

REDEFINED

VINYL SIDING

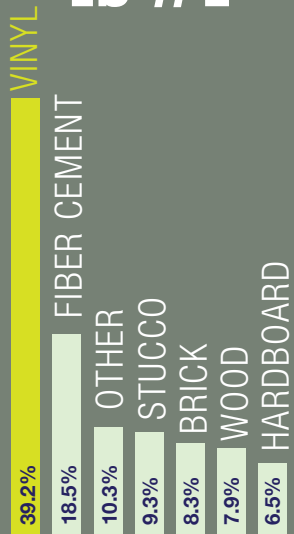
The evolution of performance and style



CertainTeed 
Quality made certain. Satisfaction guaranteed.™

#1 FOR A REASON

Vinyl Siding is #1



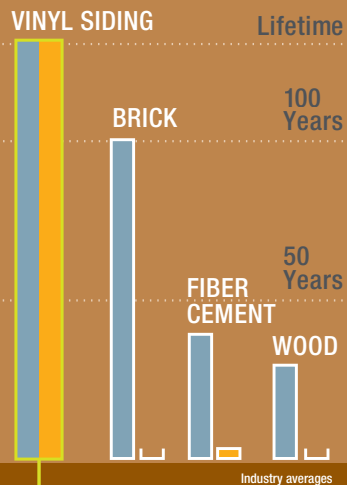
39.2%



2009 U.S. Census Bureau

Warranty Coverage

(CertainTeed covers material and labor for the life of the product)



Lifetime Warranty

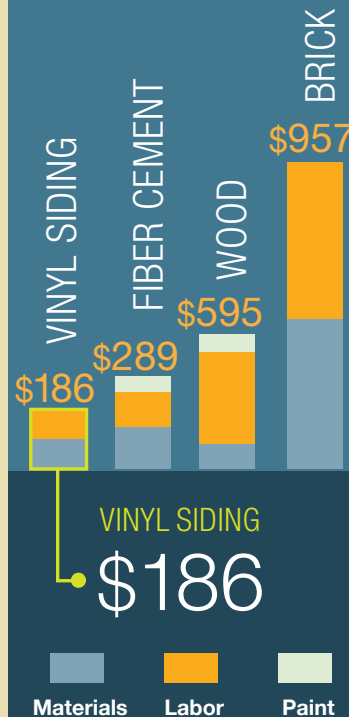
Material Labor



Competitive products offer a prorated warranty vs. CertainTeed's full coverage lifetime limited warranty.

Installed Cost

Total Dollars Per Square
(A Square Covers 100 Sq. Ft.)



VINYL SIDING

\$186

Materials Labor Paint

Vinyl Siding has the lowest total installed cost of any exterior siding, contributing to vinyl's added value

2010 R.S. Means Residential Cost Data

Vinyl Siding, Polymer Shakes and Trim have a lower environmental impact than a majority of other siding options.

Building for Environmental and Economic Sustainability (BEES) Life Cycle Analysis

A rainbow of colors,
all of them green

We innovate. You benefit. From the first day it hit the market in 1969, right up until today, CertainTeed Vinyl Siding has been a game changer. The introduction of a highly engineered alternative to wood siding opened the door to new opportunities for homeowners. As the demand for greater product performance grew over the years, so did our commitment to continuous innovation. Today, vinyl siding is the number one siding choice in the United States.¹ CertainTeed makes vinyl siding to accentuate many home styles and colors. But its beauty is more than skin deep. Traits like durability, low installed costs, ease-of-maintenance and manufacturing sustainability combine to make CertainTeed Vinyl Siding one of the smartest investments money can buy.

Sustainability Commitment

160 
Vinyl Siding Recycling
Centers Around the
United States

 
Near 0%
Manufacturing Waste

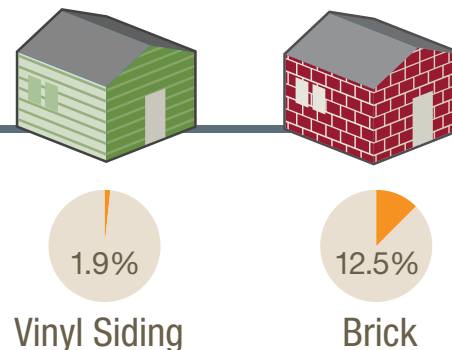


To be better in every way.

