

*For maximum performance
and appeal, the only choice is
Charter Oak.*

*Independently tested
for quality and safety.*

When you choose Charter Oak, you get more than Alside's assurance of quality. Under an independent program sponsored by the Vinyl Siding Institute (VSI), Charter Oak has received ASTM D3679 certification, the industry standard for quality. The safety of Charter Oak also is regularly tested by Underwriters Laboratories (UL). As a result of this rigorous testing and inspection process, Charter Oak is UL Classified ASTM E84.



*Pertains to Charter Oak
Vinyl Siding*

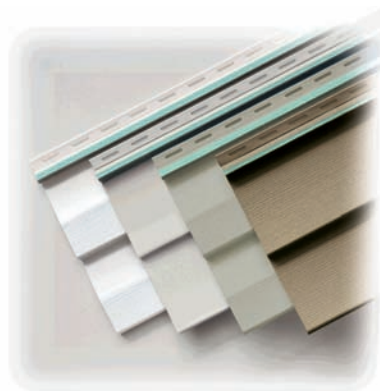


Warranty information.

Charter Oak Premium Vinyl Siding and Alside accessories are backed by lifetime limited warranties. Copies of the warranties are available by writing to:

*Alside Warranty Department
PO Box 2010
Akron, Ohio 44309*

*Choose classic
clapboard or dutch lap
profiles (4 1/2" exposure)
with detailed oak grain
texture or smooth
matte surface
in 4 1/2" clapboard.*



Ultimate Siding Systems



The ultimate way to create lasting beauty.



Alside PO Box 2010 Akron, Ohio 44309
1-800-922-6009 www.alside.com





*Outstanding beauty begins
with exceptional product quality.*

Quality you can count on. Made to be the best. And made to last. That's what you can count on when you choose Charter Oak Premium Vinyl Siding. You have the confidence that comes when working with a company recognized and respected for its

manufacturing and quality control excellence. Plus you have the assurance that comes with Alside's lifetime limited warranty. Make your first choice the best choice. Charter Oak.*

Above: Charter Oak Adobe Cream clapboard. Trimworks Glacier White beaded cornerposts.

**Charter Oak® . . .
made with only the very
best materials.**

Developing a tough, durable and beautiful vinyl siding such as Charter Oak requires the technical skills of a chemical process engineer and the visual sensibilities of an architect. That's because the premium vinyl used in Charter Oak is more than just a simple PVC resin. It's a proprietary compound, with each ingredient chosen to add specific benefits to the final product.

PureStrength™ PVC resin gives Charter Oak its basic strength and weather resistance. It prevents moisture infiltration from rain and humidity, so panels won't rot, warp, shrink or swell. The result is low-cost, easy-care maintenance.

Ti-Shield™ titanium dioxide prevents ultraviolet degradation, so even hot summer sun won't damage Charter Oak's beautiful surface.

StayRight™ PVC stabilizers also help prevent heat degradation, both during manufacturing and after installation.

TrueShield™ impact modifiers give Charter Oak exceptional impact resistance, helping to prevent denting and dinging from routine around-the-house activities.

DesignersChoice™ pigment concentrates are used to produce uniform colors that go clear through Charter Oak panels. You'll never have to stain or paint again, because the color won't wash away.

Charter Oak. Technically, it's beautiful.



*See warranty for complete details.



**An eco-friendly
choice.**

The home that protects you can also help protect the environment. As a durable product with a long service life, vinyl siding reduces the depletion of wood and other precious natural resources commonly used in home construction. It's also friendlier to the environment than brick or stucco in terms of air pollution caused by production, fossil fuel consumption and global warming impact.¹ And because vinyl siding never needs to be painted, it helps prevent paint, stain, caulk and other maintenance-related products from polluting the earth.

With a strong commitment to environmental stewardship, Alside produces vinyl siding with optimal material use and minimal waste, ensuring nearly all in-plant scrap vinyl is recycled to further reduce our environmental footprint on the earth. Eco-friendly vinyl siding is derived largely from common salt – a sustainable and abundant natural resource!



