

What is Insulated Siding?

INSULATED SIDING is a complete exterior wall system, integrating rigid foam insulation fused behind the surface of the siding panel. Insulated Siding's custom-contoured foam delivers continuous coverage that drastically reduces summer and winter energy loss. The result: maximum energy savings.

INSULATED SIDING is available in the latest color palettes, profiles and wood-grain textures to give your home the look that you want and keep it looking just that way.

INSULATED SIDING dramatically reduces energy consumption year-round. With an industry average system R-value* range of 2.2 - 5.1, up to 5 times that of any other siding on the market.

INSULATED SIDING provides lasting beauty that withstands the elements. It creates a protective blanket around your home that withstands winds as high as 215 mph.

INSULATED SIDING offers up to 400% greater impact resistance than conventional siding to protect your home against the harshest elements and everyday mishaps to keep it looking like new.

INSULATED SIDING gives you the look and feel of solid wood. The precision-shaped foam backing provides structural integrity, long plank lines and a straighter appearance, which maintain its shape for years to come.

INSULATED SIDING enhances curb appeal and home resale value.

INSULATED SIDING is a patented thermal support system that is breathable to help protect against rot, mold and mildew.

INSULATED SIDING is equipped with a built-in pest-control ingredient that deters termite infestation.

INSULATED SIDING eliminates rattling and homeowners report it makes their homes quieter.



- Maximum Energy Savings
- The Look and Feel of Solid Wood
- Virtually Maintenance-Free
- Lasting Beauty that Withstands any Weather
- Enhanced Curb Appeal, Increased Resale Value
- Supports a Green Lifestyle



WITHSTANDS THE ELEMENTS COLD & HEAT

Save Energy. Live Green.

INSULATED SIDING is the most energy-efficient home exterior on the market. With an industry system R-value* range of 2.2 - 5.1, it can dramatically reduce heating and cooling costs year-round.

INSULATED SIDING closes the gap between the siding and your home, enveloping it in an energy blanket, which delivers an R-value of up to 5 times that of other home exterior claddings.

* Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value. The wall system R-value average is an industry average based on the collective R-values of all insulated siding products offered by various manufacturers.



As an Energy Star®-qualified insulation product, **INSULATED SIDING** is engineered to exceed the stringent standards of the U.S. Department of Energy and the EPA.



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R-Value Comparison Chart

With an industry system R-value* range of 2.2 - 5.1, Insulated Siding far surpasses the energy efficiency of other exterior siding products.

COMPETITIVE PRODUCTS	R-VALUE
● Fiber Cement	0.15
● Stucco	0.18
● Brick	0.44
● Conventional Vinyl Siding	0.61
● Manufactured Stone Veneer	0.62
● Wood	0.93
● INSULATED SIDING	2.2 - 5.1

R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. The higher the R-value, the better the product's insulating ability.

INSULATED SIDING is a "green" product, benefiting the environment throughout its lifecycle:

INSULATED SIDING eliminates installation and exterior maintenance materials, reducing the use of hazardous or ozone-depleting products such as paints, stains and caulks.

INSULATED SIDING reduces heating and cooling energy loss by up to 20%.

INSULATED SIDING improves air quality by helping to protect against rot, mold and mildew.

Once installed, **INSULATED SIDING** can remain in place without significant degradation for 50 years or more, reducing landfill deposits.





Insulated Siding



Energy Savings. Comfort. Green Living.



When there's a blizzard outside, it can be blissful inside.



INSULATED SIDING reduces your heating costs and keeps your family cozy when home is the only place you want to be.

Don't you and your family deserve the best? Ask your builder, remodeler or architect for Insulated Siding with Fullback Technology.[™] Or visit our website www.chooseinsulatedsiding.com to find an insulated siding professional in your area.



When it's sizzling outside, it can be soothing inside.



INSULATED SIDING reduces your cooling costs by keeping the heat out so your family can enjoy the cool comfort they deserve.