In today's marketplace, the need to get the most value out of home improvements has never been greater – which is why we go to such great lengths to ensure CertainTeed Vinyl Siding brings the maximum return on your investment dollar. After all, if our Vinyl Siding didn't stand up as well as it does against the elements, if the colors didn't resist fading as strongly as they do, and if it didn't add so much value when the time comes to sell your home, then we wouldn't be the number one choice for siding in America.

Vinyl Siding vs. Brick

Average scrap rates from vinyl siding installation are less than 1.9% of total construction waste produced for a typical 2,000 sq. ft. house, compared to a brick installation which yields an average of 12.5% of the total construction waste.²



Being green is one of our top priorities.

We lead the industry in sustainable business practices while improving product performance and style.

And our Vinyl Siding is no exception. By streamlining our operations to reduce carbon emissions and by reprocessing all vinyl scrap, our manufacturing process has near-zero waste. On top of that, the majority of our product lines contain recycled content, including our beautiful CedarBoards™ line which features up to, an industry-leading, 60% recycled content.

¹2009 U.S. Census Bureau. ²NAHB Construction Waste Estimate of a Typical 2,000 Sq. Ft. House, NAHB Research Center, 2001.

PERFORMANCE OF A LIFETIME

Maintenance Costs



*3,000 sq. ft. multi-story home, professionally painted. Recommended repainting every 8-10 years. CostHelper.com

CertaVision™ Quality Control

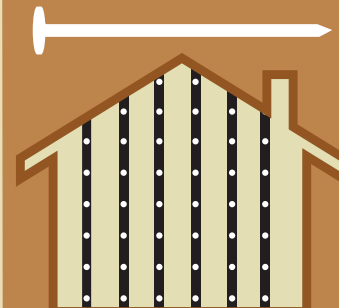
- ✓ IMPACT RESISTANCE
- ✓ COLOR CORRECTNESS
- ✓ SURFACE CONSISTENCY
- ✓ ACCELERATED WEATHERING
- ✓ LENGTH & WIDTH CONSISTENCY



Finished products are subjected to a series of tests to maintain our high standards on every piece of vinyl siding

Installation Innovation

Our **STUDfinder™** and **CertiLock™** Technology
Makes sure your siding stays put



WITHSTANDS
UP TO
220
MPH
WINDS

Vinyl Siding tops home renovation projects, showing one of the greatest returns at resale

Remodeling Magazine, Cost vs Value Report 2009-10

The lifetime warranty
you'll probably never need

Test. Test. Then test some more. In twenty years, your CertainTeed Vinyl Siding will look as beautiful as the day it was installed. We can make that promise because we subject our Vinyl Siding to exhaustive testing, so we know it will stand the test of time. You see, we're never satisfied with the idea of "good enough." We constantly strive to find innovative designs, colors, textures and fastening systems. We do this to ensure that your CertainTeed Vinyl Siding will meet every expectation for color, appearance, design and quality, year after year. Performance like that makes it easy to offer our industry-leading Lifetime Limited Warranty.* Of course, getting the ultimate performance from your siding requires expert installation. We recommend hiring one of our professional 5-Star Contractors. Visit certainteed.com and click on the "Find A Pro" button to begin.

Return on Investment

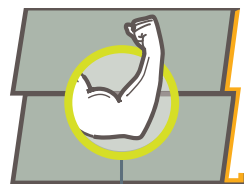


Vinyl Siding's
79.9%
Return on Investment



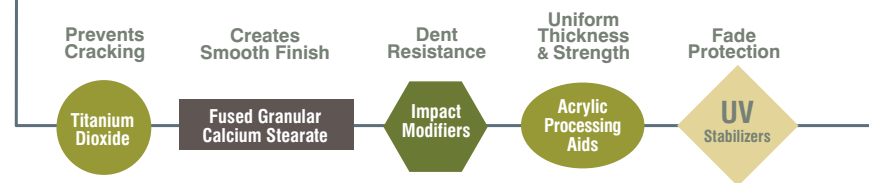
A wise and worthy investment.

