3 COSTLY THATCH ROOFING MISTAKES
AND HOW YOU CAN AVOID THEM!
FACT:

MOST THATCH ROOFING DOESN’T PERFORM WELL. WHETHER IT’S POORLY MADE, TOO EXPENSIVE, OR LOOKS ARTIFICIAL, IT CAN BE FRUSTRATING TRYING TO FIND THE RIGHT THATCH SOLUTION TO MAKE YOUR PROJECT A SUCCESS.

We know that you care about your reputation. And over time, projects can either create lots of referrals or come back to bite you. Nobody wants to pay for overbearing maintenance cost for a thatch roof that is only a few years old. For 20 years, Endureed has been the industry leader in synthetic thatch roofing. Proven on countless projects worldwide, we’ve seen what works and what doesn’t. We want to show you how to avoid 3 costly thatch roofing mistakes.
MISTAKE
#1

CHOOSING A PRODUCT FROM A SMALL SAMPLE

Many products we purchase, from clothing to floor coverings, are commonly chosen from samples we hold in our hand or look at from an arm’s length. But when it comes to making a thatch roofing selection, there are some important things to consider.

Rather than to focus on what the material looks like ‘in hand’, the primary consideration should be how the product appears on the roof.

It’s not unusual for a buyer to carefully consider multiple thatch product samples, by looking closely at the details of small flecks and tones that present well on the conference table - but turn out to be a disappointment after installation, as the small details are lost on the scale of the roof - and appear flat, artificial, or show undesirable manufacturing patterns.

**FACT:** WIDELY RANDOMIZED TONE, COLOR, AND CUT FEATURES WILL PRESENT A SUPERIOR FINISHED AESTHETIC, AND THE MOST NATURAL SYNTHETIC THATCH ROOF APPEARANCE POSSIBLE.

Endured products are some of the only synthetic thatch roofing materials in the world specially engineered to use randomized coloration, cut, and assembly patterns. Why? Well, every leaf is not exactly the same. Each leaf is made unique, different, and at random. This authentic approach creates a nearly organic aesthetic and is one of the many reasons we are the top choice for world-class designers, property owners, and nature enthusiasts everywhere.
MISTAKE #2
LIMITING YOUR CREATIVE VISION

Unlike natural thatch, which creates the shape and appearance over a basic structure, synthetic thatch relies on proper roof structure and framing to create the desired finished effect. Synthetic thatch will follow the design of your roof structure very closely; if you’re designing for soft, flowing edges, and long, spilling eaves, it’s imperative to design your structure accordingly.

Designing a roof with sharp, angular frame lines can limit the creative intent for your project. Considering the framing details beforehand makes it easy to create the natural, beautiful aesthetic thatch roofing is known for.

Synthetic thatch doesn’t limit your design creativity — it enhances the possibilities! Stop thinking you can’t do what you want, and start dreaming of what you can do with synthetic thatch roofing from Endureed.
It’s a common mistake. In an effort to find budget-friendly options, a product search turns up a ‘copycat’ that makes claims of durability and quality and looks similar to a superior product.

However, the problem is these products present themselves sufficiently in the design phase — but when exposed to the elements, tested by an unfortunate fire or extreme weather event, the product fades, prematurely fails, or worse, catches fire and ends in disaster.

**Color fading and UV degradation are two of the most overlooked and frustrating failures of inferior synthetic thatch materials.**

Rick Swartz, President of the Nashville Zoo, says it best:

“At first, the Endureed products seemed expensive, but then I realized that we wouldn’t be replacing the roofs every six or seven years and that the ongoing maintenance cost of the Endureed products over their 20+ year life would most likely prove negligible; their installations bear this out. In the end, we clearly made the right decision and, from my perspective, I can’t imagine using anyone else.”
AVOID THE STRESS OF RISKY MATERIALS THAT CAN COST TIME, MONEY, AND YOUR REPUTATION. GET A THATCH ROOF YOU’LL BE PROUD OF.

You should have a thatch roofing solution that not only brings your vision to life, but also makes sense in the long run for you and your clients. When you build with Endureed, you set yourself apart from the crowd. If you’re ready to build creative, durable designs that people love, let Endureed help you! Contact our thatch experts today with questions or to request a quick quote!