

### CertainTeed Siding Can Save You Money

At a time when profit margins are being squeezed by rising costs and increased competition, the decision between vinyl and wood siding is more important than ever. Now it's also clearer than ever.

Over the past few years, vinyl siding has taken the lead over wood in both cost and customer satisfaction. It can reduce material costs and improve cash flow by making homes more saleable.

### A Real Cost Advantage

There are two aspects to the cost of siding: materials and labor. In both, vinyl holds a significant advantage.

On the materials side, the cost of quality wood siding has been increasing at a record pace. The price of premium vinyl siding has remained relatively stable and today is about half as much as premium wood siding.

As for labor costs, vinyl building products eliminate the priming, back priming, or painting that wood requires. Also, installation innovations like our patented STUDfinder™ Installation System and long (up to 20 ft.) panels have significantly reduced the time it takes to install vinyl siding. As a result, vinyl building products result in a lower installed cost to builders and remodelers.

### Guaranteed Customer Satisfaction

Vinyl siding can make a home more attractive to buyers, who have come to understand the advantages in the long-term ownership costs of vinyl and wood.

#### Virtually no maintenance

Homeowners know that wood siding requires regular attention, including costly, time-consuming painting or staining every few years. Over time, wood is subject to deterioration that can eventually lead to the need for replacement. Vinyl siding, on the other hand, is simple to clean and will not rot, crack, or split, even after years of rough weather conditions. Also, most of CertainTeed's siding and trim carries a lifetime limited warranty, so homeowners are protected for as long as they own their homes.

#### Wood-like appearance

Today's advanced technologies have created vinyl siding textures that look as authentic as wood. For example, CertainTeed's unique Monogram™ siding is manufactured with a mold that duplicates the texture of premium cedar panels. The result is an authentic solid cedar look—in a low gloss rough cedar or smooth brushed finish.

Similarly, CertainTeed's Cedar Impressions® siding reproduces hand-split or rough-split shingles and shakes or half-round shingles in a rigid, durable polypropylene panel.

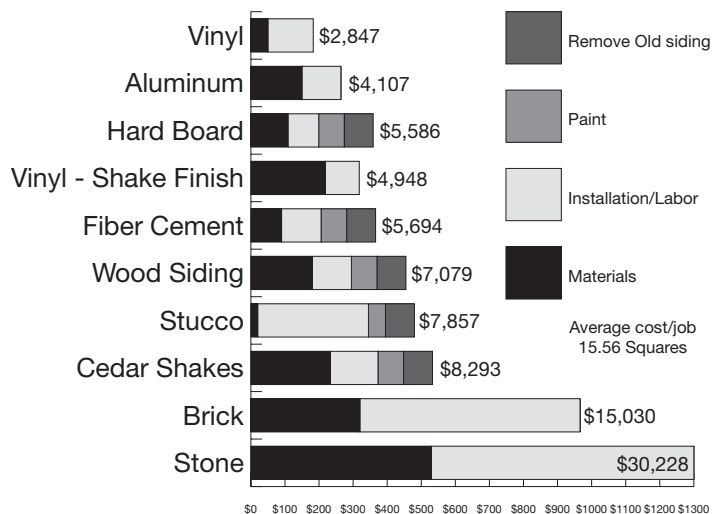
#### Thermal efficiency

Vinyl siding also allows builders and remodelers to add an extra layer of insulation, especially in re-siding applications. For example, CertainTeed's Cedar Boards™ siding with True Comfort® Technology can increase the R-value of exterior walls by as much as 22 percent.

### Clear Choice

When you add up the advantages—savings to the builder or remodeler, long-term savings to the homeowner, and a true wood-like appearance, the choice becomes clear: vinyl siding is right for today and tomorrow.

Renovation Installed Cost



To find out where you can buy CertainTeed siding and trim, call 800-233-8990.