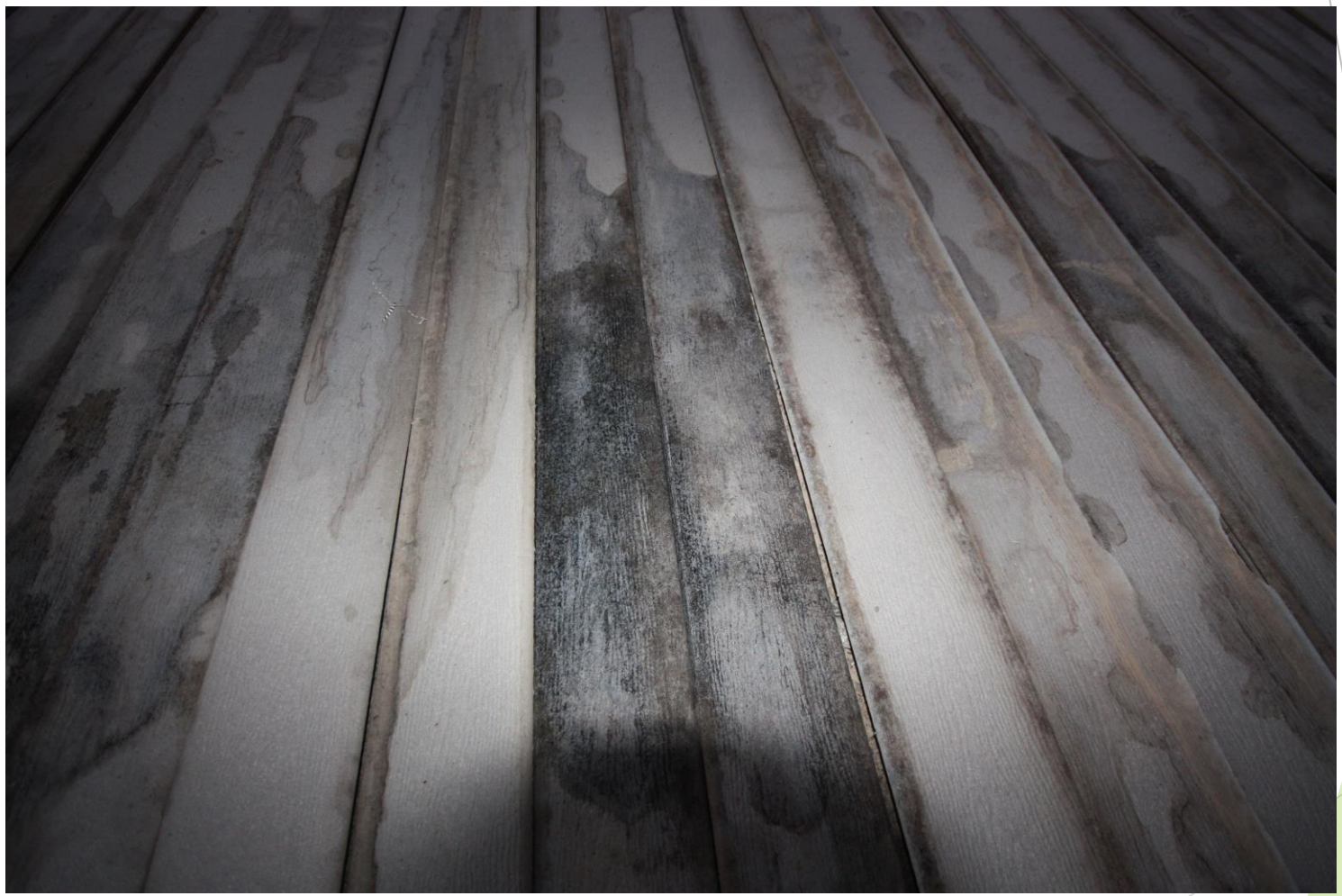
Xtendex decking expanding on the joints.

Xccent Deck



Xccent decking was a steel deck with a vinyl cover. Installed in 2004. Failed and replaced 3 times.

Correct Deck



Storage problem of original Correct deck resulting in mold.

Low Maintenance Decking Manufacturers That Have Gone Out of Business Or Left The Low Maintenance Decking Industry (Used By HDD)

- EZ Deck
- Nexwood
- Xtendex
- Dexx
- WeatherBest
- Brite
- Eon
- Sensibuilt
- Correct Deck
- GSW
- Monarch
- Luxrae
- Rock Deck
- Northern Composites
- Oasis
- Kodiak
- Clubhouse
- Millenium
- Gem Deck
- Gemthane
- Nylo Deck
- Vision
- Guard Deck
- Palram

Opportunities In The General Marketplace With Low Maintenance Decking

- The low maintenance decking industry has been around for more than 20 years
- Good products available
- Customers **ALL** want low maintenance in their decking
- People are searching the web for good information
- Hickory Dickory Decks has a system to marketplace that works and that can be expanded to marketplaces outside of Ontario

Hickory Dickory Deck's Wish List For The Perfect Low Maintenance Decking

- Must make a good product that will last problem-free for 20+ years
- Wide selection of colours available (4-8)
- Minimal fading
- No cracking
- Green is good
- Hidden hardware as an option
- Minimal expansion and contraction
- Resistant to scratching
- Looks like wood
- Great warranty
- Labour warranty
- In Canada, the best retail price range is between $4.50 - $6.00 / linear ft
- Selling exclusively to pro deck builders such as Hickory Dickory Decks. Manufacturers will have higher margins, no install repairs, increase business up to 90% from 6% of the average customer.

Thank You For Listening

- I can be reached at:
  - TomJacques@decks.ca
  - 1-800-263-4774
  - 905-689-4774
  - Hickory Dickory Decks, 115 Dundas St. West, Dundas, Ontario, Canada, L9H 7L6