



vendura

A BREAKTHRU COMPANY



Shrinkflation

Didn't potato chips bags used to be larger? I swear that a ½ gallon of ice cream used to actually be a ½ gallon!

Instead of raising prices, companies trick us by reducing their product content/quantity/volume. Believe it or not, solid surface is no different.

Vendura recently finished a study of one of our competitors. We used an ASTM 3-point test to measure material strength. We found that Vendura wall panels are 25% stronger than the competitors. This begged the question...why? By analyzing the material both internally at Vendura and verifying by an independent 3rd party, we discovered that the competitor is using 4% less resin. Resin is more expensive than filler, so by reducing their resin and increasing the filler, they lowered their material costs. They're putting less potato chips in the bag and charging the same price!

Quality matters. Vendura has never reduced their resin content to save costs. We take product quality personally. By going with Vendura's product, you ensure a product that will stand the test of time and save your company money in the long term.

Who do you want to team with?

