

MASTIC HOME EXTERIORS. THIS IS THE EXTERIOR SOLUTION.®

www.mastic.com



SIDING | PERFORMANCE METALS | RAIN REMOVAL | DESIGNER ACCENTS | DOOR SURROUNDS | SOFFIT + FASCIA | SHUTTERS



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Windows Siding Stone Veneer Fence+Rail Designer Accents plygem.com



OVATION™





true to life

COVER IMAGE: Ovation™
Double 4" in Quiet Willow



Ovation Double 4" in Wicker

No paint. No stain. No hassles. That's the beauty of Ovation™. Available in 20 colors and five panel styles, Ovation is engineered for strength and durability. Our exclusive Snap+Lock+Hold™ Locking System keeps panels in place — even during high winds. With vivid color throughout, and strength across the board, Ovation more than earns its name.

VINYL SIDING GIVES HOMEOWNERS WHAT THEY WANT.

■ IMPORTANT ■ NEUTRAL ■ NOT IMPORTANT (%)

(independent study conducted by Vernon Research Group, 2005)



Is it any wonder that vinyl siding is chosen more than any other exterior cladding in the U.S. and Canada?¹

¹ www.vinylsiding.org
December 14, 2009

Ovation Delivers.

DURABILITY. If you're looking for siding that is durable and low maintenance, and looks beautiful, Ovation siding is the ideal choice. Ovation will enhance your home's appearance today — and for years to come.

NO PAINT, NO STAIN, NO HASSLES. Ovation, a premium panel, never needs paint or stain. Unlike real wood siding, it won't crack, peel, flake or rot. Revolutionary technologies like Mastic's exclusive Hang-Tough™ Technology and Duranyl 5000® Protection System maximize the panel's weatherability and deliver additional protection — and peace of mind — for your investment.

COLOR AND TEXTURE. Available in a unique woodgrain. Ovation is available in 20 base colors, the Triple 3" is available in a smooth finish.

PEACE OF MIND THAT LASTS A LIFETIME. Ovation is backed by the Mastic V.I.P. Limited Lifetime Warranty — a real warranty backed by a solid company. Mastic has been a trusted industry leader for more than 50 years. Please see our warranty for complete details.

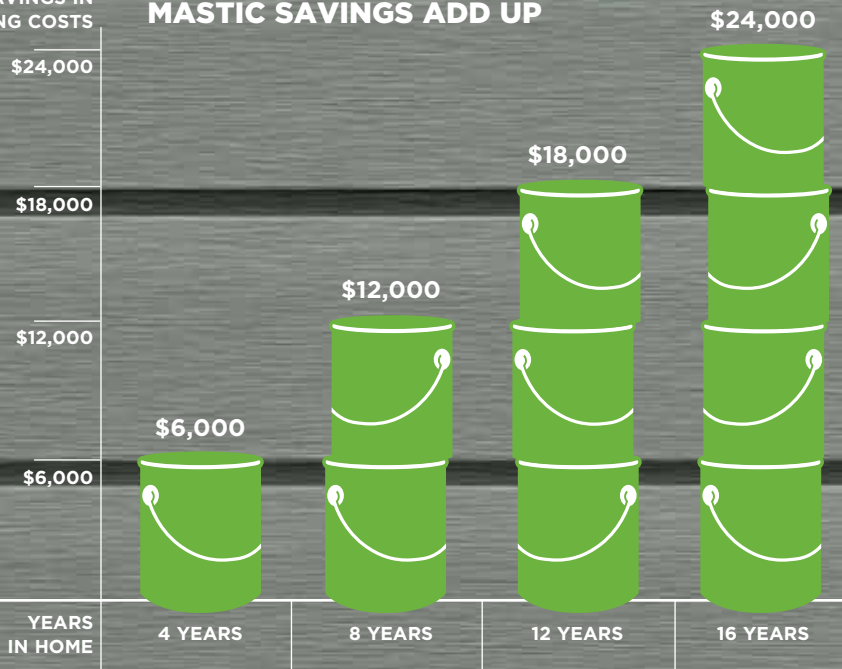
Beauty that lasts. Based on an average-size home, repainting or staining can cost up to \$6,000 every four years. Ovation never needs painting, caulking or patching because, unlike wood, it won't crack, peel, rot or split.



NO PAINT. NO STAIN. NO HASSLES.