¹USGBC LEED® for Homes Program Pilot Rating System, Page 114. BEES (Building for Environmental and Economic Sustainability) Study. January 2007.

Charter Oak's TriBeam™ System . . . designed for maximum performance.

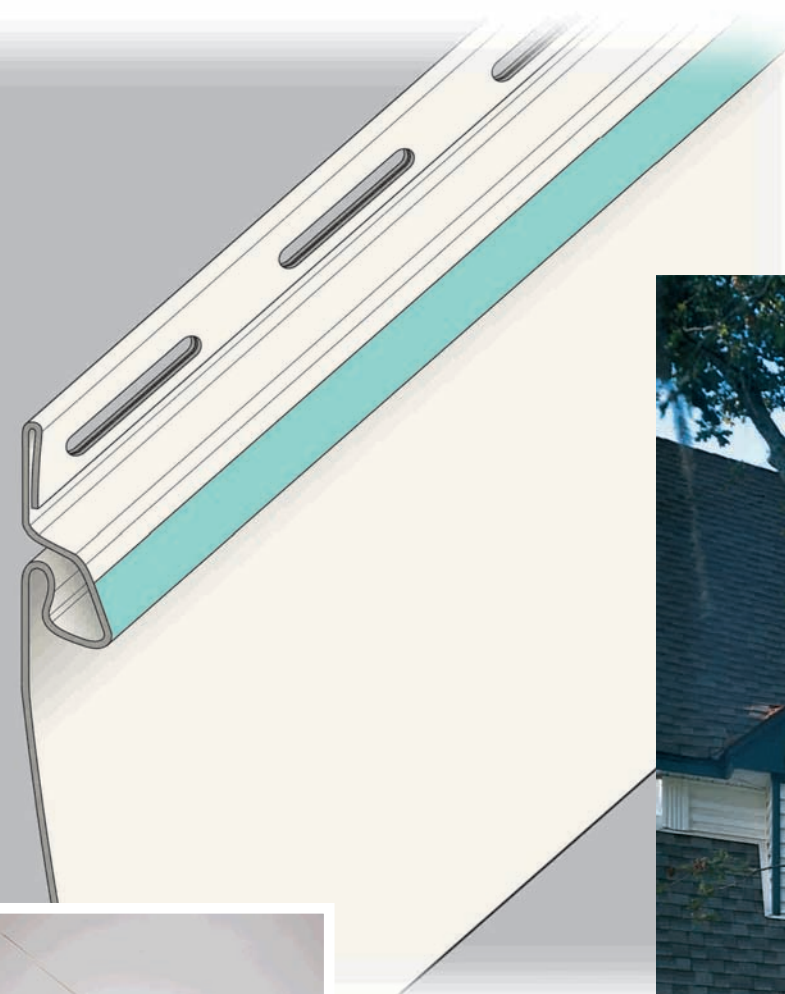


Exclusive TriBeam™ System provides unsurpassed panel rigidity and superior wind resistance.

Charter Oak's lasting beauty isn't a result of just blending premium raw materials. Product engineers have created a superior – and exclusive – design for Charter Oak that provides exceptional rigidity and extraordinary resistance to hurricane force winds.



Can other vinyl sidings deliver the same wall-straightening rigidity? Not according to independent product tests. In these strictly controlled laboratory comparisons, Charter Oak left the competition sagging. Three separate tests were conducted, using five premium-priced competitive sidings. The photo says it all: With Charter Oak, there's simply no comparison.



The unique TriBeam™ system gives Charter Oak superior rigidity, helping to ensure straight course lines and even walls, on both new and existing homes. The result is an exceptionally beautiful installation with the built-in strength to maintain that outstanding appearance.

The TriBeam™ illustration at left shows another feature that's especially important if you live in an area where high winds are common. It's a rolled-edge nail hem that gives Charter Oak superior ability to resist the shearing force of extreme winds. To define extreme, we put Charter Oak to another test. The result: Charter Oak stayed

nailed in place in winds reaching the intensity of Category 5 hurricane winds, the designation used by the National Hurricane Center to identify the most destructive storms.



