



From top: Dave and Karen Gomm; Selwyn and Lynda Buckett; The two couples were ecstatic to see the results!; All hands on deck! Three motorhome roofs in one day is nothing for the Lifestyle Motorhomes team; The Buckett's RV roof scrubbed and prepared for application.

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The road to success

Two years ago Lifestyle Motorhomes started research on how to help their clients stop gradual damage in their vehicles, due to dreaded water leaks.

“We had a dream of catching our clients at the top of the cliff, rather than picking them up at the bottom because the cost of repairs is so much greater than the cost of prevention,” explains Murray McPherson, Director of Lifestyle Motorhomes.

Last year the company found a product range called Titan Coatings and Sealants, which is manufactured under license in Australia by Coatings and Sealants International, a company specialising in the manufacture of roofing and waterproofing membranes for the caravan and motorhome industry. The two companies struck up a relationship and before long Lifestyle Motorhomes owned the rights for marketing and distribution in New Zealand. “This right not only allows us to market and distribute the product, but also set up owner-operated application centres,” says Murray.

After starting their initial marketing campaign, Lifestyle Motorhomes soon found there was an even greater need for the product than they’d first imagined. Over the past few months they have applied the Titan Liquid Roof membrane to old and new vehicles of all shapes and sizes, from motorhomes and fifth wheelers to caravans and campers; horse floats and even storage containers.

Because of New Zealand’s high UV levels and varied weather conditions, Lifestyle Motorhomes carried out a great deal of testing using the Titan Coatings and Sealants products. “We found that the Titan Liquid Roof WB Membrane (water based) would adhere to almost anything,” explains Murray. “But we found that after six months of being on EPDM rubber roofs it would let go, like most other water-based products do when dealing with EPDM.” Determined not to give up, the company continued to research the product and found that the trace elements and compounds found in EPDM rubber sheeting would only allow liquid EPDM to adhere to it. For long term success it needed to be a spirit-based product, rather than water-based.

Since finding these results, the company has introduced a new product to their

range: Titan Liquid Roof EPDM. This product has high UV protection properties which manufacturers cannot give to the sheet form applied to many recreational vehicles, which is why many people experience bleeding through of the black underside of the rubber and mistakenly try to scrub it off thinking it is mould.

Titan Liquid Roof EPDM is a two-component Aliphatic Urethane which can be applied in thick films to produce a durable membrane-like coating over all types of rigid and flexible substrates. It is ideal for re-coating rubber, aluminum or fibreglass RV roofs. The Urethane component of Titan EPDM Liquid Roof ensures an easy-to-clean surface.

Over the past two months, Lifestyle Motorhomes has had the help of two couples, living on the premises and allowing the company to test and measure the results of different products on the roofs of their fifth-wheelers, one being an EPDM rubber and the other vinyl. “We have been blessed to have these wonderful people helping us,” says Murray. “They have been patiently waiting for the final product to arrive in New Zealand.”

Selwyn and Lynda Buckett, together with Dave and Karen Gomm, are like many motorhomers around New Zealand: they want to look after their investment by using a membrane coating that incorporates waterproofing and UV protection all in one, and by having this product applied to the most vulnerable part of their vehicle – the roof.

Murray cannot express his appreciation enough. “We would like to sincerely thank our clients, and great friends, for being so kind and patient and for working with us to achieve very successful results,” he elaborates.

Lifestyle Motorhomes will have business opportunities for these products and services throughout New Zealand early next year.

Titan products have a 10-year guarantee for more information, contact Murray and the team at Lifestyle Motorhomes on 0274 430 757.