SAVINGS IN PAINTING COSTS

MASTIC SAVINGS ADD UP



HANG-TOUGH™ TECHNOLOGY

Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



DURANYL 5000® PROTECTION SYSTEM

Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



BREATHE EASY

Unlike some fiber cement products, vinyl siding does not produce harmful silica dust — silica dust can cause lung disease.

V.I.P. LIMITED LIFETIME WARRANTY

Premium guarantee of lasting quality and peace of mind — backed by Mastic, a trusted industry leader for 50+ years.

See warranty for complete details.



Test our vinyl. We do. Rigorously. Relentlessly.



OIL CAN TEST Siding panels are placed under heat strips and saturated to 120° — 140°F to make sure the siding doesn't warp or buckle.



WEATHERING Color retention (resistance to fading) is tested by subjecting Mastic products to real-time weather conditions and accelerated UV testing. This ensures that Mastic products will hold up in the most extreme environmental conditions.



RIGIDITY Panels are designed and engineered to be more rigid so the siding remains straight on the wall.



COLOR READ TEST Using a spherical spectrophotometer, a 10,000 watt xenon flash tube bounces light off a siding panel. This information is then analyzed to determine if the color falls within accepted ranges for color consistency and match.



VERTICAL HEIGHT IMPACT TEST Measures the product's durability and ability to resist impact forces — the result of proper thickness, formulation and impact modifiers.



GLOSS TEST A digital readout microgloss meter is used to scan siding to determine if its gloss falls within a target range. Gloss is important to the aesthetic appeal of the siding.

Time-tested. Certified. And more.



The Vinyl Siding Institute sponsors a certification program that assures the quality of vinyl siding by offering manufacturers the means to independently verify the quality of our products through third-party testing and inspection.

Through this program it was certified that Mastic vinyl siding products meet or exceed the performance standards set forth by ASTM D3679 and the color retention requirements of ASTM D6864/D7251, so you can have confidence our products will perform well, season after season.

ASTM STANDARDS



WITHSTAND THE IMPACT OF RECOMMENDED INSTALLATION PROCEDURES.



STAY ON THE HOUSE IN HEAVY WINDS OF AT LEAST 110 MPH.



LAY STRAIGHT ON A FLAT WALL AND NOT BUCKLE UNDER NORMAL CONDITIONS.



WITHSTAND THE EFFECTS OF NORMAL SEASONAL TEMPERATURE FLUCTUATIONS.



MEET MANUFACTURERS' ADVERTISED SPECIFICATIONS FOR LENGTH, WIDTH, GLOSS AND THICKNESS — AND HAVE A MINIMUM THICKNESS OF .035.

MASTIC PERFORMANCE



Mastic siding is designed and engineered to withstand impact beyond that required by ASTM D3679.



Ovation is rated at up to 195 mph.



Our product development team subjects Mastic products to a battery of rigorous tests to ensure superior quality and performance and, in addition to lay-flat design features, some Mastic products are even designed to hide existing imperfections in construction.



With our exclusive Duranyl 5000[®] Protection System and Hang-Tough[™] Technology, Mastic products are engineered to persevere in the most extreme conditions.



Ovation features a premium thickness of .042 — 20% thicker than the minimum requirement.

Consult the VSI website at www.vinylsiding.org for a current list of certified products.

THE EXTERIOR SOLUTION FOR Color.



OVATION PROFILE AND COLOR KEY

Due to printing limitations, colors may not be exactly as shown. Refer to actual sample and color chips for best match.

D4 DOUBLE 4" WOODGRAIN

DL D4-1/2" DL WOODGRAIN

D5 DOUBLE 5" WOODGRAIN

T3 TRIPLE 3" SMOOTH

S6 SINGLE 6-1/2" BEADED WOODGRAIN

ALL AVAILABLE IN ALL PANELS

DEEP COLORS

ENGLISH WEDGEWOOD **PREMIUM**

D4 DL D5

QUIET WILLOW **PREMIUM**

D4 DL D5

RUGGED CANYON **PREMIUM**

D4 DL D5

DEEP GRANITE **PREMIUM**

D4 DL D5

CLASSIC COLORS

HARBOR GREY

ALL

SCOTTISH THISTLE

ALL

EVEREST

ALL

PEBBLESTONE CLAY

ALL



See for yourself with Dreamhome. Choose a house from 20+ styles that best reflects your own home. And then, bring your vision to life as you mix and match from our complete range of premium siding products and designer colors. Find Dreamhome in the Design Center at www.mastic.com/dreamhome.

