

**MISSION STATEMENT**


The mission of the North American Deck and Railing Association (NADRA) is to provide a unified source for the professional development, promotion, growth, and sustenance of the Deck and Railing building industry in North America so that members can exceed the expectations of their customers.

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 [NADRA.org](http://NADRA.org)

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**INCREASING THE MARKET  
THROUGH CONSUMER  
EDUCATION**

## WHAT IS CPAC?:

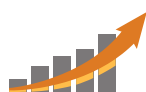
- Consumer Product Awareness Charter
- A consumer friendly labeling program for outdoor living products
- A neutral program that is devoid of any brand bias

## CPAC OBJECTIVES:



- Creating a Consumer Product Awareness Standard
- Enhance the decision making process and confidence of consumers when selecting the most suitable decking for their specific requirements
- Set higher standards for the decking industry, by implementing quality control programs for participating manufacturers

## CPAC BENEFITS:



Improved products through quality programs



Third-party involvement at a much lower cost



Verified products carry a higher level of credibility with consumers



Reduced returns and warranty claims



Higher credibility = increased sales



Helps remove toxic, contaminants from the market place

## CPAC THIRD-PARTY VERIFICATION:

Core to the CPAC program is a strategic partner who is skilled at technical data analysis, testing and data management.

NTA, CPAC's strategic partner, is a third party agency that provides code evaluation, product certification, inspection, engineering, plan review and testing services, as well as independent quality and standards compliance verification for many building products. NTA is a fully accredited certification body (ISO 17065) with international recognition in building products evaluation.

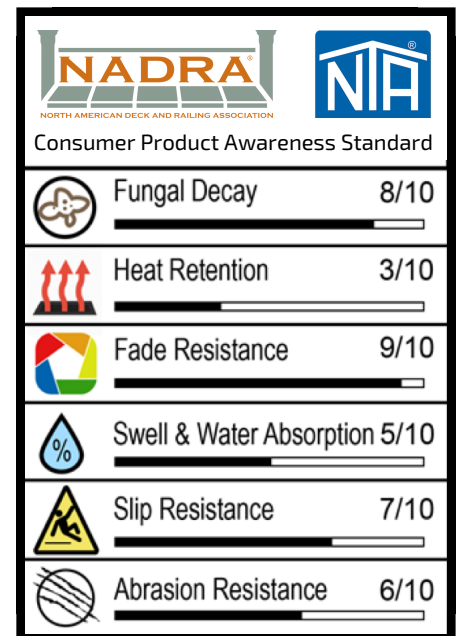


NTA is the appointed administrator who verifies participants to the NADRA Consumer Products Awareness Program.

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## PERFORMANCE RATINGS:

- The CPAC committee developed a range of specific test criteria which need to be met and from which the ratings will be determined.
- These ratings will be relative to the 6 aspects chosen to launch the program. They will enable consumers to look for the key aspects they desire for their deck.
- The program is designed to be neutral. It is intended to deliver guidance only, and will not in any way direct a consumer from one product to another outside of the value it is given through the testing analysis structure.



## IMPORTANT NOTES:

**As the program evolves** and more test data is recorded, the program can review the delta ranges and tune as required to ensure the best presentation of its members products to consumers.

**Product coverage:** In order to ensure full market balance, the CPAC program is designed to represent decking surface materials.

**Each of the 6 aspects** will be defined individually on a ratings scale of 1 - 10 where 1 is low and 10 is high. Defining these key buying criteria in a clear form will enhance the decision making confidence of the consumer at the point of purchase. This will empower them to select the aspects that are most important to their individual requirements.

**Confidence in performance** in a consumers prime area of need will bring increased opportunities to close sales which in turn will drive market volume growth. Visual clarity in buying considerations will focus the consumer more quickly to the purchase and open up the scope for added brand value pitching. In short: Participating NADRA manufacturer members will submit product samples for testing by a third-party agency. Once testing is complete & approved, the NADRA verified logo and rating label can then be applied to your product.

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## PHASE I INITIAL DATA EVALUATION:

- 1** Current NADRA Members are invited to supply (Directly to NTA\*) test data available covering the 6 program elements: Fungal Decay, Heat Retention, Fade Resistance, Swell & Water Absorption, Slip Resistance and Abrasion Resistance
- 2** NTA will evaluate this information and respond with what elements meet the required CPAC standards and which do not.
- \$** **COST:** \$150.00 per hour (once your testing has been submitted for review a clearer timeline and price can be determined) Phase I. will directly impact Phase II. of testing products. If the current data submitted during Phase I. is viable; there will not be a need for retesting, therefore no additional costs.
- 📅** **TIMELINE:** It will take approximately 3-4 weeks time to analyze data

## PHASE II PRE-QUALIFICATION TESTING:

- 1** Individual products (as selected by the member) will be tested to CPAC standards to generate an individual product profile.
- 2** This profile will then be collated with our members' data (under the same criteria) to build the base delta range for each of the 6 aspects of the program.
- 3** Individual members will then be given a summary showing where their product is positioned within the delta range (1-10) for each of the 6 criteria.
- \$** **COST:** \$10,000 per product
- 📅** **TIMELINE:** 6 months

\* The products defined by the member will be sourced direct from the marketplace at random.

