

Loving outdoor living

NEW COMPANY MAKES IT EASY

By John M. Milner

DECK DESIGN'S PHILOSOPHY:

"Attitude is more important than money, than circumstances, than failures, than success... It can make or break a company... a church... a home. We can only rely on our own attitude and that is to do the right things and right things will follow."

- Charles Swindoll

Casey Van der Linden has made a career of recognizing opportunities and problem solving for his customers. Realizing the Canadian climate's impact on wood, in 1995 Van der Linden opened Form-A Fence. It was the first company to offer a complete line of no-maintenance vinyl backyard products: fences, railings, decks, gazebos, patio covers, pergolas and arbours.

A year ago, Van der Linden responded to customer's questions and needs by bringing The Deck Design Centre to London. The retail showroom was opened at 650 Little Simcoe Street, just west of the Western District grounds.

"Casey is a real entrepreneur. It's in his blood," design and marketing manager Greg Gillies says of Van der Linden. The concept of the Deck Design Centre is "to bring all of the Form-A-Fence expertise to a retail setting and adding a specific design component," Gillies explains.

The Deck Design Centre offers a complete design service with the in-

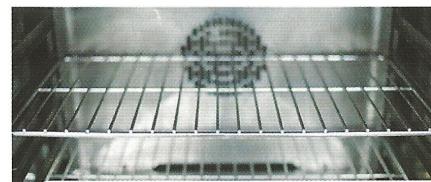
house design team. Designs can be done as sketches or as full CAD (computer-aided design) drawings, taking the customer from concept to permit-ready drawings. The finished product can be installed by Form-A-Fence installers or by the customer.

"A well designed and built deck is an asset by providing added living space. At Deck Design Centre, we can help you with your ideas and bring them to fruition," Gillies says.

Gillies believes the time is right for Deck Design Centre concept. "People are looking more and more to their outdoor living spaces as an extension of their indoor spaces," he says. "As Canadians, we suffer through winter for a good 40 per cent of the year, and the rest of the time we want to be outside. We can help you make it come true." ▀

FOR MORE INFORMATION

Deck Design Centre
650 Little Simcoe Street, #2
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