LIGHT COLORS

VICTORIAN GREY

ALL

WICKER

ALL

SAGE

ALL

SILVER GREY

ALL

CLASSIC CREAM

ALL

CAMEO

ALL

TUSCAN OLIVE

ALL

SANDTONE

ALL

DESERT SAND

ALL

ALMOND

ALL

LINEN

ALL

WHITE

ALL



effortless beauty



Ovation Double 4" in Classic Cream



DOUBLE 4-1/2" DUTCH LAP WOODGRAIN

SINGLE 6-1/2" TRADITIONAL BEADED WOODGRAIN

DOUBLE 5" WOODGRAIN

TRIPLE 3" SMOOTH

DOUBLE 4" WOODGRAIN

TRADITIONAL BEAD
Wide, sculpted, beaded ridge creates subtle shadow lines to enhance traditional-style homes.



THE .042 COLOR LEADER — 20 COLORS

Ovation offers the most colors, in the broadest range, of any competitive panel.



PROFESSIONAL BUILDER'S TOP NEW 100 PRODUCTS AWARD

Ovation was named one of the 100 Best New Products in 2009 by *Professional Builder* magazine.

DOUBLE 5", TRIPLE 3", DOUBLE 4" AND DOUBLE 4 1/2" DUTCH LAP

ROLLOVER, REINFORCED NAIL HEM

Easier installation — more precise and secure fastening.



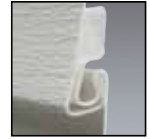
WIND SPEED — RATED UP TO 195 MPH

Mastic's proprietary design and engineering delivers a panel that achieves superior wind resistance.



SNAP+LOCK+HOLD™ LOCKING SYSTEM

Grips tight so panels lock securely and stay put — even in high winds.



9/16" PANEL PROJECTION

Enhanced shadow lines replicate the appearance of real wood siding.

TRADITIONAL BEADED



ADVANCED LOCKING SYSTEM AND NAIL HEM

Precise, secure fastening, easier installation and tighter fit combine to deliver added strength and stability — even in high winds.



WIND SPEED — RATED UP TO 165 MPH



DURANYL 5000® PROTECTION SYSTEM

Proprietary technology adds extra UV protection to our deepest, most vivid colors — protects color against harsh elements and maximizes long-term weatherability.



HANG-TOUGH™ TECHNOLOGY

Exclusive formulation and process boosts durability so panels are more resistant to cracking, impact and thermal distortion. As an added benefit, rich color resides throughout the panel — virtually eliminating the appearance of nicks and minor surface scratches.



CLASS 1(A) FIRE RATING



OVATION HAS BEEN GREEN APPROVED BY THE NAHB RESEARCH CENTER.
This means you can be assured that Ovation complies with specific green practice criteria in the National Green Building Standard. Visit www.GreenApprovedProducts.com for more details.

A HEALTHY RESPECT FOR THE PLANET — AND OUR CUSTOMERS.



Mastic Home Exteriors by Ply Gem can help you meet your sustainable building goals and earn points in leading green building certification programs. Our products offer features that positively contribute to sustainable practices, improved energy efficiency or lifecycle benefits of homes. All are important aspects of sustainable building and reflect Mastic's contribution to the Ply Gem Enviro initiative.



For more information on how Mastic products can help you meet your sustainable building goals, refer to the Mastic *Building to Make a Difference* white paper available at mastic.com.



SUSTAINABLE RESOURCES:

- Mastic vinyl siding is manufactured from two abundant natural resources: salt (57%) and natural gas (43%).¹
- All post-product scrap material created during the manufacturing process is reclaimed.
- Vinyl siding generates less construction site waste than cardboard packaging, brick or lumber.
- When installed and used properly, Mastic products never require paint or stain, which reduces VOCs released into the atmosphere.
- Mastic Performance Metals® have been evaluated by a third-party and are Green Circle certified to contain a minimum of 67% recycled content.
- Ply Gem facilities reuse and recycle pallets and packaging material, reducing raw material needs and landfill use.
- Ply Gem works with its suppliers to recycle as many materials as possible, including cores, cardboard padding, paint totes, batteries, light bulbs, toner and paper.



ENERGY EFFICIENCY:

- Vinyl siding requires less energy to manufacture per square foot than brick and mortar.²
- Mastic vinyl siding is lighter weight per square than other cladding options, so it requires less fuel to transport. Less fuel used means less pollution.
- When properly installed, Structure EPS Insulated Siding can reduce thermal bridging and help meet the requirements of an Energy Star® Qualified new home. Structure EPS Insulated Siding panels, with a verified R-value³ of up to 3.0, have been tested using the new 2011 FTC-compliant testing method (ASTM C1363).
- Mastic Performance Metals® V-Groove soffit and roof and eave vents support proper attic ventilation efforts, which moderates attic temperatures and improves a home's energy efficiency. Mastic V-Groove metal soffit provides the most net free ventilation per linear foot of any aluminum soffit system.