Homeowners are demanding the improved insulation values, long-term curb appeal and exceptional performance that only Insulated Siding can provide.



Insulated Siding:

Reduce Energy Loss. Save Money.

INSULATED SIDING is the most energy-efficient home exterior siding on the market. With an industry system R-value* range of 2.2 - 5.1, it can drastically reduce your heating and cooling costs year-round.

INSULATED SIDING closes the gap between the siding and your home for maximum energy savings. As much as 40% of energy loss occurs through the sides of your home. How is your home leaking all that energy? Wall studs make up 25% (1/4) of the wall surface of an average home. Those wall studs conduct heat and allow energy to leak right through the walls of your home, so it's like having one entire wall with NO INSULATION! Insulated siding envelops the home in a total energy blanket by insulating continuously over the framing of your home, where energy loss is greatest.

Nearly half of your home's energy bill is spent on heating and cooling, so slashing energy use will save you money on your monthly bill.

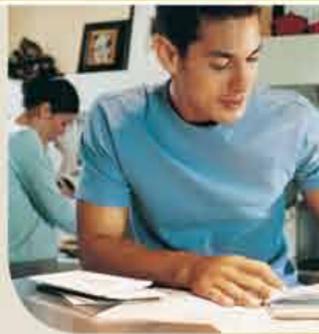
Lasting Beauty that Withstands the Elements

INSULATED SIDING provides unequalled durability that stands up to everything from the harshest elements to everyday mishaps. With up to 400% greater impact resistance than traditional siding, whether it's hail, winds up to 215 mph, or your son's fastball pitch, Insulating Siding keeps your home looking like new.

Because the rigid foam backing is precisely fitted to the exact contours of the siding's exterior surface, Insulated Siding will never sag, warp or dent. It is not susceptible to distortions caused by freeze/thaw cycles, and **will perform for the entire life of your home.**

All this translates into lasting curb appeal and increased resale value.

*R-value is the recognized numerical measure of the ability of an insulation product to restrict the flow of heat and, therefore, to reduce energy costs. R-values may be expressed per unit of thickness (e.g., one inch) or for the total thickness of a particular insulation product or installation. The higher the R-value, the better the product's insulating ability. Visit <http://www.ftc.gov/os/1999/08/rvaluefr.htm> for full information regarding R-value. The wall system R-value average is an industry average based on the collective R-values of all insulated siding products offered by various manufacturers.



Green Living



INSULATED SIDING is home siding that includes a rigid foam insulation, fused behind the exterior surface of the siding panel. Because the insulation is contoured to fill the gap between the siding and your home, it delivers maximum energy efficiency, along with durability, low maintenance and lasting beauty.



Insulated Siding:

Clean Green Living

INSULATED SIDING allows you and your family to live green, helping to preserve the earth's precious resources while saving money on your home energy bills. By reducing your heating and cooling energy loss by up to 20%, you and your family can feel proud to be part of the solution for years to come.

INSULATED SIDING is an Energy Star[®]-qualified insulation product, engineered to satisfy the stringent standards of the U.S. Department of Energy and the EPA.

INSULATED SIDING is a green product throughout its lifecycle. Components are manufactured with minimal energy consumption and waste. Once installed, Insulated Siding will remain in place without significant degradation for 50 years or more, so it doesn't require ozone-depleting maintenance products or contribute to our growing landfills.



ENERGY STAR[®] Qualified Insulated Product

Virtually Maintenance-Free

With Insulated Siding there's no need for priming, caulking, painting or patching to maintain the appearance of your home.

And because of the exceptional durability of Insulated Siding, the time and money spent on repairing warped, shifted or cracked siding can be spent enjoying life with friends and family.

A Perimeter Against Mold and Infestation

Insulated Siding's unique breathability allows water vapor that builds up inside your home to escape, helping to create a healthier home environment. Insulated Siding's exceptional breathability is 3 times that of other insulation products and provides protection against rot, mold and mildew. It also deters termite infestation with a built-in pest-control ingredient.