

Rebuilding with Klear PVC Trim



case study



Part of the charm that draws people to the Jersey Shore is its iconic boardwalks where tourists flock to enjoy and experience the ocean breeze, the beach views and the local culture. They're also home to businesses like mini-golf, amusement parks, souvenir shops and food stands that thrive during the busy summer season.

When Hurricane Sandy hit the east coast in 2012, it left destruction and devastation in its path for countless buildings, and businesses, in the area. Seaside Heights Boardwalk was among those battered by the storm and in late 2016, local building company Monmouth Custom Builders was commissioned to rebuild, and remodel, more than six shops that were damaged here.

Though wood trim had been used in previous construction on the pier, owner and president Kristofor Sabey sought a solution that would avoid the rot and ongoing maintenance that is inevitable with saltwater decay. To identify the right building material that would stand up to coastal winds and salty ocean spray, while keeping his large-scale project on time and under budget, he turned to Steven Boyce at ABC Supply in Toms River, NJ – he suggested Kleer® cellular PVC trim products.

“After reviewing the plans, I knew immediately that Kleer was the right fit based on its durability, ease of install and array of options and profiles” explained Steven. “Not only would it look great and last a lifetime, it would save Kris money and labor hours. Plus, ABC Supply keeps it in stock!”

Ultimately, Kris used Kleer Konceal trimboard, 6” Kleerlok and KLEERBeed Beaded Sheets. As a first-time buyer of Kleer products Kris remarked, “The first thing I noticed was how much lighter it is than the competition. My installer was able to carry several boards around the job site versus only one or two with other brands, and it only takes one guy to install long fascia boards, all of which saved valuable time.”

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Steven Boyce - ABC Supply

He added, “There’s a misconception that lighter means inferior, but if you’re educated correctly you realize that Kleer is the better choice. Longevity is what’s important and the low to no maintenance aspect of the PVC is key, especially for a job like this.”

Ideal for high-moisture areas, KLEERBeed Beaded Sheets with tongue-and-groove edges were used for the outdoor ceiling, sure to be hit with salty spray. This offers the same finished look as individual boards but the larger size speeds installation and assures a consistent surface. “I love the tongue and groove products Kleer offers,” emphasized Kris. “I’ll never go back to non-tongue and groove.”

The Kleer Konceal trimboard was used to ensure a clean, finished appearance. During installation and weather, Kris pointed out it never cracked nor split.

“My customers especially appreciate the workability, weight, pricing and availability of Kleer products. Every contractor I have converted to Kleer has not gone back to the competition,” says Steven. “They just love it!”

The project wrapped up in the fall of 2017. By next season, tourists will be able to enjoy the new and improved Seaside Heights pier and the businesses that serve them - and shop owners won’t have to worry about constant upkeep or inevitable repairs or replacements of their structures.