Charter Oak Glacier White dutch lap. Trimworks fluted corner posts. Aside Premium Scallops decorative accent panels.

Charter Oak lets you express yourself with rich colors and dramatic contrasts.

The classic look of the American home.

The quintessential American wood-sided home is distinguished by its details: the profile, or shape created by milling – the characteristic grain, or lack of it found in the wood – the depth-defining shadows produced by the underside of the boards. Rich details, authentic details are exactly what you'll find in Charter Oak.

All-American profiles. The traditional clapboard profile is an architectural standard, the most popular siding profile in America. Its clean, simple lines add rich appeal to any home, from grand Victorian to seaside contemporary. Or for an added dimension of interest and appeal, choose an elegant dutch lap profile, distinguished by its graceful cove detailing. Both are available in popular 4 1/2" exposure widths.

Detailed or subtle surface texture. Some homeowners like the look of natural wood grain, and Charter Oak provides it with a detailed texture that looks and feels like the surface of quarter-sawn oak boards. Other homeowners like a softer matte surface, as if the boards had been planed rather than sawn. Charter Oak offers that option in the clapboard profile too.

The look of freshly applied paint. To produce the subtle luminosity that suggests a house has just been painted, Charter Oak uses a luxurious low-gloss finish. The look is real, the result is elegant, no matter what color you choose for your home.

Deep, realistic shadow lines. When the sun shines on a Charter Oak installation, you see the importance of realistic shadow lines. They define the individual siding courses, plus they add a dimension of depth. Because Charter Oak is made with a full 3/4" butt (the thickness at the bottom of an exposure), its shadow lines are deep, bold and beautiful.

Charter Oak. Simply beautiful. Every way you look at it.

Charter Oak gives you a rich palette of exterior design options starting with 14 elegant contemporary colors.

 Glacier White	 Antique Parchment	 Natural Linen
 Platinum Gray	 Silver Moss	 Coastal Sage
 Cape Cod Gray	 Mystic Blue	 Adobe Cream
 Colonial Ivory	 Maple	 Monterey Sand
 Vintage Wicker	 Tuscan Clay	

Or for exceptional distinction, choose from the ultra premium colors that make up Alside's exclusive Architectural Color Collection.

 Autumn Red*	 Heather	 Ivy*
 Slate	 Harbor Blue*	 Walnut*

*Available only in oak grain. Not available in all markets.

Note: Colors are as accurate as printing techniques allow. Make final color selections using actual vinyl samples.

ChromaTrue™ ChromaTrue helps make Charter Oak Soffit better with ASA weatherable polymers, which provide superior fade resistance and better performance on darker colors.



Subtle contrast. Tuscan Clay siding, Monterey Sand trim and door, Brown shutters.



Dramatic contrast. Slate siding, Glacier White trim, Black shutters and door.

Happy with your home's exterior? Or maybe you want a new look, with different colors, more details, greater contrasts. Charter Oak offers all the choices needed to give your home the exact look you want. Start with classic panel profiles and end with the perfect details at doors and windows. With Charter Oak, all decisions lead to beautiful results.

Two tips that make color selection easy. If you like your home's existing color scheme, there's really no decision to make. But if you're looking for a change, use the following two suggestions to guide your planning:

First, use the color of your roof shingles as a starting point. For the most pleasing appearance, colors for shingles and siding should complement each other.

Secondly, decide if you want a little or a lot of contrast between siding and trim. As a general rule, less contrast unifies a home's architectural elements, while greater contrast emphasizes individual elements.

Want a great way to view Alside siding, accent and trim color combinations? Alside's Design Showcase is an interactive color visualization tool that makes choosing siding, accent and trim colors easy, effective and exciting . . . all with just a click of the mouse. Visit www.alside.com to get started.



Charter Oak lets you express yourself with eye-catching trim and accents.

