



What is DMF?

DMF is simply the best choice for marine flooring applications on the market to date. It's superior to any other alternative in terms of durability, maintenance, practicality and beauty.

The best choice, superior why?

The truth is seasoned boaters know all too well that there are few viable choices out there for watercraft surfaces. For example, there's hardened **vinyl** and **perforated rubber** (yes it's hard and ugly too), there's **carpet** that (looks great for a shorter period of time, that is except when it's **WET**), then you deal with mildew, then you replace it, or live with it. There ought to be a better way and now there is DMF. DMF offers a solution to the unsuitable boat surface options dilemma, finally delivering a viable alternative for watercraft surfaces that delivers on all levels, so yes... it's superior and the best choice!

What is DMF made of?

DMF is a combination of aerated rubber, resins, PVC treated with UV inhibitors and a secret recipe that contributes to the durability and longevity of product.

How do you maintain DMF?

DMF was specifically designed for the marine industry, and to offer boat lovers a deck covering that's durable, looks great and is easy to maintain. DMF requires no adhesives and very little maintenance. You simply place it down, you hose it off, you leave it there, or you take it off, it's that easy!

What about mildew?

Mildew spores, or forms of mildew, exist almost everywhere. There are many varieties of mildew, but generally humid, hot, wet conditions are fertile grounds for mildew to grow. **DMF does resist, but is not immune to mildew.** We recommend occasionally lifting the DMF and folding them over after use, this allows air to circulate, keep the area clean, and much like maintaining your deck we recommend hosing off DMF after each use.

What about coving up my deck hatches?

What about it... unless you're constantly in and out of your hatches lay the DMF over the hatches. Hatches make your deck look sub-divided and smaller, by virtue of the DMF covering the entire deck it appears bigger and cleaner looking, and then when you want in... simply fold the DMF over and presto there's your deck hatch!. Some of you do require constant access, so for that instance, we simply cut around the hatch and use deck snaps to hold the small pieces (that cover the hatch) it in place.

Won't the spring like PVC surface catch the debris?

Contrary to the decks appearance DMF is designed to flush debris, it has large pores throughout the surface for this reason. Unlike carpet and alternatives, even fish hooks dislodge with ease!

Is the DMF installation difficult?

Not at all, that's why we offer a "DIY" (Do It Yourself) kit. If you're handy (even a just a little) you too can master the installation process, follow the instructions step by step. If however, you prefer someone else completes this task for you, ask your suppliers most DMF retailers have installers to accommodate your desires.

Why use a Certified Installer?

It's true DMF is a GREAT Do It Yourself product but, if you don't have the **time**, are **less than handy**, or you simply **desire the most professional job possible**, consider utilizing a **DMF Certified Installer**.

For starters Certified Installers are trained to install your DMF with a thermal welding technique unique to our product. The thermally weld is a superior seaming process and requires no adhesives to bond.

Certified Installers are backed by DECKadence Marine Flooring and they are accountable for their installations.

Certified Installers will go the extra mile with a smile, lining your deck hatches, installing Deck Snaps and/or Dual Lock where and when you need them.

Certified Installers are experts on the product and can install your logos with the same welding techniques.

To locate a **Certified Installer in your area**, contact us at info@rochfordsupply.com

How long will it last?

This largely depends on use and abuse, but an average of 4 years before a replacement is a consideration. DMF also has a 1 year unconditional wear and tear and UV fade guarantee to boot!

What are some of the advantages of DMF?

I would have to point out the following:

- Prevents slipping (decreasing the risk of injury)
- Protects the surfaces (no more sliding anchors or loose debris scratching your deck)
- Looks and feels great (DMF completes your boat, even makes it look roomier, covers unsightly deck hatches, and feels great to the human touch)
- Buffers the engine noise and heat
- Absorbs the shock from the constant impact of riding
- Custom fits (not a patch job)
- Always looks clean, because the surface flushes dirt to the bottom, and then out after hosing. (hey... no more dirty foot prints)
- Non-Flammable

How much does it cost?

In terms of value DMF delivers unparalleled results, when factoring in the ease of installation, the savings on labor (no adhesives, no binding), the ease of maintenance and the ability to repair it, replace it or remove it, DMF far outweighs any alternative for flooring value.

Where is DMF sold?

DMF is sold exclusively through approved retailers and dealers. Rochford Supply is an approved dealer.

Is there any fake DMF around?

It never ceases to amaze me, they are "knocking off" every **Brand Name** you can think of watches, accessories, clothing, electronics just to name a few and the chances are if it's in demand... **China** or another country is producing an illegal copy of

it. It's always **cheaper, no warranty, and inferior in quality** but that doesn't stop them from producing it and us from buying it.

Look at some of the popular "knock-off" watches, the diamonds aren't real, the components rust, they're not weather resistant, but they sure look like the real thing... and if you impress your friends for a mere \$50 bucks then that's a good deal!

While compromising the integrity of the product in the interest of saving money may be aesthetically and superficially acceptable for some things, when it comes to **Marine Flooring** it's not going to cut it.

Just imagine for a moment what would happen if you took a "knock-off" Rolex dive watch... on a real ocean dive! The results would be disastrous, knock-offs are produced only look like the real deal and not perform like them.

Like most "knock-offs" the fake DMF is only superficially similar. The knock-offs carry no enforceable warranty, have no UV stabilizers and because the PVC is mixed with a limestone composite (saving even more money) it breaks down rapidly, radiates a rotting smell, and falls apart when exposed to the elements.

If you suspect that a similar looking product is being represented as DMF do the following;

1. Ask the salesperson the **origin** of the product
2. Ask if they are an **authorized dealer** for DECKadence Marine Flooring
3. Inquire about the **warranty**
4. Smell the product, the fake radiates a **funky smell** like must or mold and gets worse when exposed to water.
5. Finally, pull on the strands of the surface loops, if the strands start to **turn white** when stressed it's a good indication of limestone.

In closing, most consumers don't realize that many of the knock-offs being produced are not without a price to pay. Child labor is often utilized; the revenues are often moved off shore, representation is deceitful and the hard work that legitimate companies invest years protecting the **Brand Name** in is compromised.