When the time comes to sell your home, you'll find your decision to add vinyl siding pays an impressive return on investment. According to the Remodeling Cost vs. Value Report for 2009-10, homes in the study's "Midrange" returned an impressive 79.9% of the vinyl siding's installed costs. A considerably better return than many other major home renovation investments.



The Science of Strength

We use a precise blend of advanced materials, ensuring performance, durability and appearance



We test our products as thoroughly as we do to assure they perform flawlessly.

When we submit them for testing, by the Vinyl Siding Institute (VSI), we do it so you have independent, third-party verification of their performance. After harsh and prolonged testing, our solid color collections have been awarded ASTM certification for both color retention and product quality. With those certifications, offering the industry's leading Lifetime Limited Warranty* was a no-brainer. In short: when your CertainTeed Vinyl Siding is properly installed, we'll repair or replace it if any component fails to perform like new for as long as you own the house.

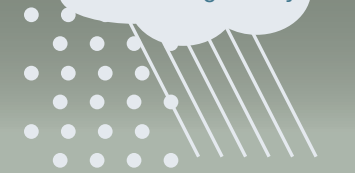
*See full warranty for details

BEAUTY AND BRAINS

Certified Beauty



Resists Major Color Change During A Multi-Year Outdoor Weathering Study



PermaColor™
to ensure color retention



◀ Our PermaColor Technology forms a protective surface on your vinyl siding to ensure color retention, and is backed by our lifetime fade protection warranty.

Virtually Unlimited Selections

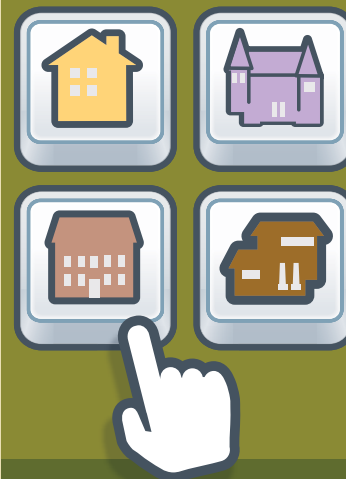
Over 40 Color Options



Over 800 Color, Style and Texture Combinations

#1 in style
Industry-leading product & color selection

Visualize Your Dream Home



ColorView™
To Reality



◀ Use our ColorView online web tools to visualize your home and mix-and-match colors, textures and styles. Either use a house from our gallery or upload your own. Visit certainteed.com/colorview to get started.

Creating style through color

The art and science of lasting color. Whether you're looking for a vivid Victorian hue, or conservative Colonial color, you're sure to find it in our industry-leading selection of more than 40 colors. CertainTeed makes selecting the color combinations that complete your project easy, too. From online tools to hands-on samples, we've got everything you need to artfully combine colors to suit your style of home. And you can forget about any potential problem with color fade because every color in our palette features exclusive PermaColor™ Technology, to ensure color retention. We're so confident in the performance of our siding that it comes with a lifetime fade protection. This guarantee assures your colors will stay true for years to come, so choose our darker colors with confidence.



Making inspired color selections for your home's new vinyl siding is easy when you're given the right tools and a few helpful hints. You'll find a bit of both below. All you need to do is add your own touch of creativity.

Your Home's Architecture

Determine your home's architectural style. A search on the Web will reveal a wide variety of traditional color schemes associated with them.

Your Region of the Country

When it comes to your home's style, every region develops its own design aesthetic. Architecture, nature and the area's culture derive these trends. Choosing from locally inspired color palettes will only add to your overall curb appeal.

Your Personal Taste

Now that you've done your research, a simple question: What colors appeal to you? Consult our color guide on the other side to identify complementary color palettes. Then go to certainteed.com and use the online ColorView™ tool to see how your color selections look on homes just like yours.