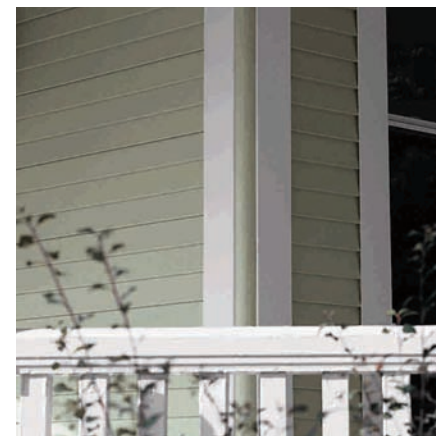


Trimworks® 7" fluted corner post.

All products are color coordinated with Charter Oak siding.

When you're creating an exterior design, the delight is in choosing details. Siding color defines the total mass of your home; trim and accent details focus on particulars, highlighting the special features and characteristics that set your home apart.

Aside offers a wide choice of trim and accent products made to complement the beauty and colors of Charter Oak siding.



Trimworks® Three-piece beaded corner post.



Aside Premium Shakes – the classic look of deep-grained cedar shakes.



Aside Premium Scallops – Victorian inspired half-round shingles.



Charter Oak® clapboard with Trimworks® 5" window trim.



Charter Oak® dutch lap with Trimworks® 3 1/2" window trim.



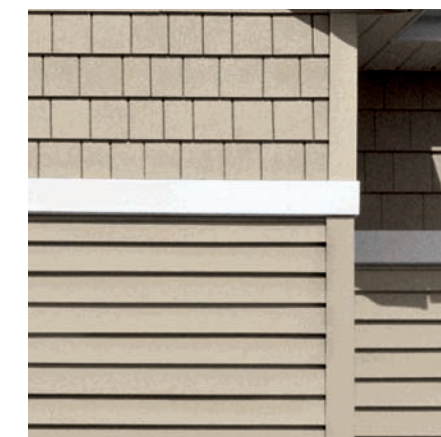
Trimworks® custom crown molding used with wood window trim.



Greenbriar® Vintage Beaded soffit and Trimworks® soffit crown molding.



Charter Oak® invisibly-vented soffit.



Horizontal band board provides a strong horizontal accent.

Using creative exterior design you can have the home that you've always wanted.

White siding, white trim. A lot of homeowners love that basic look. But to make your home stand out while also increasing its value, try adding decorative colors and accents to your design scheme. Charter Oak and Alside give you plenty of possibilities to work with.

5" Trimworks fluted lineals complement this beautiful decorative door (below).



Here's the difference color and accents can make to a home.

Same home, just different color, trim and accents. The details emphasize individual elements – doors, windows, prominent outside corners. And by doing so, they accentuate the home's unique architectural lines and style.

Want the same dramatic change for your home? Just focus on details. You're sure to love the results.

For more information about designing with colors and details, ask your Charter Oak dealer for copies of Alside's exterior design brochures: *How to Choose Exterior Colors for Your Home* and *It's All in the Details*.



The prominent overhang shielding this upper story window is made even more striking by the elegant, soaring lines created by Charter Oak vertical siding and Charter Oak soffit. The bold vertical lines also help offset the massive width of the window, creating a pleasing visual balance.

Details, details.

It's easy to create distinction and appeal – just focus on using details to emphasize your home's key architectural elements. What's possible? What options can you use? The accompanying photographs suggest just some of the many exterior design schemes that are possible.

Vertical siding.

Vertical siding offers a dramatic way to add interest to the dominant horizontal lines that characterize most homes. The vertical lines say, in effect, "Look at me; I'm important!" So if you want to accentuate main entrances, dormers or gable end walls, vertical siding is an excellent design choice.

Wide lineals.

Wide lineals by design, call attention to themselves. In the home upper right, for example, wide lineals accentuate the windows and gable trim. A horizontal band board adds emphasis, calling attention to the Architectural Shakes® ornamental siding used to finish the upper wall.



5" Trimworks lineals used as "rake" boards.



Contrast provides another way to call attention to key architectural elements. An artful contrast of vertical and horizontal siding creates an almost cathedral-like impression at the home's main entry way (above).

Unvented Charter Oak soffit panels, used as a vertical siding, create a focal point above the main entrance (left). The vertical lines also interrupt long horizontal lines that could tend to make the home look "stretched out."

