

Guanabanas Case Study

Natural Thatch Roof Replacement with Synthetic Thatch | Guanabanas Case Study

(Design Spotlight: Guanabanas)

Client: **Guanabanas**

Market: **Restaurants**

Product: **Performance Palm**

Location: **Jupiter, FL**

Overview

Guanabanas is a beloved waterfront restaurant in Jupiter, Florida, nestled along the Intracoastal Waterway. Known for its laid-back, tropical atmosphere, Guanabanas has built its brand around making guests feel as though they've stepped into a vacation oasis.

“People really feel like they're on vacation at Guanabanas.”

— *Chad Van Boven, Owner, Guanabanas*

Preserving this island-inspired vibe was non-negotiable for Boven. A thatched roof was a defining architectural feature of the property, but years of relying on **natural thatch** introduced durability, maintenance, and operational challenges that conflicted with the demands of a high-volume commercial restaurant.

Guanabanas needed a solution that would **maintain the authentic, natural look of thatch while eliminating** recurring issues caused by Florida's harsh coastal environment.

The Challenge

Durability Issues with Natural Thatch

For many years, Guanabanas featured natural thatch roofing across its tiki huts and palapas. While visually appealing, the material deteriorated rapidly and at a high cost.

“We used to have natural thatch. It was nice, but we had to replace it every 2–3 years.”

— *Chad Van Boven, Owner, Guanabanas*

Constant exposure to sun, rain, and humidity caused accelerated wear, particularly at roof corners where water intrusion was most severe. Moisture retention within the natural palm created ideal conditions for **rot, mold, and mildew**, significantly shortening the roof's lifespan.

Pest & Animal Intrusion

The damp organic material also attracted insects and wildlife. Van Boven reported that insects were drawn to moisture in the thatch, while raccoons attempted to burrow beneath the roof system, creating holes that required frequent repairs. These issues not only increased maintenance costs but also disrupted day-to-day operations.

Fire Retardant Requirements

While fire risk itself was not a primary concern, local fire code required that the natural thatch be **sprayed with fire-retardant chemicals**. In Florida's climate, these treatments degrade quickly due to UV exposure, humidity, and rainfall.

In most cases, reapplication is required every few months to remain code-compliant—adding recurring costs, operational downtime, and uncertainty. Once the treatment wears off, the roof may no longer meet fire code requirements, increasing liability for a high-occupancy commercial venue.

High Maintenance & Operational Burden

Between re-thatching cycles, pest repairs, and repeated fire-retardant applications, the natural thatch roof demanded constant attention. For a busy restaurant like Guanabanas, this ongoing maintenance incurred unnecessary costs and disruptions.

Need for an Authentic Aesthetic

Despite these challenges, ownership was clear: the roof **had to look real**.

Van Boven wanted to retain the organic, weathered appearance of natural thatch—without the maintenance, deterioration, or safety drawbacks that came with it.

The Endureed® Solution

Why Endureed®

After evaluating alternatives, Guanabanas selected **Endureed Performance Palm**, an engineered synthetic thatch designed specifically for demanding commercial and coastal environments.

Endureed offered a clear advantage over natural thatch:

- **Authentic appearance** that mirrors natural palm texture, depth, and color variation
- **Class A fire rating**, eliminating the need for chemical fire-retardant sprays
- **UV resistance**, preventing fading and brittleness under intense sun exposure
- **No moisture absorption**, meaning no rot, mold, or mildew
- **100% pest-proof**, eliminating insects and animal intrusion
- **Zero ongoing maintenance** after installation

Product Selection

Guanabanas selected Endureed Performance Palm, backed by a 20-year warranty, to ensure long-term performance and reliability.

Since installation, Endureed's Performance Palm has shown none of the deterioration previously seen with natural thatch. There are no signs of leakage, breakdown, or moisture-related damage—while still maintaining a natural, tropical look.

Custom Installation

Working closely with Endureed and installer **Stonewood Company**, Guanabanas achieved a highly customized aesthetic.

“Working with Endureed has allowed us to come up with a custom install at Guanabanas. We use a fresh tan on the underside to give it that nice blonde look of a traditional tiki hut. On the outside, we use weathered palm, which is more in line with a tiki structure that is 6 months to 2 years old. We wanted to make it look as natural as possible.”

— *Greg Kiffer, Installer, Stonewood Company*

The result was a roof that looks organic and naturally aged, without the drawbacks of real palm thatch.

Results & Impact

Reduced Maintenance Costs

By replacing natural thatch with Endureed, Guanabanas eliminated:

- Full roof replacement every 2–3 years
- Frequent pest and animal repairs
- Ongoing fire-retardant spray applications

This dramatically reduced maintenance costs and freed staff from the constant burden of roof-related issues.

Improved Safety & Code Compliance

Endureed's **Class A fire-rated system** provides consistent, permanent fire resistance without chemical treatments—enhancing safety and reducing liability for a high-occupancy commercial property.

Enhanced Guest Experience

Guests continue to enjoy the same immersive, tropical environment that defines Guanabanas, only without visible wear, sagging, or patchwork repairs. The roof maintains its appearance year-round, even during Florida's hottest summers and storm seasons.

Sustainability Benefits

Unlike natural thatch, which must be harvested and replaced repeatedly, Endureed's long lifespan significantly reduces material waste. The product is designed to last **20–30 years**, making it a more sustainable long-term solution.

Visual Proof









Conclusion & Key Takeaways

Guanabanas' transition from natural thatch to Endureed Performance Palm demonstrates how modern engineered materials can preserve authentic aesthetics while solving real-world commercial challenges.

“Endureed has been a perfect solution for our needs at Guanabanas, and I cannot believe how real it looks. It's been everything that we hoped for, and we continue to enjoy it.”

— *Chad Van Boven, Owner, Guanabanas*

Key Benefits at a Glance

- Eliminated rot, insect intrusion, and moisture damage
- Removed the need for chemical fire-retardant treatments
- Achieved long-term durability with a 20-year warranty
- Maintained a true tropical aesthetic with zero maintenance
- Designed to withstand UV exposure, heat, and Florida's coastal climate

Call to Action

If your natural thatch roof is suffering from rot, pests, fading, or constant maintenance, Endureed offers a proven alternative. Our engineered thatch systems are **100% pest- and rot-proof**, UV-resistant, fire-rated, and built to perform—even in the most demanding coastal environments.