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## YOUR BENEFITS RECAPPED:

- **The First 10 to register will receive the special pricing found on the registration form.**
- Improved products through quality programs
- Verified products carry a higher level of credibility with consumers
- Higher credibility = increased sales
- Third-party involvement at a much lower cost
- Reduced returns and warranty claims
- Official program label for your use on carton, to be available in phase III
- Official program logo for your use, in promotional materials to be available in phase III
- NADRA's Official Certified Product Listed on NADRA.org and continually updated

## CONSUMER BENEFITS:

- Easy to find technical information
- Certification reassures consumers of quality products
- Product comparisons simplified – allowing consumers to choose the product best suited for their needs



## QUESTIONS?

**Contact us: 215-679-4884 | [INFO@NADRA.ORG](mailto:INFO@NADRA.ORG) | [www.NADRA.org](http://www.NADRA.org)**



**REGISTER TODAY PAGE 6 & 7**

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## CPAC REGISTRATION FORM PAGE 1 OF 2

By completing this form, you are taking the next step to become an official participant in the NADRA CPAC Program. You must be a current member of NADRA to continue.

It is vital that as many of the markets manufacturers as possible sign up. The first two phases are the most important to ensure that a correct range can be set early in the programs life. This will ensure that the ratings given are as fair and accurate as possible.

### STEP I: SELECT A PHASE

**PHASE I – INITIAL DATA EVALUATION**

- Current NADRA Members are invited to supply (directly to NTA) test data available covering the 6 elements of the program: Fungal Decay, Heat Resistance, Fade Resistance, Swell & Water Absorption, Slip Resistance and Abrasion Resistance
- NTA will evaluate this information and respond with what elements meet the required CPAC standards and which do not.
- **COST:** \$150.00 per hour – time to complete review is determined by NTA
- **TIMELINE:** Approximately 3-4 weeks to analyze data

**PHASE II – PRE-QUALIFICATION TESTING**

- Current NADRA Members are invited to supply (directly to NTA) individual products (as selected by the member) to be tested to CPAC standards to generate an individual product profile. \* The products defined by the member will be sourced direct from the marketplace at random.
- This profile will then be collated with our members' data (under the same criteria) to build the base delta range for each of the 6 aspects of this program.
- Individual members will then be given a summary showing where their product is positioned within the delta range (1-10) for each of the 6 criteria.
- **COST:** \$10,000 per product
- **TIMELINE:** 6 months or as determined by NTA

### STEP II: SIGNATURE REQUIRED

I have read and understand this Agreement and wish to be part of the NADRA CPAC Program as indicated above.

COMPANY

TITLE/POSITION

PHONE

EMAIL

SIGNATURE

PRINT NAME

DATE



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## CPAC REGISTRATION FORM PAGE 2 OF 2

### STEP III: PAYMENT

After you select a phase, NADRA will provide an invoice to your company for payment.

I would like NADRA to send an invoice to the following:

COMPANY: \_\_\_\_\_ NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

I would like NADRA to send an invoice to the same info as registrant.

### STEP IV: CONFIDENTIALITY AGREEMENT

To participate in PHASE I or PHASE II of the North American Deck and Railing Association (NADRA) CPAC program, I do fully understand and agree to the following:

**General:** Core to the CPAC program is NTA, the appointed strategic partner, who is skilled at technical data analysis, testing and data management. Their professional services have value to residential and commercial builders, code officials, and manufacturers and suppliers throughout the building industry. NTA will be the holders of all the technical data generated and will supply into NADRA only the results in a form that fits within the CPAC labeling program.

**Confidentiality:** A direct confidentiality agreement is set between NADRA and NTA which will extend to all its members within and under the CPAC program.

**Anti-Trust:** I understand that anti-trust violations could cause great harm to the Association and to individual Members. I pledge that I will not participate in any action; meeting or discussion that I believe could, or have been advised by staff or Association counsel could give even the appearance of being potential anti-trust violation.

I have read and understand this confidentiality agreement while participating in the NADRA CPAC Program as indicated above.

COMPANY \_\_\_\_\_ TITLE/POSITION \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_



SIGNATURE \_\_\_\_\_ PRINT NAME \_\_\_\_\_ DATE \_\_\_\_\_

\*\*\*\*\*Email completed forms (2) to: [info@nadra.org](mailto:info@nadra.org)\*\*\*\*\*

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