¹ "A Dozen Things You Might Not Know That Make Vinyl Siding Green," page 9, Tad Radzinski, P.E., LEED AP, and VSI. October 10, 2009. <<http://www.vinylsiding.org/greenpaper/>>

² Ibid, page 10

³ R means resistance to heat flow. The higher the R-value, the greater the insulating power.



LIFECYCLE BENEFITS OF HOMES:

- Mastic vinyl siding is durable and requires no site finish. Our Performance Metals® stand up to weather with virtually no maintenance. Our Designer Accents™ use thicker construction and a baked lacquer finish to ensure that they hold up season after season.
- When installed properly and under normal use, our products should never require painting or staining. They won't crack, peel, blister, or rot.
- All of our Performance Metals® aluminum accessories are easily recyclable. In fact, at the end of its lifecycle in building applications, 100% of the aluminum can be recycled.



VINYL SIDING ENVIRO SNAP SHOT:

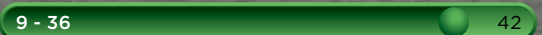
LEED For Homes — Possible Points



LEED New Construction — Possible Points



NAHB Standards — Possible Points

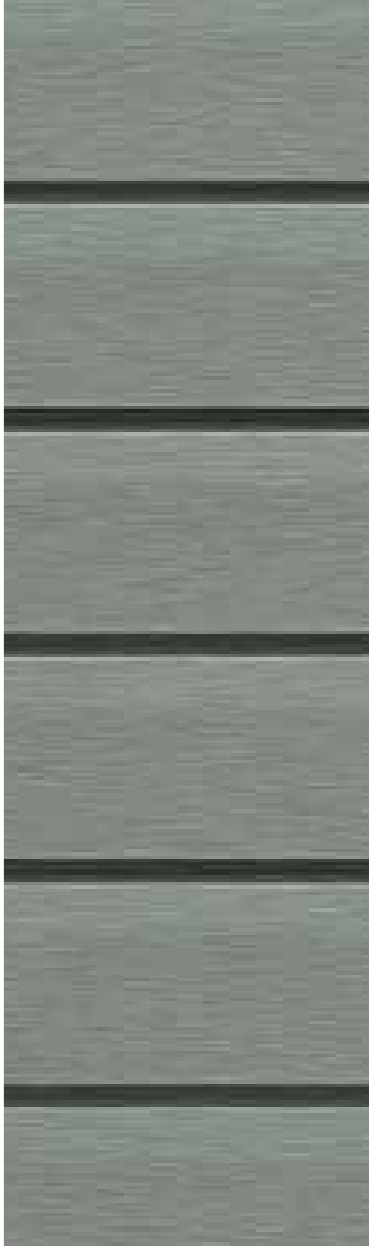


Looking for Mastic products with features that can contribute to overall energy savings, lower maintenance and reduced environmental impact? These logos identify products recognized by third parties as supporting green building practices.



Mastic supports green building and it shows. We are active members of both the USGBC and NAHB — two key industry organizations that are working to define sustainable building practices.

Inspiration. Just like that.



Do more than just change a wall — transform your home. The inspirational *Design Palettes by Mastic* puts your dream home exterior within reach.

Four distinctive Design Palettes coordinate color, texture and detail in variations that can serve as your inspiration or as the blueprint to realize your own dream. Talk to your builder or remodeler about how to get started. Call 800-962-6973 to request a free



Design Palettes brochure.

Or, explore the possibilities

for your home with the Dreamhome visualizer at www.mastic.com/dreamhome.



**ONE BRAND.
ONE COMPLETE
SOLUTION.**

TRADITIONAL LAP SIDING

DUTCH LAP SIDING

INSULATED SIDING

PERFECTION SHINGLES

HAND-SPLIT SHAKES

HALF-ROUND SHINGLES

SOFFIT + FASCIA

CORNER POSTS

DOOR SURROUNDS

WINDOW MANTELS

SHUTTERS

COLUMNS

GABLE VENTS

UTILITY VENTS

MOUNTING BLOCKS

TRIM SHEET

RAIN REMOVAL

LEAF PROTECTION