TrueTexture™

Molded From
Real Cedar for an
Authentic-looking
Woodgrain



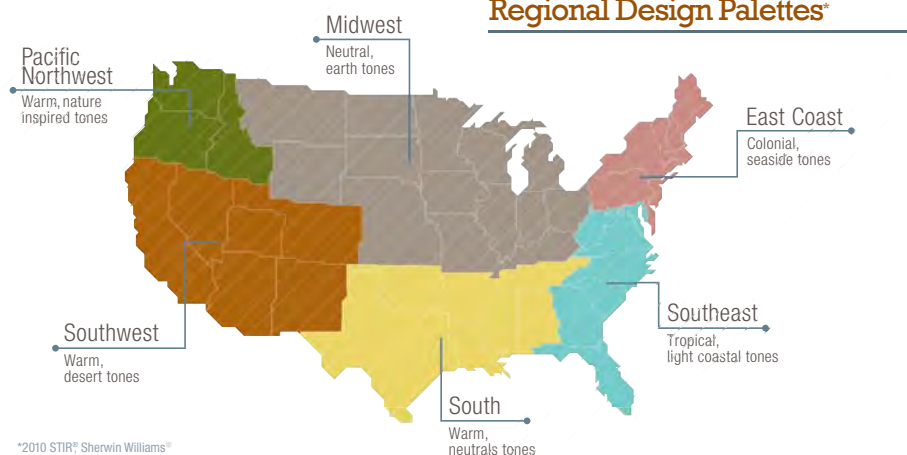
Natural look without
the maintenance



Everything old is new again.

If you can imagine it, odds are CertainTeed can help you reproduce it with the industry's widest selection of siding and trim styles. Want the look of natural wood? Our TrueTexture finish gives our Vinyl Siding and Polymer Shakes the look and feel of genuine wood because they're molded from real wood planks. TrueTexture enables us to faithfully recreate classic, period-correct styles of siding and trim, so it's no wonder our Vinyl Siding has gained approval for use in many historical communities around the country.

Regional Design Palettes*



Sample color palettes to get the creative juices flowing



There are thousands of beautiful color and texture combinations available for **CertainTeed Vinyl Siding**. We've selected just a few here to illustrate how certain colors work together. We hope they inspire you to create your own palette and discover the practically endless design possibilities you have with CertainTeed.

Choose by Color

Neutral

Savannah Wicker

Sable Brown

Cypress Desert Tan Sandstone Beige

Bold

Barn Red

Herringbone

Buckskin Ivy Green Hearthstone

Natural

Timber Blend

Warm Sand

Cypress Savannah Wicker Desert Tan

Colonial

Snow

Granite Gray

Pacific Blue Silver Ash Heritage Cream

Cool

Pacific Blue

Colonial White

Sterling Gray Oxford Blue Snow

Warm

Buckskin

Sandstone Beige

Terra Cotta Mountain Cedar Desert Tan

Coastal

Sea Breeze

Colonial White

Summer Wheat Coral Snow

Preservation

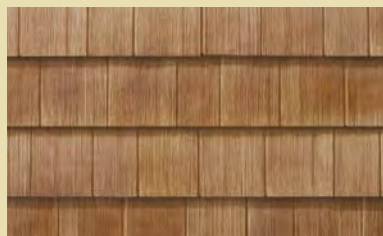
Sterling Gray

Heritage Cream

Light Maple Oxford Blue Herringbone

Note: Colors throughout this brochure are simulated. Consult product samples before making final selection. Occasionally, communities may place limitations on color schemes, so be sure to check all local ordinances before finalizing your color choices.

CertainTeed products are designed to work together and complement each other in color and style to give your home a beautiful finished look.



Polymer Shakes & Shingles



Fiber Cement Siding



Fence



Insulated Siding



PVC Exterior Trim & Beadboard



Decking and Railing



Vinyl Siding



Vinyl Carpentry® Trim



Housewrap

buildingresponsibly™

ASK ABOUT OUR OTHER CERTAINTEED PRODUCTS AND SYSTEMS:

EXTERIOR: ROOFING • SIDING • WINDOWS • FENCE • RAILING • TRIM • DECKING • FOUNDATIONS • PIPE
INTERIOR: INSULATION • GYPSUM • CEILINGS

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